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CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway.

VOL. XXV. PUBLICATION OFFICE: TORONTO, JANUARY 6, 1911 NO 1.



The most appropriate and healthy food for young and old during the winter months is

ROBINSON'S PATENT BARLEY

Selling food products is your business —selling the best is your policy—sell Robinson's.

FRANK NGOR & CO., 403 St. Paul Street, MONTREAL
Agents for the Dominion of Canada

From Hlifax to Vancouver

Grocers, both olesale and retail, are pushing

"Crown Brand" Corn Syrup

690

There must be reasons his special preference. There are reasons—good, strong arguments that must appeal to ever cer—Purity, Quality, Richness, Healthfulness and Profit in selling.

Do these arguments appeal to you?

EDWARDSURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toro Ont. Works, Cardinal, Ont. 164 St James St., Montreal



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmaade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit margin behind that makes trading pleasure.

Are you featuring **"Upton's"** If not, fall in line with the 'wi ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.



Seventy Years the Leader, because its equal has not yet been manufactured.

"Cox's" Gelatine

Sold by Leading Dealers Everywhere



No chemicals used.
Absolutely pure.
Most quickly prepared.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

On Spot Gallon Apples and Marrowfat Beans

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Salmon on Spot and to Arrive.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

WRITE TO

10 Garfield Chambers, Belfast, Ireland

For sample copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish Trade.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Arrived in store one car

NEW ORLEANS MOLASSES

HALF BARRELS PRICES RIGHT

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Quebec

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.

Promptness and Satisfaction guaranteed.

Business Solicited.

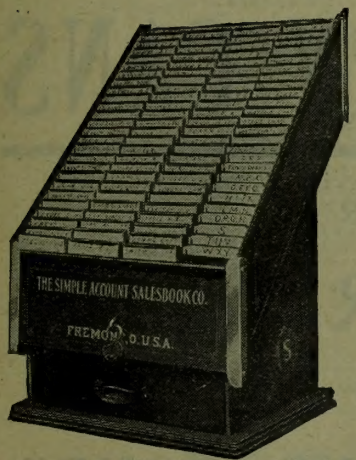
Talking About Spices

Do you know that we import all our Spices direct from the country of growth? We clean and grind our Spices in our own mill—one of the finest, up-to-date spice mills in the country. This enables us to give you Spices of Unexcelled Quality and at prices Exceptionally Low. Our lines of PACKAGE SPICES are new, packed in very attractive packages and are money makers. Why not get in on the good things and send us your Spice orders?

EBY-BLAIN, LIMITED

Wholesale Importing and Manufacturing Grocers

TORONTO



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

"BETTER CALL THE DOCTOR"

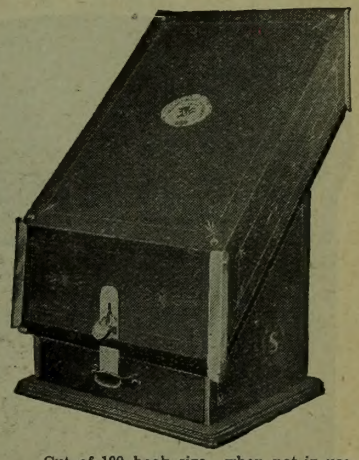
When you're sick you call the doctor. Why?

BECAUSE

You know he is a SPECIALIST on the human system. He has spent lots of time and lots of money to qualify himself, and you have confidence in his ability to tell you what's the matter and to prescribe the proper remedy.

NOW, THEN

How about your BUSINESS AILMENTS? Do you have any trouble keeping your accounts straight and keeping your bills collected?



Cut of 100 book size, when not in use, showing hood locked to cabinet.

LISTEN We have spent nearly twenty years in the manufacture and sale of accounting systems suitable for the different classes of business. We are specialists. We can give you a system that will p-l-e-a-s-e you We won't rob you either.

Ask for full information regarding the Keith Fireproof System. It's free.

The Simple Account Salesbook Company

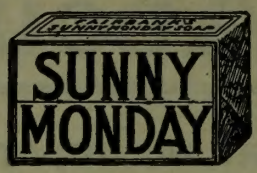
Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street .:. .:. .:. .:. .:. .:. FREMONT, OHIO

and Hartford, Conn., U.S.A.











Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

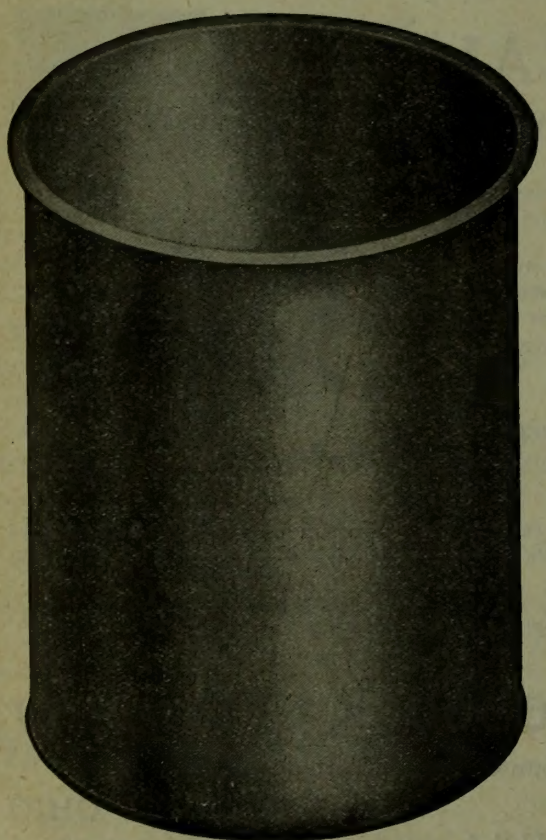
Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"Simcoe" Brand Baked Beans



One of our lines that has become exceedingly popular in various parts of Canada by reason of a combination of high quality and generous quantity.

As the green label on each can tells your customers, these tins contain more beans than the 3's flats that are sold at a higher price.

And you can guarantee the quality, because the beans are all hand-picked, processed with exceeding care, and nothing but the purest sauces and spices are used.

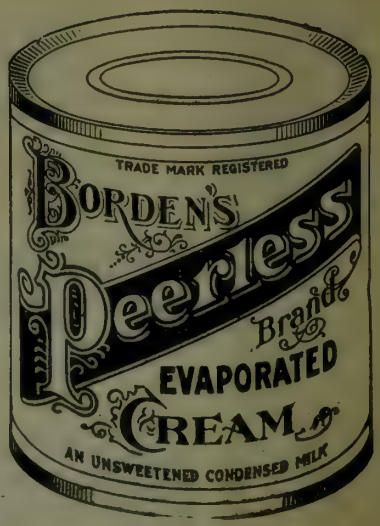
Dominion Canners Limited

Hamilton ∴ **Canada**

We can supply Red Cross Brand in place of Simcoe when desired.



Put these lines out where everyone who goes into your store will see them. It will help your trade.



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN - Montreal and Toronto

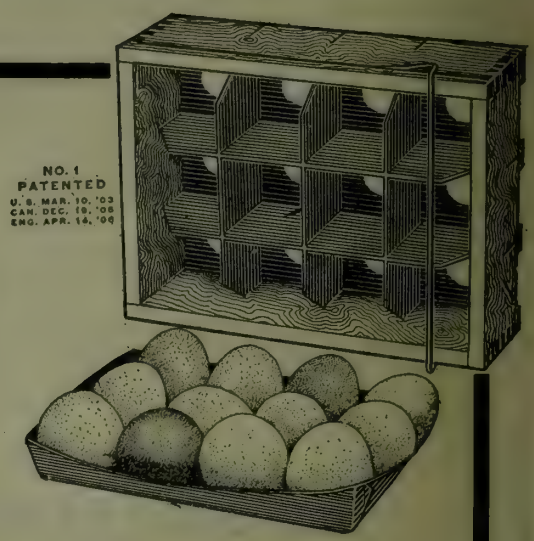
Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

Save Money on Egg Delivery

You can make money on every dozen eggs you handle if you use

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Cheaper to use than paper bags or boxes because they absolutely stop breakage. Also save clerk's time and stop miscounts. On the Star Egg Tray, which is left on the table with the eggs, there is a place for your advertisement. Ask your jobber. Write for our booklet "No Broken Eggs."

HAZELL & DAWSON, HAMILTON, WRITE:—
We wish to state that Star Egg Carriers are the best thing invented and no grocery is complete without them.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

A WALL OF SOAP Around Toronto

If the soap sold by the COMFORT SOAP COMPANY in the year 1910 was used to build a wall 15 feet high it would entirely surround the City of Toronto.

THINK OF IT!

A Wall of Soap 29 miles long and 15 feet high

The purchase of that enormous amount of Soap from one firm by the general public is the best testimonial a Laundry Soap could have.

COMFORT SOAP

"It's All Right"

SEND FOR OUR ILLUSTRATED PRICE LIST.

COMFORT SOAP COMPANY, Toronto

PERRIN'S



LEMON NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

Brushes
for Spring Trade

We make a specialty of WHITEWASH, KALSOMINE, SCRUB, SHOE, STOVE, HORSE BRUSHES and STABLE BROOMS, and our values in this class of goods are unequalled.

By placing your order early it will receive better attention than if you wait until the spring rush, and you will be sure to have the goods in time.

Write for prices now

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles
AND
Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.
GLASGOW . SCOTLAND

Canadian Distributors — Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

New Customers
For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE - MASS.
Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

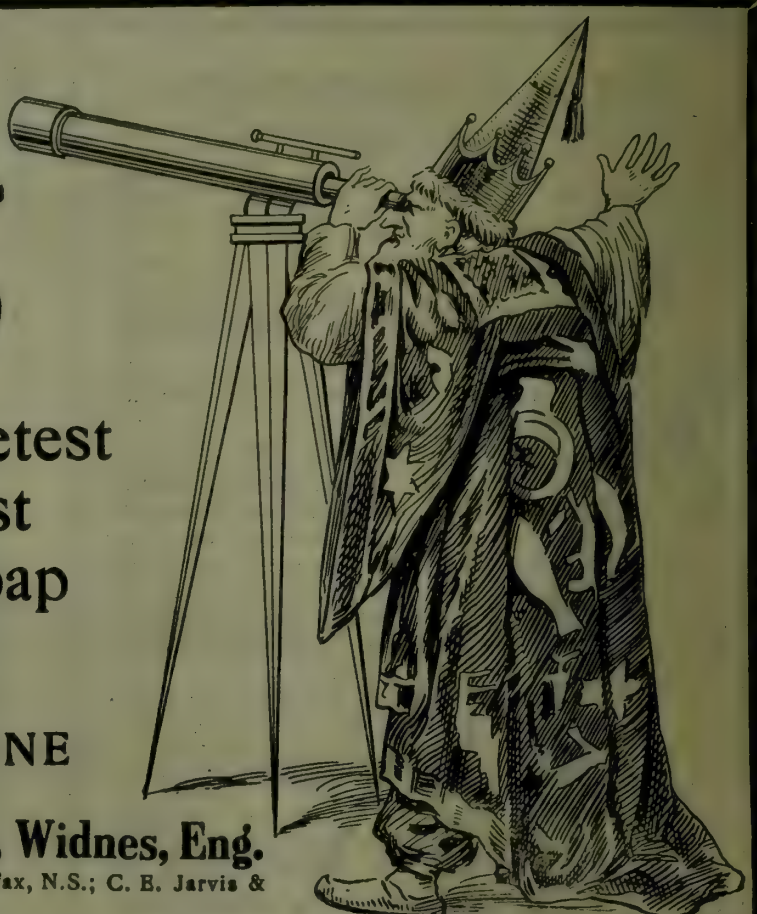
DO IT NOW!

Head Office:
Cor. Church & Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED

Branch:
256 St. Paul Street
MONTREAL

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

JAPAN TEAS

We are closing out the balance of our stock of attractive values. At this particular period Jobbers' attention is specially called. Samples from this office or our resident agents at request.

S. T. NISHIMURA & COMPANY
MONTREAL and JAPAN

It's quality not price that counts with your best trade.

Chase & Sanborn's
High Grade Coffees

are the finest the world produces, and are no dearer than inferior brands.

CHASE & SANBORN
MONTREAL

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.
INGERSOLL, ONT., CANADA

Quality and purity combined in

Wonderful Soap

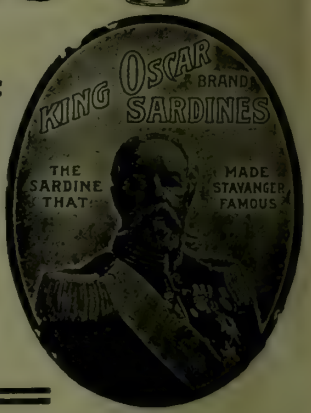
have made it a prime favorite on wash day and for all cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.
GUELPH, ONTARIO

"KING OSCAR" SARDINES

THE QUALITY BRAND



Will surely by their flavour and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

JOHN W. BICKLE & GREENING, - Hamilton, Ont.
(J. A. Henderson) Canadian Agents

McLean's



Cocoanut

THE QUALITY COCOANUT
THAT NEVER FAILS TO SATISFY!

The Canadian Coooanut Co., Sole Makers
MONTREAL



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER



Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend

Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

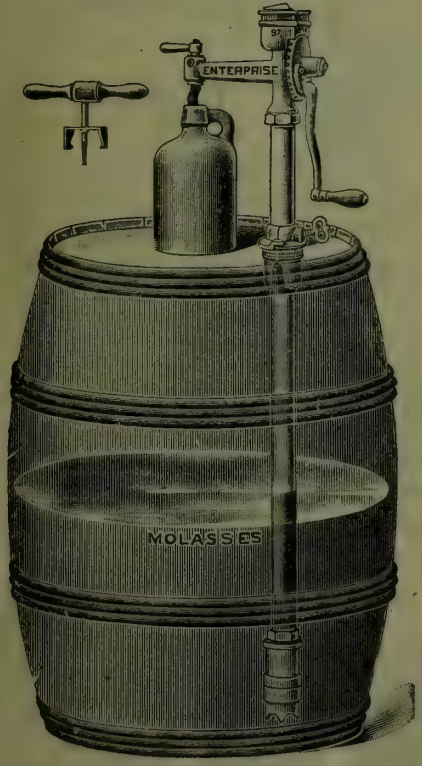
Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins. ***Shows a good profit for the merchant.***

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto. H. HUBBARD, 27 Common St., Montreal

BRAND & CO., *Purveyors to H. M. THE KING* ***London, England***



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

"KITCHENER" BRAND
OF
CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

A Woman in Hamilton

the other day walked past her regular grocer's shop because he didn't sell SNOWFLAKE POWDERED AMMONIA.

At a store in the next block where Snowflake was among the "Six Best Sellers," she spent $2.75 and came away with the impression that she would just as soon deal there altogether.

By neglecting a live issue like Snowflake this woman's old grocer lost a good customer. Women WILL have Snowflake, because it is the best cleaning compound in the world at the lowest possible price.

S. F. Lawrason & Co.
London, Ontario

Your particular customer will buy

MASON'S
No. 1 SAUCE

because there's a piquancy and flavour to it that give a zest to even the plainest fare.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous MASON old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

No. 1 SAUCE

MASONS LIMITED,
25 Melinda Street, - Toronto

Agents wanted where not represented.

Take no CREST BRAND TRADE MARK REGISTERED Chances!

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

"CREST" BRAND OLIVES!

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.
Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

Canada Spice and Grocery Co., Ltd.
London, Ont.



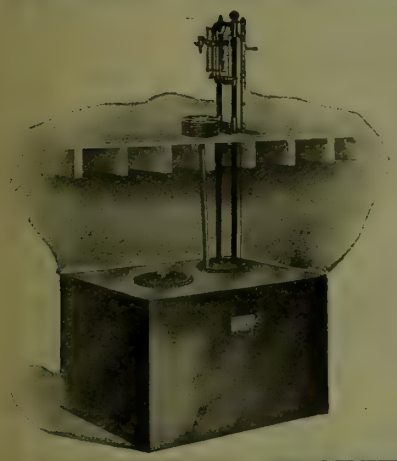
THE SECRET OF MAKING MONEY

IS TO SELL WELL-KNOWN, RELIABLE GOODS

MELAGAMA TEA and COFFEE

Have become household favorites everywhere. Merit is the keynote of their success. Order a case to-day. We are leaders in Bulk Teas and Coffees and know that we can satisfy you in both quality and price.

MINTO BROS. TORONTO



Economy Gets Close To Our Gizzards

Thousands of Retail Merchants

after a thorough investigation, have concluded they "Couldn't Afford To Be Without" a

BOWSER

Self-Measuring Oil Storage System

It adds Cleanliness by eliminating oily odors and contaminations; it increases Convenience by discharging gallons, half-gallons and quarts without using measures or funnels; it decreases labor and saves lots of time; it adds safety to your entire store, and increases the neatness of its appearance.

A Bowser System will save you enough in a short time to pay its original cost, and then you have its Service and Profit for a life-time free.

Just drop everything and write a card now asking for Booklet No. 5.

S. F. Bowser & Co., Limited

66-68 Fraser Ave., Toronto

ATTENTION, MR. GROCER!

Will you permit yourself to be subjected to the losses, errors, disputes, delays and many other vexations arising from antiquated methods of handling credit customers? Or will you join the ranks of progressives and adopt the ONE WAY to avoid them?

Allison Coupon Books

point the way to safety. They guard against loss they hold the credit customer in check; save time money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.

A GOOD START

Often means the race half won. With quality to back your efforts

JAMES DOME LEAD

you can be assured of repeat orders. This old-fashioned stove polish proves its merit every succeeding year as the best in the world.

W. G. A. LAMBE & CO., Canadian Agents

"TRIAN"
BRAND

STANDARD
OF
QUALITY

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

NEW ONTARIO

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.

THE WASHDAY WONDER

Help your customers make their work easier, and they will help you increase your sales by always asking for

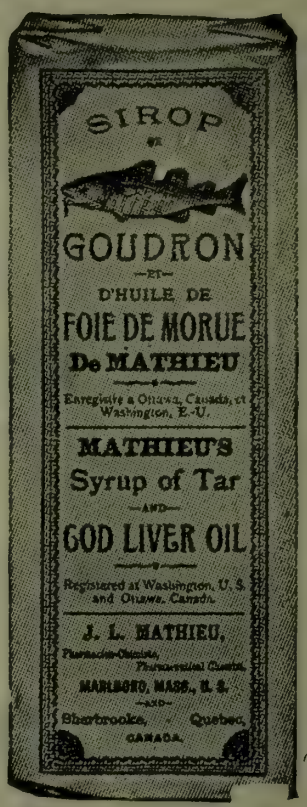
Canada's Best Soap

Show this soap to your customers. Tell them what it will do, and you will find the demand increasing beyond your biggest expectations. Canada's Best is a white laundry soap that softens woolen goods and brightens colored clothes.

It is firm and hard. Send us your order to-day—you will not regret it

Our Big Advertising campaign is now in full swing.

United Soap Company
Montreal



MATHIEU'S SYRUP
of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

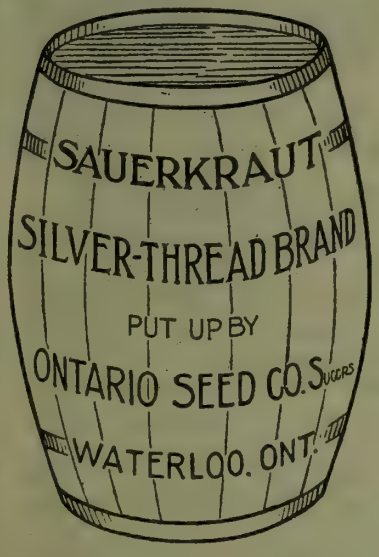
are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

The Demand for SAUERKRAUT is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.



Your Customers Know This Package

They have seen it advertised in their magazines for months. Many of them have wished they could buy those clean package dates instead of mussy bulk dates.

Tell these people you sell **Dromedary Dates,** and there will be an instant response. People who have already heard of them will buy them, and those who haven't heard will buy them, too, because they are the finest dates grown; they are sealed in a clean carton, and they keep moist and fresh long after ordinary dates are dry and stale.

YOUR JOBBER SELLS THESE

We also pack ***Royal Excelsior*** and ***Anchor*** brand package dates.

The HILLS BROTHERS COMPANY

Beach and Washington Streets, :: :: New York

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

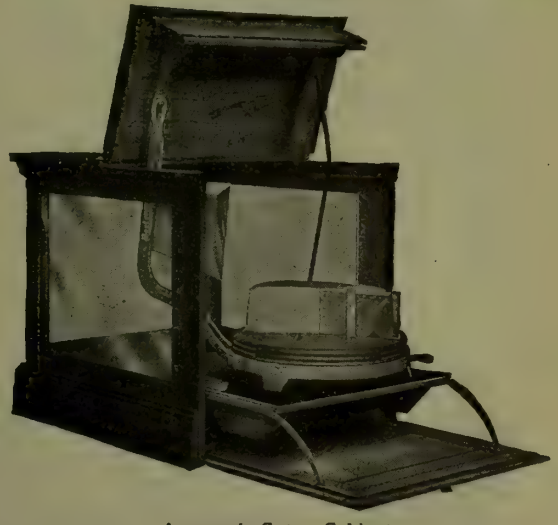
The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. ***Write for Prices.***

The American Computing Co. of Canada

Hamilton, - Ontario

INVALID OXVIL

Used in large Hospitals and recommended by all the leading Physicians.

Invalid Oxvil is in a class by itself, and as a stimulant it is superior to any seasoned Fluid Beef.



THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

The F. L. BORTHWICK CO., Kingsland Rd., London, England

Write for Illustrated Price Lists to our Canadian Agents:

THE HARRY HORNE CO, 309-311 King St. W., TORONTO

The Commercial is the Best!

Over 100,000 Account Registers in successful use in Canada and U. S.

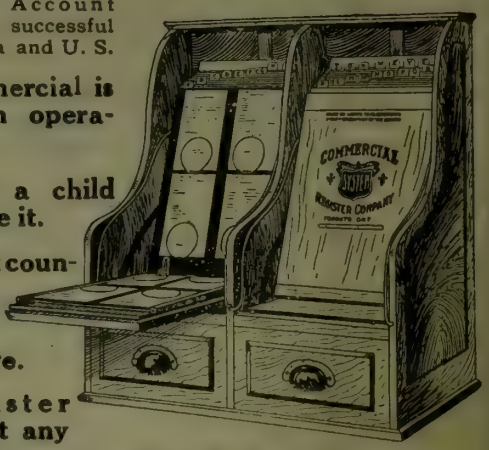
The Commercial is quickest in operation.

So simple a child can operate it.

Takes least counter space.

Beautiful store fixture.

Only Register that will fit any safe.



Sheets lift out and fit any safe.

BESIDES—

It cuts out bookkeeping. Pleases merchants' customers. Pays for itself in few months. Indestructible—Lasts a lifetime.

Drop us a postal for Catalogue

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish.



Equipped with special adjuster device and the new style force feed steel-cutting grinders

Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL, U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Sauerkraut

Sterling BRAND

Sauerkraut

Be prepared to meet the increasing demand for SAUERKRAUT.

You'll find "STERLING" Brand will fill every requirement of your trade.

Order early

THE T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

West India Co., Limited

305 St. Nicholas Building,
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS
MOLASSES
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

SELL GINGERBREAD BRAND MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand.',

1. **It is a strong baker.**
2. **It has good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's; Pails,---1's, 2's, 3,s and 5's gals. and in barrels and ½ barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA

"Canada First"



Evaporated Cream

is the finest known substitute for Fresh Cow's Milk. In every detail of its preparation the greatest care is given to preserve absolute cleanliness and purity, and each can is guaranteed pure and fully sterilised.

See to your stocks. Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

Tartan BRAND

TEAS

Our stock is full, anticipating our annual sale.
All lines away below to-day's market.

Our travellers have rare bargains. We will mail samples on application.

Be wise and take advantage of this special sale

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

The kind that always pleases!



Retail at 15c.

Very little persuasion will make your particular customer try RECEPTION WAFERS—the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor with which they are received will surely result in a big demand for them! Put up in "Aertite" packages.

We also make all kinds of dainty and high-grade biscuits.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

THE TEST

SUGAR THAT'S ALL SUGAR.
THE PERFECTION OF REFINING.
THE PRODUCT OF PURE CANE CRYSTALS.

St. Lawrence Granulated

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL



You can take an afternoon off

and not be worried about your accounts if you use

The McCaskey Gravity Account Register System First and Still the Best.

Sixty Thousand merchants in Canada, the United States and abroad say The McCaskey System saves time, labor, worry and money. With One Writing it does everything accomplished with from three to five writings in day books, journals, ledgers, etc.
We have a booklet called "System" that you should have.
It is free for the asking.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties.

90-98 Ontario Street - TORONTO, Can.

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C. Edmonton and Calgary, Alta., and Winnipeg, Man.

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Your reputation and profit call for purity in the goods you handle!

WHITE DOVE COCOANUT



is the line for you to stock because of its unvarying purity and quality.

W. P. DOWNEY,
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

'2 in 1' JELLY POWDER

is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the jelly.

This unique feature has had a big influence on the sale of "Club" Jelly Powders! Send along a trial order and give "Club" Jelly Powders prominence.

They pay well to sell!

S. H. EWING & SONS
Montreal and Toronto

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Timothy, Red, White and Alsyke Clover Seeds.

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ***ESTABLISHED 1871***

CAMMEMBERT CHEESE
Le Gaulois Brand
$3.00 a dozen, or $2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

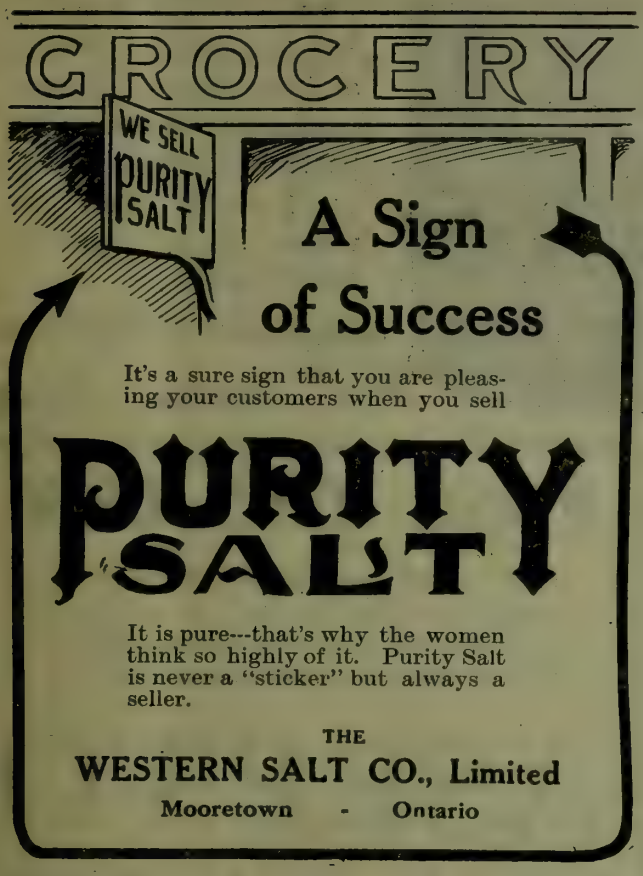
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"The Tarbox Brand"
Made in Canada
Many kinds
FOR ALL PURPOSES
Distributed through practically all of
THE LEADING JOBBERS
Send for Catalog.
Manufactured by
TARBOX BROS. - - Toronto
(Established quarter of a century under the same personal management.)

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER



A Sign of Success

It's a sure sign that you are pleasing your customers when you sell

PURITY SALT

It is pure---that's why the women think so highly of it. Purity Salt is never a "sticker" but always a seller.

THE
WESTERN SALT CO., Limited
Mooretown - Ontario

425,000,000 SOLD IN ONE YEAR!

Have YOU Tried

PAT-A-CAKE BISCUITS?

May we send you our Illustrated Album?

PEEK, FREAN & CO., LTD.
LONDON ENGLAND



WHEN SHE ASKS FOR SALT SHE MEANS, OF COURSE

WINDSOR SALT

She never thinks of using any other kind, for the very good reason that she knows no other kind is as good as "Windsor" Salt, for table or dairy.

Are you prepared to supply her?

The Canadian Salt Co., Limited
WINDSOR, ONTARIO

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS
THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO., Ltd., London, Winnipeg

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.

GLASGOW, SCOTLAND

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made; it makes your customer's money go farther.

Ask your jobber.

ASEPTO MFG. CO.

ST. JOHN, N.B.

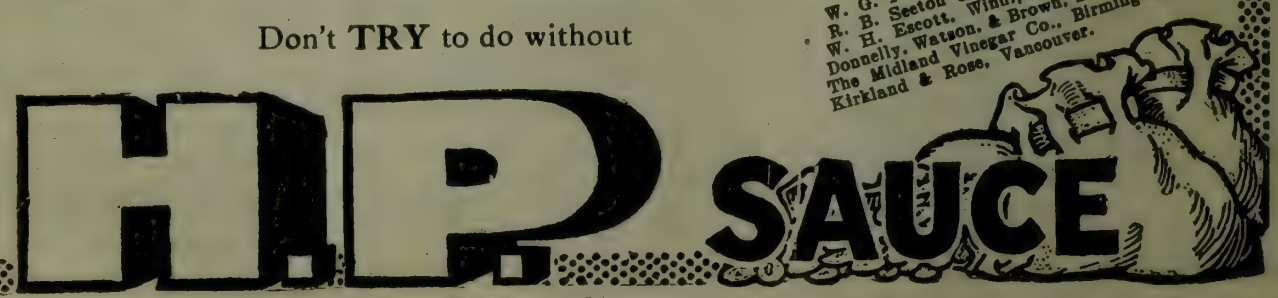
Agents—Rose & Laflamme, Limited, Montreal

If it's BUSINESS you want, Sir, H. P. Sauce will surely bring it along.

H. P. is no shelf-warmer, it's no sooner on than it's off again—
off again to good purpose, too, to your customers and to you.

Don't TRY to do without

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.





OVER 26,000 GROCERS IN CANADA HAVE PROFITED BY THIS INCREASE.

OUR OUTPUT IN PACKAGES WAS

63,290 in 1892

1,368,550 in 1896

3,560,025 in 1898

6,103,760 in 1900

8,478,830 in 1902

12,385,215 in 1904

17,113,985 in 1906

19,146,505 in 1908

23,087,810 in 1910



WE SOLD OVER 364 TIMES MORE TEA IN 1910 THAN WE DID IN 1892.

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Grocers Ventilate Their Hardships

Tell About the Inconsistencies of Human Nature and Particularly of Women—It was Before the Association Meeting Began—Incidents From Real Life—One Dealer Acts as Private Banker—Another is Asked for Assistance to Put Up Stove Pipes—Poor Pay Customer Leaves Owing $30.

"Well sir, you can't beat some people;" began one of the members addressing the others as they quietly entered singly or in couples prior to the opening of the association meeting, "you can do a customer a good turn ninety-nine times and if you do not just please her on the one-hundredth she will forget or ignore all that you have ever done for her in the past.

"There was one family that I well remember; they were fairly well fixed financially but were often short of ready cash. They lived only a few doors away from the store and often when goods from down town were sent C.O.D. they would send the delivery man over to the store. I paid the bills and with the monthly account that I sent in I included the sums which I had paid out as the family banker.

"I know some of you may think that I was too attentive, but they were one of my best customers. When at times they overlooked this service to complain about some imagined grievance, I reminded them of what I had done and of the good relations that were existing and often little difficulties were thus smoothed over."

Helped to Put Up Stove Pipes.

"That's something like a case I had," laughed another member. "One of my customers was so dependent upon me or had grown so accustomed to asking for advice and assistance that she even asked me to send over my driver to her house to help her put up stove pipes. Now that's a fact. But, I too, believe that it is this service and rather strange relationship that keeps trade, for grocers like some of us, from going down town. It is not to be supposed that we can do these things continually but what I maintain is that there is a certain place for sentiment in the business of the small grocer in a residential district and that it really cements the business."

Wanted Loan Without Security.

Another grocer had still a different experience.

"I lost a customer not long ago by doing a good turn for the family. The husband was going to New York and being temporarily short of cash asked me to loan him $50. He said he would receive all he required when he reached his destination and that my loan would be greatly appreciated. I knew they were good for many fifties but I suggested that some kind of receipt be given me. He suggested that it was hardly necessary, but I gently insisted in order to protect myself, as fifty dollars meant more to me than it did to him. Well, it was only the next day that the wife came in and asked for her bill. I was informed that my asking for the receipt had questioned their integrity or probably their false pride. At any rate they did not appreicate my carefulness. I explained to the wife that supposing her husband met with an accident and was killed I would have nothing to show that he had borrowed the money from me. It was to no avail however. Some people are cantankerous, to say the least."

The Inconsistency of Woman.

"What beats me," remarked still another of the grocers, "is the nerve of some women who ask me to let them use my telephone to order, as I afterwards find out, goods that I have in the store, but which may be offered at a bargain price that day down town. I would like to find out the best way to deal with that question. It is too late after they have given the order to remind them of my goods and in addition they nearly all buy the most of their groceries from me. Now and then they snap up a bargain, and it is this that riles me. However, I generally say nothing about it, for I do not want to lose the trade they are giving me."

Lost a Poor-Pay Customer.

"I lost a customer this week and I am beginning to think that I have done a good stroke of business thereby," came from another of the trade. "She owes me a bill of about thirty dollars and has always been a poor pay. I am a little afraid she may not settle up in full. If "What's-His-Name" has as much trouble as I have had, he will soon be sorry he began giving her credit."

"Well, don't you think," interposed one of those who thus far had been unheard from, "that you should tell Blank that this woman is not the best kind of customer and that she owes you thirty dollars?"

Favors a Credit Bureau.

"Why, I don't know him personally," was the reply. "Besides, he is not a member of the association and from what I can find out he refuses to consider the question of joining. I believe in this system of a credit bureau or whatever you call it, but we have none in this town excepting whatever we take upon ourselves to tell one another. What I am going to busy myself about is getting that thirty dollars. Blank can look out for himself."

Far in The Future.

There was silence for a minute and it was evident that conversation was beginning to lag. Someone said: "Things are not what they should be with us grocers and I'm afraid it will be after my time when they are." That concluded the discussion for the time being as everyone realized the truth of the parting statement.

Wholesalers are Curtailing the Terms of Credit

Victoria, B.C., Jan. 5.—Last month nine British Columbia wholesalers decided to curtail the terms of credit to their customers and sent them the following letter:

To the Retail Trade,

Dear Sir,—You are advised that the following arrangement as to TERMS has been agreed to by the firms whose signatures appear below.

Commencing January 1, 1911, all GROCERIES sold shall be due and payable in thirty (30) days from the 1st of the following month, being subject to a discount of one per cent. (1 per cent.) if paid for on or before the tenth (10th) day of the month following that in which they are sold; and if not so settled for, shall be drawn for at thirty days from the 1st day of the month following date of sale, excepting SUGAR and PRODUCE, which shall be sold at thirty days net, and shall be drawn for at fifteen days from the 1st of each month.

Interest at the rate of 8 per cent. shall be charged on all overdue accounts.

Believing that the above arrangement will be advantageous to all parties concerned, we are, etc.

The grocers claim that some wholesalers sell to the railway corporation and have asked the question as to whether this will be placed on the same terms as they.

The dairy and cold storage commissioner of the Dominion agricultural department reports on the experimental shipment of peaches made to Great Britain last autumn that, averaging the shipments to the different markets, the peaches sold in Great Britain for $1.04 per case of 20 to 23 peaches.

The costs to be deducted were inland and ocean freight from St. Catharines, Ontario, 13.6 cents per case, and selling charges in Great Britain, including commission, 9.7 cents per case, leaving a net price of 80.7 cents per case f.o.b. St. Catharines. On these shipments this figured out 13 cents per pound, or about 40 cents per dozen to the shipper.

Grocery Section of Big Department Store

An Old Country Firm Building in Calgary—Almost Half the Basement Devoted to Groceries and Crockery — Separate Shelves for Tea and Coffee—Show Cases and Display Tables For Crockery.

Calgary, Alta., Jan. 5.—The large department store of Pryce-Jones (Canada) Ltd. is now nearing completion. This is an Old Country firm opening out in the west, the entire store being about 200 x 136 feet in dimensions.

The illustration shown herewith is that of the grocery and crockery section, and represents the basement of one half of the store. The half shown is about 100 x 68 feet, interior dimensions, and the grocery department without the stock room, 100 x 50 feet. It will be observed that the plan has been made with a view to supplying conveniences and quick services. The stock room is roomy and handy; the ice for the refrigerator is all handled from the stock room; counters and show cases are plentiful, and mirrors are placed where they will be conspicuous and useful for the women.

Plenty of Room.

It will also be observed that the space for the grocery order department is large, although it may not seem so from the drawing, thus allowing an abundance of room. There is, too, a special shelf for tea and coffee and a special counter for provisions just in front of the refrigerator.

On the right will be seen the large space for offices, and next to it the elevator and stairway around it.

Some of the pillars are utilized by placing shelving around them for crocekry display purposes, and there are also crockery tables with shelves for the same purpose.

RAISE LICENSE ON PEDDLERS.

County Council of Dufferin Supports The Retail Merchants' Contention.

The Dufferin (Ont.) County Council have raised the license fee on peddlers in that county. The yearly fee has been raised to $300 for a team, $200 for a one horse rig, $50 for a push cart and $30 for a pack or basket. The new by-law was only passed after a very spirited discussion, a tea merchant who does an extensive trade in that county having had a number of friends in the council who raised objections to its passage. The members of the council, believing that the merchants of Dufferin could supply all demands in both tea and other commodities, passed the new law.

For each infraction of the law, a fine of not less than $30 and not more than $300 may be imposed for each offence. One-half of every fine imposed shall be paid to the party laying the information.

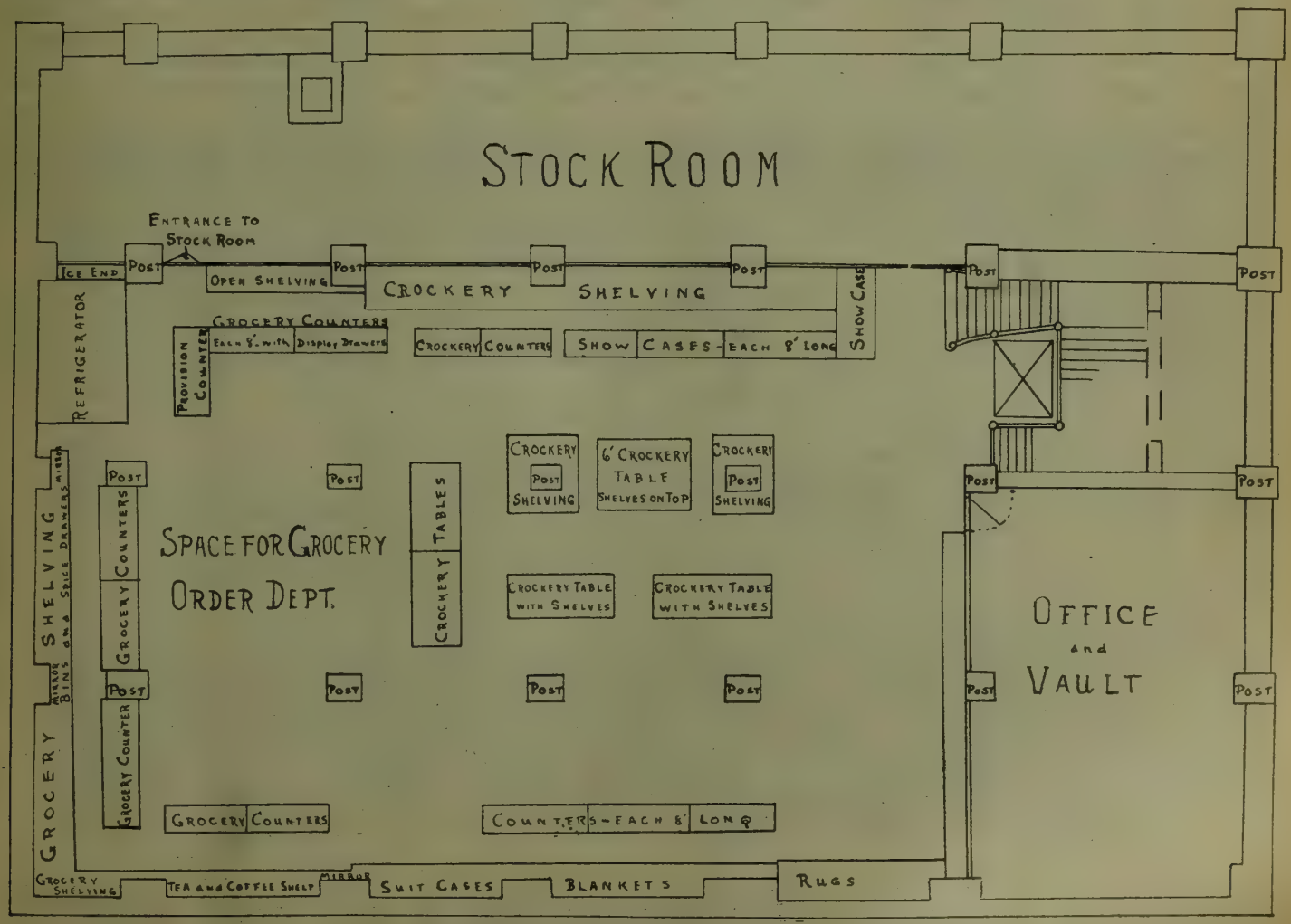
TRADE NOTES.

Mrs. M. E. McDavitt, grocer, New Toronto, has assigned.

M. Harrison, proprietor of the Royal Oak grocery, Victoria, B.C. has sold his business.

R. A. McEwen, of Aylesburg, has purchased the general store of Mr. Ingham at Nokomis, Sask.

The Farmers' Co-operative store, is the name of an organization of farmers who will open a co-operative store in the township of Rawdon, Hastings County, Ontario. The incorporators are:—E. E. Hale, broker; C. N. Reid, carpenter; C. H. Reid, baker; P. J. Scrimshaw, farmer; Lillian Maude Reid, music teacher, and J. P. Hale, merchant. The share capital is $10,000 and the head office of the company is located in Springbrook.



Store Plan of the New Pryce-Jones Building in Calgary, Alta.

SHORT TALKS TO CLERKS

By An Ex-Clerk

Courtesy, they say, costs nothing, but it is a great asset; and when I say it is a great asset that is awfully true.

You might be thinking in your minds, listening to me, "Well, perhaps some of this stuff he is telling us is true—perhaps all of it is—but I don't think he knows it all." And right here I will grant you that I will never know it all, and I don't mind saying that neither will you!

But just let's stop and think a minute! Let's get down to cold facts. How smart are you? How clever? I will tell you how smart you are. Do you get $10 a week? Then you are just $10 a week smart. You are not worth $11 or you would be getting it. And don't ever forget this point.

How smart am I? Well, I am just exactly as smart as the company pay me, and not a cent smarter. We have to stare in the face sometimes our own weaknesses.

Courtesy means an awful lot in the retail store. Mrs. Blank comes in, she may have a headache, she may feel tired, she may have been out to an afternoon tea, but that is none of our business. She says: "I want a pound of coffee." You know, Mr. Clerk will reach to the shelf, get the coffee, hand it to her; "35c. Thanks!" That is not courtesy! Courtesy means taking your customer in charge from the moment she enters the store, saying to her. "Good afternoon, Mrs. Blank," with a smile, with a bow, the right way to do it, making some pleasant remark.

Don't forget another point; you don't know what is in her mind, and she doesn't know what is in yours, nor does she care. If you are discourteous, abrupt, or short in your talk or remarks, she will remember it. If you are courteous she may not—because she expects it; she looks for it; she is spending her money in your store, and there are lots of other stores to which she can go.

Lost at the Start.

I recall to my mind a case that was brought to my notice not long ago, of a woman I know who had recently moved into a certain neighborhood. She walked into a grocery store near her new home; the clerk paid little or no attention to this customer; he was not just in the mood to put himself out or go out of his way. He walked up to her and said: "Well?" She stated her needs, bought her parcel, walked out. She told me that evening that she would never go into that store again.

This is where lack of courteous treatment cost that house an account worth $40 a month. Think of it! $40 a month, $480 a year! On a basis of 20 per cent. profit, $96 pure profit per year driven away from the store through lack of courtesy!

If you lost only 10 customers a year through this thoughtless channel, that would be $960 — nearly $1,000 every year. And, believe me, there are more than ten customers per year lost this way in many stores.

Now make your comparison! In place of saying to the customer, "How do you do, madam. What can I do for you?" and saying it with a smile on your face. She makes her request. Then say, "I can send these for you. I can deliver them to your house very shortly in place of troubling you to carry them." How differently it would sound to her! And when she gets what she asks for, thank her for her trade. Say, "Thank you very much. If the goods are not satisfactory, please advise us, as it is our endeavor to please all our customers," or something along that line. That is the difference between losing a new customer and retaining one—all the difference in the world, at no expense except a little thoughtfulness.

Now, don't forget the telephone! Many a customer has been driven away by a short, discourteous talk over the telephone, as if you wanted to hang up the receiver the minute you took it down. Remember you many be busy, but she is not. You are in a hurry, but she is not, and she is not supposed to consider your hurry at all. Why? Because you are doing the catering, not the customer; because she is going to leave her money with you. She would appreciate it very much if you would help her in ordering her goods for that day; and as a great deal of trade is done over the phone, this is a very important thing to remember.

Make a Study of Human Nature.

As a rule, every clerk knows to a certain extent the disposition of the customer to whom he is talking over the phone, and should act accordingly. Surely you can study human nature to some extent; study dispositions, and always be courteous. Have an inventive mind, be initiative! Because you are doing—what? You are laying the foundation for your whole future. Don't you think your employer does not notice these things? He does!

And then look at the effect one discourteous clerk may have on other clerks. It is contagious. All bad things are contagious, because they are easy to take on. It is like a drop of sour milk in a can of sweet milk; it ruins the whole can.

And don't overlook another point: The same customer who walked out dissatisfied is contagious to her friends and relatives, and it all hurts, and will always cost the house loss of customers, which means loss of trade.

A clerk to be always courteous wants to feel courteous, and to feel that way he wants the proper amount of rest; he wants to take proper care of his health. He should have at least eight hours' sleep. No clerk can feel the part, and look the part, and stay out late night after night. He is robbing himself of the chance of advancement, and robbing his system of the rest it requires at the end of a day's work. Give your system lots of rest, and you will have a clear eye and a pleasing appearance. Further, you will feel more like taking care of your personal appearance.

Ruined His Chances.

I know of a case where a man from a wholesale house called on a retail store with the intention of looking for a bright assistant in his business. He walked in the store. One of the clerks —and not a junior at that—stepped up to him, and looking at him said: "Well?" The man's reception kind of startled him, and for the want of something else to say, he inquired if the proprietor was in, and the reply was "Naw!"

Well, this fellow didn't have a look-in for that job. Wholesale houses don't want that kind of people. But I can tell you one thing you can remember. I happen to know of the young man who did get the job, and the last I heard he had risen to the position of manager of one of the departments.

Why, you hear every day public complaints of discourteous conductors on street cars, conductors on railway trains, which creates a feeling of animosity against the firm or corporation. And the same thing goes on in many retail stores, even if it be on a smaller scale.

Clerks Are Too Abrupt.

I wish you men could realize the difficulty merchants have, as they outline it to me, in securing the proper kind of employes to take care of their business. As a merchant stated not long ago, when I was outlining to him the work we were endeavoring to do with retail clerks. He said, "Never was there a better cause. It is not like it used to be in the old days. Many of the clerks we get nowadays are too abrupt—in fact, are prone to be 'fresh.' They think the slangy, up-to-date method (as they call it) that makes them laugh in the poolrooms, sounds the same to others as it does to them. It doesn't! It grates on one's ears; it drives away trade."

Your business is to be courteous at all times, and not only keep trade, but bring it to the store.

And as a last reminder: It is not always what you say, boys. It is how you say it.

John D. Gahan has opened up a grocery store at Monckland.

The general store of Mr. Ortenburg, also R. Common's general store, at Bradwartine, Man., were burnt.

Practical Methods in Retail Stores

Halifax Dealer Gives Reasons Why He Quotes Priecs When Advertising—Losing Money Through Leakage in Coal Oil Tank — A New Store Containing Many Modern Ideas.

Believes in Naming Prices.

Halifax, N.S., Jan. 5.—"I always place prices in my advertisements," states a local merchant. "Customers must know the prices before they buy and they might as well know them before they enter the store as after. A customer is more likely to be attracted, knowing where the article may be had and the exact price that must be paid for it.

"Some merchants seem to be afraid to expose their prices to their competitors, but I am not, for I believe the price advertisements are the kind that attract the customer if the prices are reasonable. If prices are so high that you do not want to compare them with your competitors there must certainly be something wrong and it is the merchant's duty to find the explanation of the high price."

Money Lost in Coal Oil Leaking.

Brandon, Man., Jan. 5.—A local grocer expressed the view that a great deal of the profit in many grocery stores is greatly reduced by inattention to the smaller details. He spoke especially of one article which he has been carefully keeping track of lately, namely, coal oil, and which he found was giving him little profit on account of clerks allowing the top of the coal oil tank to remain open and allowing a great deal of the oil to evaporate. He spoke of other matters such as taps not tightly closed, breaking of package and bottled goods and several other things which in themselves may not amount to a great deal, but which when combined make the profits smaller.

The large leaks in business immediately attract attention but the smaller ones may go on for a long time before they are detected and remedied.

Getting Rid of "Dying" Stock.

Collingwood, Ont., Jan. 5.—Prentice & Sproule, grocers of this town, make it a point to take stock once a year. In doing this they omit anything they consider to be dead stock, which does not, however, amount to a great deal since they strive to keep everything of this nature cleared away. If they find any line sticking that is all right they devise some plan to bring it to the front and push the sale of it even if the price has to be reduced.

New Store With Modern Features.

Norwood, Ont., Jan. 5.—The interior of the new fireproof grocery establishment of J. L. Squire which was under construction for some time has been completed. It is 115 feet by 28 feet in dimensions.

The front entrance is rather of an imposing character. The large plate glass windows with their reflecting prisms and mirrors together with the white tile flooring afford excellent advantages for the displaying of goods. The interior of the store is finished with metallic ceiling, hardwood floors and varnished woodwork. A special department has been provided for the meats and dairy produce, its counters and surrounding walls being covered with white marble and tile. A rest room and demonstration department have also been provided for. The most modern appliances have been installed, including a large refrigerator, meat slicers, computing scales and cash register. The hot water system is used for heating, the radiators are fitted under an extension in the counters. There is also a neatly constructed office with vault adjoining. The cellar and store house are of cement and are conveniently arranged for the stocking of goods.

Mr. Squire's former establishment was burned during a big fire which swept a block on the west side of the main street last May.



The above window was one of those dressed by E. J. Kirk, of Kirk Bros., Bracebridge, Ont., who have had some very handsome displays in the past. It represents a large basket laden with fruits and trimmed with holly and Christmas stockings. The handle of the basket is bowed with a red material to represent ribbon. The bottom of the window shows an abundant display of seasonable goods neatly arranged. This suggestion might come in handy next December, so that it ought to be given a place on each dealer's window dressing file.

Pathfinders of Commerce at a Banquet

Friendships Formed at Alton, Erin and Oakville Renewed Once Again—Constitution Drawn Up—Some Splendid Post-Prandial Speeches on Loyalty, Labor, Reciprocity and Other Great Problems—Wit and Wisdom Abound.

Staff Correspondence.

Toronto, Jan. 5.—Wherever two or three drummers are gathered together there will ye find fun also. On the last night of the old year but one, the Drummers' Snack Club assembled its worthy members at the Walker House, and at a profitable and pleasing entertainment and banquet, easily upheld the standard of all its past social achievements. It can be truly said that there was fun and profit; for amongst the merry group of knights of the grip there were displayed the humor, the wit and the calculative mind so common to these—well let us say "pathfinders" of modern commercialism, to steal the happy expression of one of their number.

Everything from reciprocity, and development of natural resources down to the more frivolous remarks about the defence of the boarding house and its association to patriotism, was expatiated upon by the group of cross-country trade runners and optimists.

Then there were songs and storiettes from some of Toronto's most talented male artists, whose musical abilities have been vocally developed and who also must have taken a turn or two on the vaudeville stage.

Throw Precedent to the Winds.

Prior to the banquet and subsequent performance, a meeting of the club was held in an upper room, where the chief business transacted was the formation of a constitution for the body which has hitherto been governed by precedent only. During this meeting, the sad news arrived of the death of C. C. Weese, of Lindsay, a member of the club always conspicuous at the annual summer outings and a warm friend of everyone. A wreath was sent as an expression of the kind regards felt towards his memory.

President John Wildfong was master of ceremonies—that meant some arduous duties, but these nevertheless were expeditiously performed. During the course of the banquet itself, little happened to be recorded here, for obvious reasons.

Was Out Rather Late.

Aside from an occasional trip to answer a telephone call on the part of Walter Madill, alleged to be from his wife who was expecting him home,—for it was after seven o'clock—and a few score of stories picked up by Sol Walters on his travels and related by him, nothing of any account occurred.

The customary honor having been done to the King, Michael Malone, one of the main orators of the club proposed the toast to "Canada" in his usual facile manner. He spoke of the vastness of Canada from ocean to ocean at the same time indicating by gestures that he was discoursing on or giving an object lesson about the art of swimming. Next he painted a beautiful mind picture of the coming of Canada's pioneer band, of how they beat back the forests—evidences of which are yet to be seen from the stumps—and with iron wills and muscles cultivated the virgin soil.

"Are we going to be worthy of our predecessors?" he inquired amid tumultuous applause.

Then came Jack Charles to respond. His sunny face was compared by several to that of the happy-looking pasteboard individual in the refreshment stands used to advertise coca-cola. He had only the time he intimated to touch upon the fringes of all he knew about Canada. The subject was too big to consider fully in the space of a few minutes and these were cut cruelly short by a motion of Sol Walters which



Jack Charles as a "Pathfinder." The Gun is for Providing Venison and Turkey as he is Opposed to Militarism.

in effect meant that the hot-air be excluded. It was John W. Charles who associated the term "pathfinders" with commercial travelers and as an illustration he told of a certain brand of soap having been planted at Khartoum, Africa, just after the battle. (Little doubt that it was needed, perhaps more than anything else). The speaker was opposed to militarism, reciprocity with the United States, but in favor of it with Britain. Then after an oratorial triumph about Canada as the last great "melting-pot" of the world; about broad fields and freshly turned soil, etc., he sought a more solid foundation.

A Father Proud of His Sons.

George Smye, Hamilton, stood sponsor for the toast to our "Manufacturing and Commercial Interests," and William Algie, Alton, Ont., the father of the Snack Club, replied. His address would have done justice to a royal occasion without any exaggeration. He modestly compared his ability to talk about the subject, to the small boy who tried to lift the prize pumpkin at the fall fair and found it was too much for him. He appreciated the reception accorded to him and he added, "I appreciate it all the more because I know that every —— one of you mean it."

The knowledge of having to reply to this toast had been a little surprise to him when he came into Toronto. So he had gone off to a corner by himself and "staked out a few ideas; a few pegs on the claim as it were." He told a story about the Sunday school boy who, when the long-winded superintendent after an hour's address asked, "What now shall I talk about?" answered, "about five minutes," and hoped history would not repeat itself.

In a philosophic mood he referred to the satisfaction he had had in life. When he comes face to face with the grim reaper, he will say to him: "Your welcome to the rind of the lemon, I've got all the juice." He didn't know or care much about the future, but he has cinched the past.

"Commerce, agriculture, mining, lumbering, etc., all make an independent country; the prosperity of the one reflects the prosperity of all. Some say we have to live on one another, but if that is so, then cannibalism is the ideal state of life."

Homes Make Patriots.

"Few of us would care to shoulder our rifles in defence of a boarding house," remarked Mr. Algie, after saying that homes made patriots.

He considered that the great product of any country is its people. "One time there was a Highland Scotchman of powerful physique, who had raised a family of seven strong and sturdy sons. An eighth arrived, but it was of a puny type and not likely to produce any great physical strength in its life on earth. However, at the age of 18 months it died. The big Scot was being tendered the sympathy of a neighbor and while he felt keenly the loss of his child he asked with an eye looking into the future: 'After all, would he have made a people?' And that is the great question that should concern each of us to-day," added Mr. Algie.

Glengarry was the scene of another of his stories. Down in Glengarry many of the farms are rather rocky. One day a Yankee was driving along the road close by where a husky Scot was ploughing. The former stopped his horse and after looking over the stony farm, inquired in a none too respectful tone, what was raised here.

The Scot said nothing, but stooped down and, lifting a 500 lb. stone and placing it on top of a five foot fence, replied, "Men, be God."

Mr. Algie was with the manufacturers who recently treked across the continent to see the great west. He told of the vastness of that country which such a short time ago was known as the wild and woolly west. "But there

ain't no wild and woolly west now," he replied, "its Canada from coast to coast."

After ventilating his opinion on reciprocity, local option and labor he came back to the good fellowship existing in the Drummers' Snack and the importance of drinking life to the lees, for, said he:

Every sob and every sigh
Is a nail in one's coffin, no doubt;
Every grin so hearty
Always drags one out.

Prowess of the Colonel.

Walter Madill criticized the programme promoters for not allowing him six months to prepare a speech about "Our Club." Col. Stoneman responded by cutting the introduction short in order to give a medley recitation of a unique character. It included perfectly blending sections from, "On Linden when the sun was low;" "Charge of the Light Brigade," "Hamlet," "I'm to be Queen o' the May"; "Any rags any bones"; "Lives there a man with soul so dead," etc.

Was Given Some Money.

Bay Hill, Hamilton, presented Robt. Algie, secretary of the club and a life long member, with an envelope containing $50. Mr. Algie replied feelingly and after this sad occurrence (for presentations are always of a melancholy character), Chas. Silver proposed "Our Guests." Harry Bennett responded with two songs; Jno. Gibson, past president of the C.T.A., with a speech and Supt. Ivens, of the C. T., M. B. S., with an imitation of a common house fly.

Pop Somerville proposed the health of "The Press" and Wm. Meen and C. A. E. Colwell handled "The Ladies."

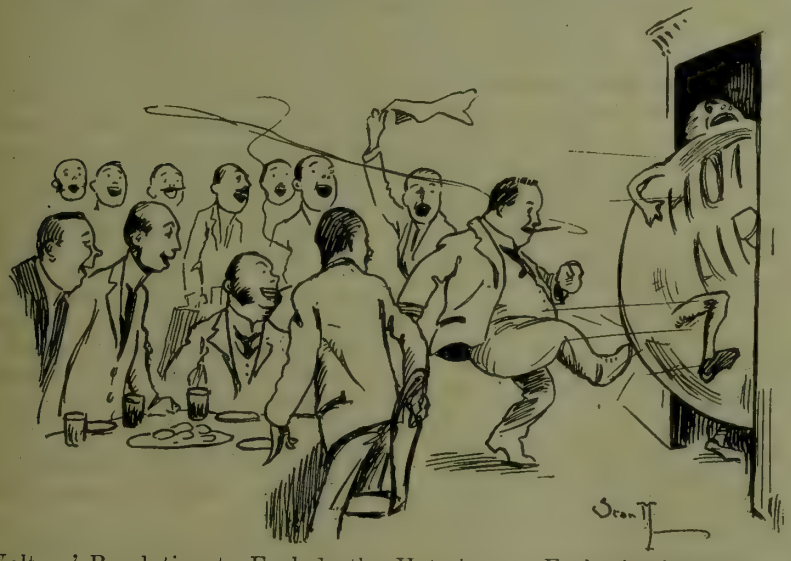
During the evening a musical programme of a high order was given by Wilfrid Morrison, the boy soprano; Will J. White, Donald McGregor, and Harvey Lloyd.

E. Jules Brazil was accompanist instead of Ernest Bowles, the official pianist, who recently sustained an injury of a broken arm. Mr. Brazil concluded the programme with a clever musical recitation in which he compared Life to a Game of Cards. The merry company then disbanded to meet again at Oakville in July, 1911.

TRAVELERS' ANNUAL MEETING.

Condition of Hotels and Old Age Annuity Discussed.

Toronto, Jan. 5.—Improved hotel accommodation for the traveling public was one of the principal questions considered at the 38th annual meeting of the Commercial Travelers' Association, held in Toronto last week. It was introduced by a motion by W. H. Scott and Walter Moore, "that the members of the Commercial Travelers' Association instruct our Board for 1911 to press upon the Ontario Government (1) the necessity that exists, in the interests of the traveling public for the inspection and regulation of all hotels in municipalities adopting local option by-laws; (2) the government's responsibility to the traveling public in permitting municipalities to pass local option by-laws without at the same time making provision for hotels to be under public inspection and control: (3) the duty of the government to assume control of all hotels, catering to supply the public with meals and board, or to enact that all municipalities passing local option by-laws shall assume the responsibility and control of all houses for the accommodation of the public."



Sol. Walters' Resolution to Exclude the Hot-air was Enthusiastically Received.

The question of annuities for old members was also given a great deal of consideration, and will be given further consideration by the Board of Directors during 1911.

The officers for 1911 are:

President—Robert Gemmell; 1st Vice-Pres.—S. M. Sterling; 2nd Vice-Pres.—Jas. G. Cane (acclamation); Treas — E. Fielding; Board of Directors for Toronto—F. J. Zammers, Geo. W. Moore, John Everett, W. H. Scott, C. J. Tuthill, Alex. Cook, J. W. Charles, D. H. MacKay, Jos. Pease.

Hamilton Board—Arthur F. Hatch, E. O. Zimmerman, Chas. C. Smye, H. J. Wright, Geo. M. McGregor.

Berlin Board—W. J. Moody, F. G. Doering.

Montreal Board—Wm. Williamson.

Jas. Sargant is permanent secretary.

MERCHANT OR MONEY LENDER.

By A. H. Harvey.

When a manufacturer sells a merchant or another manufacturer a bill of goods on 60 days' time he is virtually loaning his customer the price of those goods for that time. The customer takes the merchandise loan for granted, and is very apt to seek, by delays and excuses, to extend the original 60 days without interest a much longer time. In discussing this question recently an exchange pointed out that if the buyer were to go to his bank and borrow the money necessary to pay for the goods on the same 60 days' time he would not only have to pay the legal rate of interest but a premium besides, and if he did not meet the obligation on its maturity would have to satisfy the bank that the account was good and collectible, and of course pay interest for the extended time.

Does the salesman realize when he is closing a sale with a customer that he is virtually lending that customer a sum of money equal to the value of the goods for the period that shall elapse before payment is made? And does the buyer realize that in asking for credit, be it for only ten days, he is asking the seller the favor of a cash loan? Unfortunately the salesman is rarely as careful to secure himself on his merchandise loan as the bank would be in making a money loan. And unfortunately the buyer, from his superior height, sometimes fails to realize that when he "favors" the seller with an order he is asking a favor in return.

A realization of this actual relationship between buyer and seller would lead to greater self respect and firmness on the part of the seller, and, what is more important, fewer losses; while there is many a buyer whose attitude toward the seller would be vastly improved by a recognition of this homely truth, and who would steer his course clear of many a dangerous financial rock thereby. The seller is a partner with the buyer to the extent of his sale during the period elapsing until payment is made, and as such has a right to know the financial condition of the creditor. This sense of partnership is rarely recognized by either party to the sale.

A company recently organized and incorporated in California proposes to popularize raisins by a slot machine which is to be put up not only in all places where throngs gather in that country, but in similar spots abroad. The company owns the slot machine device for selling raisins in 5-cent packages automatically.

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RESOLVED!

If there are any New Year resolutions made they should be strictly adhered to. No doubt resolutions made at Easter, in July or Thanksgiving and made with a good intent, are just as good as those at the beginning of the year if they are kept—aye, that's the rub, "if they are kept."

Sticking to a resolution denotes willpower, and the more it is developed the better is the possessor fitted to carry out his good intentions from time to time. Good resolutions should therefore be made frequently.

No one can make any mistake in resolving to operate a cleaner store during 1911 than in 1910. These are the days of microbes and bacteria; doctors say that animals, places and articles are full of them, and animals, places and articles that we never suspected could be so inconsiderate.

The people are being told that cats are among the most dangerous carriers of disease germs; that flies are poisonous; that decayed matter is positively destructive to our constitutions and that fresh air and wholesome food is absolutely necessary to longevity. The people believe all this, whether or not it is true, and are watchful. Therefore it behooves every dealer to look to the cleanliness of his store during the years to come.

Make the resolution now that henceforth cats will be placed on the "blacklist" so far as your store is concerned and that everything tending to give an unclean effect to the store will be eliminated. Water is cheap and so are cleansing powders and brushes—particularly at wholesale prices—and therefore it is a comparatively easy matter to eliminate the dirt. If you make this resolution be resolute in carrying it to a successful finish.

PERSONAL ELEMENT IN BUSINESS

"How is your wife's rheumatism, Mr. Jones?" or "Is your son making good progress at college, Mrs. Smith?" Such is the variety of question which greets customers of a certain Edmonton merchant when they call. He keeps a card index on which are noted something personal regarding everybody on his books.

This same personal element applied in one of its many phases, will do much for any business.

One can never tell when such an interest displayed in someone will take hold and bear rich returns in patronage and good-will.

BUSINESS MEN CHOSEN.

The municipal elections in Ontario this year demonstrated that the electors of municipalities are gradually becoming aware of the fact that business men are the best of men to conduct civic affairs and serve the interests of the people.

Among the many business men elected on Monday, the grocery trade can claim a good share.

The Mayor of Bracebridge, is Peter Hutchinson, a grocer; Thos Haller, general merchant, is the civic leader in Bothwell; Ald. Forth, grocer, was re-elected to the Hamilton council; A. Coulbeck, grocer, is a school trustee in Brantford; in Guelph, G. J. Thorp, produce merchant was elected mayor, and W. D. Bothwell, Barrie, is on the council.

These are but a few of the many grocers and general merchants elected, but it is safe to say that the majority of the civic representatives in Ontario are men engaged in business and many in the retail business. This is getting away from the old idea that only professional men with college training could direct municipal affairs. Apparently it's the man with the business head who is now given the preference.

ADVERTISE IN QUIET TIMES.

Always during the holiday trade, retail dealers give more attention to newspaper advertising than at other times. There are those who believe that they have secured everything there is to get by running an advertisement once or twice prior to Christmas. They do not hesitate to declare that even then they got good results; they are grateful to the publisher of the newspaper for this but they think the usefulness of printer's ink has passed until another holiday rolls around.

"No use advertising in January," is a frequent remark; "business is too quiet then."

This is quite a mistake; the proper time to advertise is the time when business is slack so that the public will purchase more than they did the corresponding month of the previous year. That denotes progress and this never comes to a man who makes no efforts. That business should be increased only at holiday times is an idea unworthy of the poorest merchant. If advertising is a recognized form of increasing business, then the advertising should be a permanent plank in the platform and not periodical.

DUTIES OF THE CLERK.

The clerk owes it to his employer and to himself to endeavor by every means in his power to improve his knowledge of the trade in which he is engaged. It is not sufficient to know the stock in the store. The clerk who is going to make a success of his work is the one who studies the business from every standpoint, who is anxious to assimilate new ideas, who considers methods of salesmanship and endeavors to find ways of reading and satisfying his customers. He should not make it his sole ambition to sell goods, but should strive to satisfy the customers as well so that the trade of that particular person will be placed with the same store in future. To be of real value to his employer, a clerk must know something of the art of effective display, so that the store will be kept bright and pleasing to customers. In fact, there is no branch of the trade that the salesman should not keep in touch with, in his efforts to improve his own insight into profitable and progressive business methods.

This can be done by observation and by reading. "When I was a clerk my employer kept telling me that I should never fail to read the trade papers carefully and digest mentally everything that they said," remarked a Berlin merchant the other day. "I was brought up on The Canadian Grocer, so to speak, and to what I saw there, I attribute a great deal of the success that has come to me since I started out in business for myself. I still watch it closely."

Undoubtedly a great deal of useful information can be obtained by paying close attention to the ideas of other men as reflected in the trade journal. The clerk who is anxious to make something of himself should not neglect this ready source of information relating to all branches of the business in which he has engaged.

A LOOK INTO TRADE CONDITIONS IN 1911

Easier Prices for Hog Products, Butter and Cheese are Anticipated---Sugar Market Not Likely to be High for a Time at Least---World's Flour and Wheat Markets Expected to be Above Average of 1910---Tea Will be Higher---A Good Year Predicted

Some wholesalers' and manufacturers' representatives are inclined to think that a number of food stuff prices have been unnaturally inflated during the past year. This applies, they say, more to the United States than to Canada and they believe that during 1911 there will be a decline of many prices in the country to the south.

The markets there have certainly been high with scarcely an exception. This was caused principally by the shortage in the production of many goods which had the effect of increasing the cost of these goods to the wholesaler and retailer and therefore the cost of living. Sympathising with this state of affairs, and partly due to increased demand, prices of other goods have gone up.

There are those who claim, for instance, that coffee has been advancing too rapidly for they believe there is plenty of it in South America, but that there are market manipulators on the scene. No direct evidence of this, however, has yet been produced. Tea is likely to be higher than it has been for some time, all of which has been previously explained in these columns.

During the near future there is also every indication of a lower market in sugar. The visible supply of raws indicates an increase of more than 382.000 tons above that of last year.

We may expect too, that during 1911 the average price of hogs and hog products will be lower than in 1910. This will be due to a larger production following the high prices of the past year, and so far as Canada is concerned will be a natural condition. But even in 1911 there is no reason to anticipate any over-production. Packers are of the opinion that supplies will be short but that they will not be as short as during the past year and demand should be good. The shortage of hogs during the past two or three years has been so great that it will take some time before supply can overtake demand sufficiently to bring back prices to those ruling ten years ago.

Considering the world's butter and cheese markets, there are those of the opinion that supply will be in excess of the demand this year. One reason given is that Australia has now entirely recovered from the effects of the 1909 drought and that she will have a considerable quantity of butter to export this year. New Zealand will likely be able to export more. The United States and Canada are shipping less and less butter to Great Britain every year but Denmark, Germany, Sweden and Russia are expected to exceed last year's figures.

With regard to cheese there is no likelihood of much cheaper prices although it is the opinion of Old Country produce men that the consumptive demand is apparently decreasing. Should the production increase to any great extent, it is quite probable that we shall see slightly reduced prices.

So far as wheat and flour are concerned, British importers who have studied the situation think that the world's prices will rule higher than in 1910. This is based upon the rapid increase in population in wheat-consuming countries and the growing demand per capita. Of course the weather has to be always reckoned with as well as the relative production of competing foodstuffs, such as rye, potatoes, maize, rice, etc.

But on the whole, there are evidences of easier markets on many lines during 1911; nevertheless since so many things may intervene before the next harvests have been reaped we may perchance be met with different results. Every member of the trade should now begin to study markets and follow them closely throughout the year. This may be the means of staving off losses which always follow the acts of the business man who rushes blindly into his purchasing without reflecting upon the actual conditions of things.

The past year was a most prosperous one. The laboring classes were well supplied with work and money and 1911 is entered with bright prospects. The best merchants the country over report a good year and a grand finish during the holiday time. Collections have been good and money free; and with bountiful harvests—upon which all our porsperity largely depends—and progressive methods, we can only look forward to the best commercial year in Canadian history.

STOCK-TAKING METHODS.

Stock-taking time is now at hand and merchants would do well to give the matter close consideration. The taking of stock is an operation which must be carried out thoroughly if the merchant desires to find exactly where he stands financially at the end of the year. Only by a careful listing of the stock is it possible to accurately gauge the amount of business done, the relative activity of different lines and the possibilities of each department. Stock-taking is the barometer of business; it indicates when all is plain sailing and gives warning when storms are ahead.

Some merchants do things on a haphazard scale. The natural result is that they do not get much good out of it. They are not able at the end to tell just what business was done during the year, nor are they thoroughly acquainted with the stock that is left in the store. Further, the lack of system in stock-taking entails some loss of trade. It is only by adherence to a fixed plan, which makes allowance for attention to customers during the day, that trade is conducted throughout without any undue hindrances.

KEPT TRADE AT HOME.

The story is related of how the merchants in a fair-sized village quietly stamped out a great deal of the mail ordering habit among their customers. From day to day they observed large shipments of freight and express coming into the village from the big catalogue houses for distribution among the people whom they were supposed to serve.

Eventually they became alarmed and after a consultation decided to talk the matter over quietly with their respective customers to persuade them that they could give just as good values as the mail order houses.

This had a splendid effect and resulted in a great deal of the business formerly sent out, being kept at home. Personality gained a victory, and if this phase of a dealer's selling power were more developed, it would mean more business.

TO MERCHANTS AND CLERKS.

The Canadian Grocer invites its readers to write this paper about any merchandising topic. Such communications are acceptable at all times, whether they consist of opinions on trade problems or whether questions are asked. Good photographs of good windows dressed by retail merchants or their clerks, and which are their own ideas, are solicited at all times, as well as good photographs of bright, well-arranged store interiors. Photographs should be such that when reproduced, they show up well the details of a window or interior display.

Promoters Defend the Library Contests

Representative of Association Handling Coupons Claims They are Legal and Cites His Authority—He Tells How the Proposition is Operated and Maintains It is a Good Thing for Towns in Which it is Established—Lasts for 5 Months.

In a recent issue of The Grocer an article appeared relating to the Library Voting Contests in various towns and cities in Ontario. These contests are carried on by the National Library Association, with headquarters at Toronto, and Edward Gledhill, one of those interested in the company states that the contest is a legitimate one and that it does not come under the Trading Stamp Act. In justice to the National Library Association and to Mr. Gledhill, herewith are given his reasons for terming the contest a legal one.

"In the Dominion Statutes of 1906, chapter 146 Revised Statutes of Canada the Trading Stamp Act is given as follows:"

Trading Stamps include, besides trading stamps commonly so-called, any form of cash receipt, receipt, coupon, premium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof or his employe or agent, and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either,

(1) by any person other than the vendor, or the person from whom he purchased the goods, or

(2) by the vendor or the person from whom he purchased the goods, or the manufacturer of the goods, in cash or goods not his property, or not his exclusive property, or

(3) by the vender elsewhere than in the premises where such goods are purchased;

or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time.

An offer printed or marked by the manufacturer upon any wrapper, box or receptacle, in which goods are sold, of a premium or reward for the return of such wrapper, box or receptacle is not a trading stamp within the meaning of this part.

Received Legal Advice.

"In our contest the coupons do not represent a discount on the price of goods, neither are they a premium to the purchaser thereof. We have secured legal advice on this and no less than 12 magistrates and crown attorneys have told me that we were within the law. Here is a letter from our solicitors in Toronto which shows you that in their opinion our contest is perfectly legal.

"So far as our profits are concerned, we supply a library of from 125 to 175 books—never less than 125—and these are books of standard writers. We also supply sectional bookcases with from 4 to 10 sections—never less than 4—of good quality. These are all purchased from a furniture dealer in each town or city where we are holding a contest. In addition to this we provide the coupons, pay for an advertisement for 5 months in a paper in each centre, and pay our salesmen.

"Already we are working in Welland, St.. Catharines,. Oshawa,. Newmarket, Barrie, Uxbridge, Orillia, Midland, Oakville, North Bay, Guelph, Berlin, Hespeler, Collingwood and St. Marys, and so far we have not had a single merchant who says he has been taken in. Besides this we maintain that this contest brings people into these towns to do their shopping where otherwise they would send to mail order houses. In one place there is a rural school on the list, and the people from the country in that section are buying altogether in their home town so that they can cast their votes for it."

Some merchants complain that the contest is unfair to those who are not given an opportunity to handle coupons. but Mr. Gledhill says that in a business proposition of this kind everybody cannot be considered. He also states that merchants first called upon frequently reject the scheme, and afterwards when they see it working, commence to kick.

Operation of the Contest.

The contest is worked like this: One merchant in each line of trade is selected in each town to handle coupons. From 10 to 25 are admitted, according to the size of the town, and each pays the sum of $25 or $30 for the coupons and the right to handle them. These coupons are marked in favor of some public or charitable institution or organization, such as firemen's association, a particular church, Y.M.C.A., Orangemen, Oddfellows, etc., and are placed in a ballot box, usually in some drug store. The ballots are counted by a committee of the merchants every little while and the results published. One vote given for each 10 cent purchase is the usual rule, but in one or two places 10 votes are given for every 10 cent purchase.

"The Ontario Trading Stamp Act of 1901 which you quoted does not apply in this case," said Mr. Gledhill; "it is overruled by the Dominion law of 1906 which applies to every province."

Do Expenses Increase?

He further contended that if a merchant did $50 extra business on account of the contest he was making that clear as he would have no extra expenses.

This is questionable for when a dealer increases his sales by any system he has to purchase extra goods, and therefore keep heavier stock; his insurance will be higher; his risk greater; his delivery expenses greater; there will be increased wear and tear on store equipment, and probably the purchase of further equipment will be necessary to handle the increased business. More business means increased service in store help; bookkeeping expenses will be greater; there will be more and larger outstanding accounts and the salaries of clerks and assistants usually increase in proportion to the number of customers they have to handle, and the goods they sell. Again, if the store help is not increased to meet new business, the clerks have not the time to sell goods not actually asked for—they will not be able to use their salesmanship ability to dispose of extra goods—and on this salesmanship actually depends the success or otherwise of any merchant.

While extra business means extra profit if handled properly, yet it also means extra expense if there are to be secured any permanent benefits.

Read the article on the opposite page and judge for yourselves.

Items Done in Brief for Busy Dealers

Advance of Association Work in British Columbia — A New Strawberry Type Discovered—Bread From a Slot Machine—Canned Eggs Seized by Authorities.

Recently F. W. Welsh, president, Jas. Foran director, and R. P. Dinning, secretary of the Retail Merchants' Association of British Columbia, visited several cities in that province and succeeded in forming branches of that association in Nelson and Cranbrook, and also interesting other places and paving the way for future organization.

A strawberry of a new type, the Patagonia, has been produced. It ripens first and continues to bear the longest. The berries are large, sometimes weighing an ounce and have a handsome pale flesh, with a very small seed.

Nine tons of canned eggs were recently seized in Jersey City by United States Food Inspectors. This is one of the largest seizures yet made in the crusade against rotten liquid eggs.

A new idea in grocery retailing will be tried in Philadelphia, by an organization, primarily of philanthropic intent. One of the promoters explains the project as follows: "Our stores will consist of a small room with a lot of slots in the wall. If a customer wants 10 cents worth of bread, all he has to do, is to drop a dime in the slot and he gets it. You cannot haggle over the price with the slot machine, nor do you lose time by being waited on." It is unlikely, of course, that this will interest anybody but the very poor classes, as the personality of the dealer is an absolute necessity these days.

Opposition to Merchants in the Contest

Collingwood Has Counter Attraction — Druggist There Buys the Votes and Sells Them Again at Half Price — Turns his Store into a Vote Exchange—The Announcement He Placed in Newspaper.

Collingwood, Ont., Jan. 5.—There is a Library Voting Contest on here and there is also some opposition to it. This opposition comes from a druggist, Dr. Connolly, and the nature of it will be seen from the folowing advertisement he has been using in a Collingwood paper, run in double column space:

WE BUY VOTES

At Dr. Connolly's Drug Store
That is, Votes in the
Library Voting Contest
We are Paying
25 cents Per 100 Votes

Also Giving Votes

with all your purchases in drugs, stationery, cigars, tobaccos, pipes, post cards, Christmas Novelties and Fancy Goods, Booklets, Chocolates—in fact anything sold at Dr. Connolly's Drug Store.

One Vote Given With Every 5c Purchase.

This is just double the number of votes you get from any other store.

In fact, Dr. Connolly's Drug Store will be a regular

Vote Exchange.

We will buy votes, sell votes, or give votes away with your purchases. That is, we buy votes at 25 cents per hundred. we give votes with all purchases or the money if you prefer it—one vote with every 5 cent purchase—then we may have some votes to sell.

The Original Scheme.

"When you think it over, does it not seem to be a very questionable proceeding for any honest business man to be engaged in, as well as being at least very much like a lottery. (Of course, we do not intend to prosecute any one for being participants in a lottery—we might have to prosecute a lot of people.)

"This is the way the scheme was worked. A stranger, who was a good talker, dropped into Collingwood and told some of our business men a little story. (By the way, if you are looking for a gullible man—go to the merchant. He swallows everything and thinks he is advertising.) This stranger went to some of our—merchants (we will call them merchants) and what he told each one was in effect this:—

"You, Mr. Merchant, have a number of stores in opposition to you. These men, your opposition, have built up their businesses by the ordinary straight honest methods of business, such as keeping their stores attractive, keeping the best goods, using their customers well upon all occasions, etc., but now, Mr. Merchant, if you just come into my Library Voting Scheme you will get a lot of your opposition's customers or perhaps all of them, to come and buy your goods, and then if these customers start coming to your store perhaps they will keep on coming."

"The stranger then collected $30 from these merchants (?) and went on his way.

"Just think of it! He collected $30 each from 22 of our business men, or $660 in all. His total expenses are well under $200—the advertising and printing he did costing him less than $100 and the rest of his expenses while here being much less than $100. For his few days' talking this stranger went out of town with approximately $500 of Collingwood money.

"And the indefiniteness of the scheme—the tickets had no exact value. It was just a matter of who got a certain number to win a bookcase. Any number between 10,000 and 500,000 might be the proper number. If these merchants were at all anxious to give the Hospital or any other institution a bookcase, why didn't they put in about $4.25 each and buy one? Then spend about $2 each on advertising and the whole thing would be done without sending all this money out of town. However,

DR. CONNOLLY'S PROPOSITION

is not so indefinite, but is a straight business transaction. We have given these tickets a definite value outside of their value in a lottery way—this value to be as a discount for cash which is the only legal way in which tickets of value can be given out.

"Now, you smart Alecks of merchants, come up to this proposition. The value we have put upon these tickets has to be lived up to by everybody. Furthermore, according to our Canadian law any customer can demand the value of his ticket at any time—he does not have to wait until he gets $5. or $10 or any other amount.

"It would be as well for you merchants to remember also that there is a liability against each one of you for the value of the amount of tickets outstanding with your name on. If you are thinking of selling out your business, this liability against your business should be remembered, or if you are thinking of borrowing money from your bank it should also be remembered.

"If you want Library Voting Tickets, buy at Dr. Connolly's Drug Store. A ticket of 2 votes given with every 10c purchase—twice as much as any other store is giving."

Having A Busy Time.

Dr. Connolly states that during the day after the first advertisement was published, people began to flock into his store to sell him coupons which he gave out again at half the price of the merchants who are in the original contest.

The Formation of a Consumers' Exchange

Something Similar to Co-operative Movement Going on in Montreal—Reasons Given by an Organizer as to Its Necessity —Curtails Long Credits He Says.

Montreal, Jan. 4.—A number of residents of the Montreal Annex recently gathered together and listened to a scheme prepared by a few business men in their district, which guaranteed to considerably reduce the high cost of living, and thereby save them about 15 p.c. on their week's groceries.

They decided to form a co-operative society called the Consumers' Exchange the working plans of which are:

James Maxwell, late of Fraser, Viger & Co., appointed secretary-treasurer, is to look after the warehouse on 31 Laurie Avenue, see that orders are properly filled and do the buying.

The orders are taken every week from members, and a deposit of $5, $7 or $10 in advance made. Goods are purchased at wholesale prices and charged up accordingly plus 5 p.c. for services.

In order to cover working expenses an entrance fee of two dollars is charged each of the members, the number of whom is limited to 150 at present, although it is expected that this membership will be comparatively larger later on.

Some retail grocers have herein cause for resentment, and quite a number expressed themselves as against the Exchange when sounded on the matter, while others put on a contented look and quietly stated, "Oh! they can't do my business any harm."

The Organizers' Philosophy.

One of the chief organizers when interviewed by The Grocer, made the following interesting statements:

"The average wage earner is facing almost constantly increasing prices without a corresponding increase in his income, and he, in his instinct to survive, is endeavoring to rally new forces to his aid. The most obvious step of course is to buy his goods cheaper, and if he thinks that by combining with his neighbor and buying in larger quantities he can make a saving, who is to blame him for making the attempt?

"The question for grocers to ask themselves is, are their methods so loose or are their profits so large, that a sufficient saving can be made by a combination of people to justify them in supporting such a movement? Few grocers ever save enough from their business to give the general public the impression that the profits are too large. But, are they sufficiently watching the leakage end?

"One of the elements of leakage, viz., high rents for desirable corner stores, is to a large extent beyond their control, because the landlord is able to gauge their profits too exactly and seems bent on only leaving them sufficient to live on or so that they can earn more rent for him. Fortunate, therefore, is the man who owns his own store, and can free himself from the incubus of the landlord.

Weakness Lies in Leakage.

"But leakage, through the careless buying of dead stock or perishable goods or the granting of unwise credit is entirely in their own hands, and just here in their weakness lies the Co-operator's strength.

"If the average grocer would sit down and cash up for the last few years, he would find that a considerable portion of the margin that he has charged on his goods over their cost price has gone in this way without any benefit to himself and at the expense of the consumer who wishes to pay his own way.

"We can hardly blame the consumer for not wanting to support both the grocer and the sponger in the community and if he seeks relief in his own way, it is only because we have failed efficiently to serve him.

"We believe that the established grocer who is conducting his business on sound economical lines need have no fear of any co-operative movement. In England, and Europe and even on this continent, where the co-operative movement has become strong, we find private enterprise with its own individual business along side with success.

"The principle of granting credit to a man not laboring under some misfortune, is wrong. Because a man has a good position with a fair salary attached is no sufficient reason why every tradesman in his eagerness for patronage should encourage him to run monthly accounts and thus always live a month ahead of his salary or as very often happens, two or three months ahead.

Afraid of Losing Custom.

"When such a man loses his position or falls ill he has no reserve force, and he expects his tradespeople to whom he has been paying his money to continue to carry him. This they must to a certain extent do, in order to protect what he already owes them, and in order that they may not get the name of deserting their customers in time of trouble.

"When a tradesman sells his goods for cash, he can afford a smaller margin of profit and when his goods leave the shelf he has the money to replace them. A can of tomatoes on the grocer's shelf is worth a considerable amount more than that same can empty in the dust bin behind a customer's house, who may pay for it in a month or six weeks' time, or perhaps not at all. In the meantime if the grocer has it on his own shelf he does not need to get more and the wholesaler will not be pressing him to pay for the can that would otherwise have to replace it.

"Again the large departmental stores are constantly selling different lines of groceries at almost the wholesale price and sometimes even a little below it, yet they only get a small proportion of the business of the community. Why? Largely because the personal element or touch is lacking in the deal. It is commonly said that there is no sentiment in business, yet this same sentiment is the most valuable asset the grocer can have.

"The good will of the customers will always supply the deserving grocer with sufficient trade, but the good-will cannot be secured by encouraging a man's family to buy heedlessly throughout the month, and then sending in an unexpectedly large bill at the end. Such a matter always arouses bitter feelings, and puts the customer in the right feeling to embrace some other device which may hold out a promise of relief.

"The grocer who sells largely for cash; makes his margins small, deals fairly and courteously with his customers, and is willing to extend to his customers credit for actual necessities during times of adversity. He thereby becomes so strongly entrenched in the good-will of the community that he need not fear the competition of a newcomer, either competitive grocer or co-operative store.

Likes to Deal with Individual.

"A co-operative society must give its members at least 10 p.c. advantage in prices over the ordinary grocer in order to attract and keep members, for the sentiment of the average individual is to deal with an individual rather than with a society. And if the ordinary grocer cannot live on that extra 10 p.c. than he should not be in the grocery business. It would be far better for him to convert his store into a co-operative one and get a position of manager, leaving someone else to bear the burden of success."

From these statements it looks as if this member believes that the co-operative movement tends to encourage cash business and to point out to the grocer that it is more advantageous to him to curtail the giving of credit as much as possible.

New Year Thoughts for Dealer and Clerk

Some Practical Suggestions Thrown Out by a Practical Man—Watching Store Expenses and Figuring Profits—Annoying Errors That so Frequently Happen — Difficulties Met With in Teaching Clerks—There Should Be Definite Progress Made Every Day.

By Henry Johnson, Jr.

This New Year resolution business properly comes home to the grocer fully as forcibly as to any other man. Let us look into it during the few naturally slow days that tend to follow January 1st; but let our inner survey be thoroughly practical. This little breathing time can be made fruitful of great good to ourselves if we but handle it right.

1st. Do you inventory? If you do not, then you should break your bad habits to this extent, that you get busy to take an account of your standing at once, and diligently. This failure to KNOW exactly where you stand is one of the potent forces of failure generally.

2nd. Do not permit yourself to be lenient with yourself in your self-accounting. Get everything down to "brass tacks" in the process of figuring up. Remember that dried fruit shrinks in weight, so do not do too much "estimating" but weigh carefully. Be conservative to a fault in crediting yourself with supplies on hand. Scale all things preferably to just a little less than you have rather than to one iota more. Errors made through being too conservative will later be revealed in better conditions than you had expected—which is surely preferable to the later discovery that you have things in much poorer shape than you had thought.

Charging Up Expenses.

3rd. Charge into Expense Account 6 per cent. on your capital. If you have not hitherto known what capital you have been employing, compute it from present inventory and charge 6 per cent. thereon. Next year you can add a reasonable surplus—say 5 per cent. or maybe 10 per cent. thereto, and charge 6 per cent. on that. Charge into expense, also, a salary for yourself. Charge off 10 per cent. on your furniture and fixtures of all kinds, after carefully inventorying them just as you would sugar and tea. Charge off 20 per cent. on delivery equipment of all kinds. Scale your accounts outstanding to the last limit of safety, keeping on hand only the net amount just as you would retain only what sugar was in the barrel and would not count the sweepings near the sugar counter; then scale what you have left 10 per cent. for good measure. This process, rigidly carried out, will truly and honestly show you just where you stand.

4th. On this basis, in the light of what such an inventory will teach you, make plans for the coming year. If you have made money, study results with a view to finding weak spots so that you may be still more prosperous during 1911—not merely for the money such improved prosperity will bring to you but also for the sake of being a better merchant. "Seek ye first, etc."

Figure Profits on Sales.

5th. Resolve that, beginning with the reading of this article, you will figure profits on your SELLING PRICE—not on your cost. If you are not sure you know what I mean, write to me and I shall tell you.

* * * * * * *

And here is a little preachment on that friction-creating, time-destroying human fault, carelessness—which is the art of "I forgot" and "I overlooked." —which seems to me wholesome for the beginning of the year.

Troubles Were Bunched.

In a back number of the Saturday Evening Post have found a gem of an

editorial—so good, so practical, so searchingly true, that I am tempted to transcribe it entire. Here are the opening paragraphs:

"The other morning, in one hour, a man had the following experiences:

"He received a letter about a rather important business matter, but the letter had been misdirected, and the delay cost money.

"Two papers were delivered from a near-by news-stand, but they were not of the dates he had ordered.

"His butler told him a Mr. Wilson wished to see him, and as he did not wish to see the only Mr. Wilson he rememebered knowing, he told the butler to send Mr. Wilson away, but he afterward learned that by failing to see his caller he had missed something greatly to his advantage and that the name given to his butler was not Wilson, but Winston.

"He asked for boiled eggs for breakfast and got an omelette.

"A suit of clothes arrived and the tailor had cut the trousers three inches too short.

"He himself sent off a note and addressed it to the wrong number and the wrong street."

As the item states, this man's experiences furnish simply a slightly exaggerated picture of what happens all around each of us every day.

Similar Worries in the Store.

I am given all kinds of trouble every day by carelessness in the taking of orders. Peas, and cheese, and tea are mixed up in telephone orders. An order for 906 is entered 506—and the delivery clerk leaves the goods at 506, even though I tell him of the error before he starts and notwithstanding the fact that he has delivered goods at 906 for that same customer before. A clerk of eight years' experience has been with us two weeks and asks me where he can find the package bird seed; I show him, and the next day he asks me the same question. I have trouble with clerks who omit to date their orders. Customers get their bills at the end of the month and are annoyed because they cannot check their bills accurately. We enter cheese on orders and leave the price blank so that the amount can be filled in after the cheese is cut—but the amount is not filled in and next day when the bookkeeper asks for the proper figure, it is a matter of memory; and it is safe to say that the memory which did not prompt the proper finishing of the order at the time will not aid us to any very accurate knowledge of that item to-day.

Two watchwords I give my new men —Accuracy and Speed. First: Do It Right; and Get it Done! No hurry, no amount of hustle, no seeming great accomplishment in the way of doing up orders or waiting on trade will count if the work is not done accurately. Better go slow—especially at first, and be sure you are right about things. Then gather momentum as fast as you can and make things move. I work all my business on that theory and along those lines. Nothing is finished until it is finished. No order is complete until it is properly put up, checked and set out for delivery; no delivery is complete until the goods are accurately loaded, delivered to the correct address, checked off at the customer's table and the door carefully closed behind the delivery clerk. And yet, this must all be accomplished with speed, or time will be wasted; and, without the proper use of time, we shall get behind with our business, accomplish too little, gather too much expense and—fail.

Lessons are Slowly Learned.

Sometimes, after going against an unusually full assortment of mistakes of various kinds, I feel that I would gladly begin with each man perfectly ignorant of his business and teach him the whole thing from the rudiments of tying a package, if only I could be sure that ONE instruction would do for each point. For I find I have to say a thing so many times: that each instruction has to be so often repeated: the same cautions have to be given every day—"be sure to load those potatoes; put a coffee sack under that flour"—the same fault indicated so many times over before the lesson "sinks in." One man has to do all the thinking for the entire store all the time. One set of nerves has to stand all the strain; one head must do all the planning; one think-tank must give all the directions.

I go back to my editorial for the reason why some may get on and others, with seemingly as good minds, fail.

"Why?" asks the writer: "Because the men who get on have the power of giving attention while the other men have not."

That is the key-note—no mistake about it. Read Hubbard's Message to Garcia; see Russel H. Conwell's lecture on "I happened to Notice," and call up a few experiences of your own along these lines.

Comparison of Two Clerks.

The clerk who asked me about the bird seed worked alongside of another whose experience was about as long. The one who is still there has a wretched memory. He cannot remember for two hours any transaction I have ever been able to trace to him; but he knows it and works hard to offset the consequences. When some trouble is pointed out to him he acknowledges the error and sets himself to remedy it. I feel certain that in a few months he will have not a bad memory, but a good one. The bird-seed man argued every point and tried to "stand from under." He asked where the egg noodles were kept and I showed him. He got them and put them with the order; but the customer did not get them. As he was checking up the order something on the street attracted his attention, and the noodles were left on the counter.

I showed that clerk our stock of peas and called his attention to the fact that many of the labels looked alike and that each pile had one can marked in plain figures as a guide to all similar cans. A little later he wanted a can of the 15 cent grade and he brought not merely an 18 cent can, but the 18 cent can which was marked! Looked like the 15 cent can, so he took it. This man worked hard, was always busy; but his work counted for little because so much had to be done over again and I had to give so much of my time to the task of watching what he did.

The faculty to give attention is the basis of memory. Men who give attention to what passes around them do not say "I forgot." What a blessing it would be if we could eliminate "I forgot," likewise "I thought," from our business! It is not so much that many of us lack the power to succeed. What we lack is the faculty to apply that power. Our failure is due to lack of self-discipline. He who "forgets" is walking in sand, while the one who does not "forget" finishes his work as he goes, rounds out all the daily tasks, forges surely and firmly ahead, and has the glorious satisfaction of seeing clearly every night the definite progress he has achieved during the day.

All of which applies alike to master and man.

Grocers Want Law of Garnishment on Per cent Plan

At the last regular meeting of the St. Paul (Minn.) Retail Grocers' Association, the secretary reported that the country merchants had written asking the city merchants to co-operate with them in trying to get a 10 per cent. garnishment bill through the legislature. Their representatives were lined up, and they hoped the members of the city association would co-operate to help this matter along.

There is also a new peddlers' license bill, which will be presented before the legislature, at the coming session; a bill to prevent fraudulent advertising and a bill to prevent the drawing of checks when the maker of the check does not have funds in the bank sufficient to pay the same. A motion that the association endorse these bills was made and carried.

WANT EGG CASES STAMPED

According to a report from Cleveland, Ohio grocers will ask for legislation this winter providing that every case of eggs in storage be stamped with the date on which it is put in the warehouse. Grocers in Ohio, it is said, will also ask for a law providing for a uniform system of selling goods by weight rather than by measure.

The world loves a plucky fellow and as a rule helps him along. The employer who sees his workers going regularly to the savings bank feels better and has more confidence in their ability and integrity than if he sees them swinging regularly the door of a saloon.

The Markets—1911 Trade Begins Well

Jobbers Say They Were Agreeably Surprised by the Number of Orders Received Since Travelers Began Their Work for the New Year—Some Opinions In Regard to Canned Goods, Tea, Sugar and Other Groceries now in a Prominent Trade Position—The Prospect for the New Year.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS—

Sugar—Decline expected.

Raisins—Firm.

Canned Goods—Position strong.

Toronto, Jan. 4.—The new year began under auspices that have greatly pleased the jobbing trade. Travelers went out on Tuesday and as there is always some rivalry for the honor of sending in the first order of the year this was not wanting on this occasion. Better still, however, the orders have been large and numerous and it may be well said that the wholesalers thus far have not only been pleased but very agreeably surprised by the evidences of prosperity and activity among the retail trade. This report is general from many houses. Some orders were received even on Tuesday, the day on which the travelers recommenced work. The new commercial year was thus begun auspiciously and trade up to the present augurs well for the whole twelve months.

Christmas business was generally good. It is not necessary to dwell upon this point. It is sufficient to remark that the wholesale trade gives every appearance of being upon a solid basis and under ordinary conditions should have increased prosperity during the coming year.

Reviewing the markets one might say that staples are gradually becoming luxuries. Sugar is the one exception. It is working to a lower price and all the talent will be mistaken if a decline is not recorded within any indefinite period extending from two days to three or four months. Tea is very firm and very high prices are not unexpected in some quarters. Coffee opens the year with its quotations far above those of a year ago. Dried fruits are all strong from apricots all the way down to evaporated apples and raisins contrary to the established custom open the year stronger than ever. Such is the way they have been referred to by one jobber. Canned goods show a firmness that allow them to take a prominent position among the soaring galaxy of groceries. The year opens with the trade in a strong position.

Prices are firm, the trade are happy in the knowledge that the country as a whole is prosperous and 1911 is expected to be a banner year.

Sugar.—Wholesalers state that they are buying no more sugar than they have to and that trade is largely from hand to mouth just now. On the whole, however, the market is satisfactory. The demand is good for this time of the year and is probably above the average. The market has been showing weakening tendencies for some time and it is now felt that lower prices may be expected at any time now. Some regard it but a question of days, others feel that the drop may not come for some weeks yet. As soon as New York refiners are able to get new raws at a low figure, which is expected soon, it is felt that refined will naturally follow and that Canadian refiners will have to do likewise. Regarding the condition of sugar prices during the coming year, Bradstreet's says "For 1911 we must forecast a considerably lower average in view of enormous increase of world's supplies now visible, which has already brought beet sugar quotations down to cost of production."

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	5 10
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses.—The market is steady and keeps up surprisingly well. Jobbers affirm that trade has been unusually good in syrups. Molasses are rather easy.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovada	0 30

Dried Fruits.—Local jobbers state that the demand for dried fruits has been all they might have desired. Table raisins had not as good a season as usual according to some reports, but currants and raisins surprised some of the trade by the good demand, for not a few thought that owing to the increase in price consumption would fall off to a large extent. The trade, however, express satisfaction with the manner in which their stocks were picked up and as a result the carry over is not heavy. In this respect there is a difference from the methods of former years when holiday goods were bought probably more heavily and goods were carried over until in not a few instances the flowers were almost due in the wildwood. One opinion expressed by a prominent jobber is that raisins are not going to lose any ground because the holiday is over. This is the usual course but this year they are even stronger than before the close of 1910 and are likely to hold a strong position on account of the short supplies that are now generally accepted as much below the normal holdings for this time.

Prunes—					
30 to 40, in 25-lb. boxes			0 12½	0 13½	
40 to 50 " "			0 12	0 12½	
50 to 60 " "			....	0 12	
60 to 70 " "			....	0 11½	
70 to 80 " "			....	0 11	
80 to 90 " "			....	....	
90 to 100 " "			0 09	0 10	
Same fruit in 50-lb. boxes ½ cent less.			0 08½	0 09½	
Apricots—					
Standard			0 16	0 16½	
Choice, 25 lb boxes			0 16	0 17	
Fancy, " "			0 19	0 20	
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06
Dried peaches				0 10	0 10½
Dried apples				0 08	0 09
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
" extra fancy				0 14	0 16
Valencias selected				0 08	0 09
Seeded, 1 lb packets, fancy				0 08½	0 09
" 16 oz. packets, choice				0 07½	0 08
" 12 oz. "				0 07	0 07½
Dates—			Sairs		0 04½
Hallowees—			Package dates,		
Full boxes	0 05½	0 05½	per 1 lb	0 06½	0 06½
Half boxes	0 06	0 06½	Fards choicest	0 09½	0 10½

Nuts.—A good trade was done in nuts during the holidays. Prices are holding firmly because of the reported scarcity of stocks. The quantity held now is not very large and the trade do not seem to be showing much interest in them for the present except to watch the trend of the market.

Almonds, Formigetta	0 15	0 15½
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15	0 15½
Peanuts, roasted	0 09½	0 12½

Spices.—Primary market news shows continued strength in most spices and the firmness that has been reported for some time continues. Demand for spices has been good.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 80
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 18
Celery seed, per lb. in bulk					20

Tea.—As previously stated, tea is very strong. One need not go beyond any of the local jobbing houses to have that proved to him. Tea that was bought for

7½d not long ago brought an offer of 16½ cents not long ago, and the offer was turned down. It was but a common grade tea and it might be added that the scarcity is particularly noticeable in this grade. One jobber said he expected tea to advance seven cents a pound on the original quotations.

Reviewing the tea situation, advices from Ceylon state that November's shipments to the United Kingdom were about 2¼ millions less than those shipped in the same month of 1909. This amount is about 2 millions less than estimated at the beginning of the month. Lower markets cannot be expected, especially in the common and medium teas as the total crop from Ceylon is fully 8 million pounds short of last year's crop. For the time of the year, there has been a fair quantity of fine teas offered with full prices being paid, especially by the Russian buyers for Orange Pekoes. There was a strong general demand for medium teas at a little higher prices while common teas, having become firmer at the beginning of the month, weakened later, principally because of poorer quality.

Coffee.—The coffee market seems to be just as strong as ever, although there has been a lull in the excitement that has been noticeable for so long.

Summing up the present coffee situation one writer says that the largest part of 2,600,000 bags held in Brazil are in three hands; the consuming world is rather bare of stocks and hence wants this coffee; the crop prospects for the current and the next crop are not encouraging and that as a result of these conditions the bullish influences have strong support. It is said that there are only 600,000 bags outside of the three strong holders referred to. On the other hand the speculative excitement now existing cannot go on indefinitely and is considered a weak point. Circumstances of crops, stocks and consumption today warrant the maintenance of higher values than those now existing, says one authority. The latest crop views is gloomy for the next ensuing crop. Present statistics are of a bullish nature.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	....	0 22	Mexican	....	0 25
Maricaibo, "	....	0 20	Gautemole	....	0 18
Bogotas	0 22	0 25	Jamaica	....	0 20

Rice and Tapioca.—The market is quiet with demand normal. General enquiry is quiet.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal					2 90
	Per lb.				
Rice, stand B	0 03½	0 03¾	Sago, medimm		
Rangoon	0 03½	0 03¾	brown	0 05½	0 06
Patna	0 05½	0 06½	Tapioca—		
Japan	0 04½	0 06	Bullet, double goat		0 08
Java	0 06	0 07	Medium pearl	0 05½	0 08
Carolina	0 10	0 11	Flake		0 08
			Seed	0 05½	0 08

Evaporated Apples.—The market is strong and the price now quoted is believed to be under what it may rise to. The stocks are light and other markets are understocked.

Evaporated apples	0 11½	0 12

Beans.—The market continues in an unchanged position.

Prime beans, per bushel	1 85	1 90
Hand-picked beans, per bushel	2 00	2 10

CANNED GOODS

MONTREAL.—There continues a fair demand for tomatoes though buyers are not inclined to anticipate their wants. Peas are quiet, shot peas being comparatively scarce are firm but at present the market is quiet. Other canned vegetables are seasonably quiet, but in all lines the supply seems to be much below the average for this season and in expectation of an active spring demand based on the belief that stocks in the hands of distributors are about cleared up holders are firm in their views on price. An unusually good demand for this time of the year is reported for salmon of all kinds. Orders are said to be coming from various quarters indicating that jobbers in spite of the recent rather liberal arrivals are short of supplies and that the consuming demand continues strong in spite of the high prices prevailing.

Lobster remains firm owing to the great scarcity of stock.

Peas, standard, dozen	....	$1 20
Peas, early June, dozen	....	1 35
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	....	1 00
Corn, dozen	....	1 00
Tomatoes, dozen (Ontario and Quebec)	....	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	....	1 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	....	1 67½
Plums, Lombard dozen	....	1 00
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
Humpbacks, dozen	....	1 40
Cohoes, dozen	....	1 60
Red Spring, dozen	....	1 90
Red Sockeye, dozen	....	2 10
Lobster Futures—		
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.25.		
1-lb. flats, dozen, $5.25.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—The position of canned goods is one of the interesting features of the grocery trade just now. In fact it has been in the spot light more or less during the past six months. There is a feeling that canned goods have been given too much attention and that it might be just as well to overlook them for a month or two. A reason is given for this. The trade are going over their stocks and it may be that some may find they are better off than they believed themselves to be. They give other minor reasons among them being that canned goods be forgotten temporarily because they have so long been a topic that always won attention from the trade.

At the same time this idea is scouted. There are many who see nothing but strength in the situation. "Nine years ago," said one jobber, "tomatoes went to $1.65. I think that we are going to see that price this year. At least I feel that conditions warrant it.

"The supply is just as short, the demand is far greater than at that time and—well I will not be greatly surprised if we see even higher prices than $1.65."

That is one opinion. Just what will happen is hard to tell. The trade has hardly begun to settle down in preparation for the New Year's business, but every one admits that practically all lines are valuable. It is generally known that most of the jobbing houses are following up every clue that might lead to a "find" of tomatoes or any of several staple lines but the fact is that there is not much doing. Thus the new year is opened with canned goods occupying a Gibraltar and apparently it has no reason to fear a weakness during the next six or seven months. That at any rate is a feeling that is very general.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 92½	0 95
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 27½
" " " 3's	....	1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 97½	1 02½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's	....	1 35
" Early June, size 3, 2's	....	1 35
" Sweet Wrinkle, size 2, 2's	....	1 37½
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals	3 62½	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 31
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz.	....	1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz	....	1 87½
1-lb. flats, dozen	2 22½	2 25			
Other salmon prices are:			Lobsters, halves, per dozen	2 65	2 75
Humpbacks, doz	1 20	1 25	Lobsters, quarters, per dozen	....	1 60
Pinks	1 30	1 35			
Northern River Sockeye					1 95
Chicken		4 00	Soup, 2's		1 90
Turkey		4 00	Soup, 1's		1 40
Ducks		4 00			

QUEBEC MARKETS

POINTERS—

Sugar—Weaker.

Tarragona Almonds—Still scarce.

Coffee—Firm.

Montreal, Jan. 5.—The year that is past seems to have been a bumper one for a number of the wholesale houses. Of course, some of them are not inclined to talk too joyfully about past business

as yet, as Christmas and New Year week brings news of business troubles from the most unexpected sources. With one or two exceptions the grocery trade in the country seems to be in a satisfactory condition and the outlook for a large volume of trade next spring is pretty rosy.

The prevailing inactivity in the sugar market is attracting most attention. Its chief cause is the European news which continues to confirm the immense crop of beet sugar now available there. Willet & Gray say: "Beet sugar being down in price to or below the cost of production, the producers are very reluctant about making actual losses and are disposed to hold on somewhat stubbornly. In this they will doubtless be aided by the money in Europe available at low rates, a condition which is reached in Cuba, would put an entirely different complexion upon that market and enable the Cuban planters now, as of old, to hold their sugar until they were actually wanted in the markets of the world."

Sugar.—The sugar market locally is steady. The wholesale trade would not be surprised to see a decline towards the end of the month, but of course are not prepared to predict that such a movement will actually develop. The outlook, though is for an easier market, and the retailer's policy should be to buy sparingly from time to time if at all possible.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " 25 lbs.	5 70
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" 25 lb. "	5 70
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	5 05
" 50-lb. boxes	5 25
" 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 10
Phoenix	5 15
Bright coffee	4 50
No. 3 yellow	4 45
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Owing to the lower tendency of sugar, prices will probably be somewhat lower and demand as a consequence is expected to brighten up. Yet, reports from Barbadoes are not at all favorable as far as crops are concerned, so that we cannot be too confident about lower prices. On the other hand, crop scares are pretty common about this time of the year.

There is some talk about new molasses being now offered, but it is likely that they are made from held over canes, as February will be early enough for new supplies.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls		0 03½
" ¼-bbls		0 03½
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 80
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—No development of any important character occurred in the market for Californian dried fruits. The distributing demand was quite a little better than the average for the season. Offerings of California prunes were light, but there were no orders for immediate deliveries. Peaches are without animation now, but the dullness is attributed to the effect of the holiday season. Conditions are said to be favorable for an active and high market during the coming spring.

Valencia raisins still remain scarce but new arrivals will be here soon.

Currants are quiet and firm under light supplies available for present consumption.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " " cleaned		0 07½
" Patras, per lb.	0 08	0 08½
" Vostizzas, per lb.	0 09	0 09½
Dates		0 05½
Figs, 4 crown	0 09	
Figs, 5 crown	0 11	0 12
" 5 crown	0 10	0 11
" 9 crown	0 13	0 14
Prunes—		
30-40		0 11
40-50		0 11
50-60		0 10½
60-70		0 09½
70-80		0 09
80-90		0 08½
90-100		0 08½
Raisins—		
Choice seeded raisins		0 07½
" fancy seeded, 1-lb. pkgs		0 08½
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.		0 09½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.		0 07½
" select, per lb.		0 07½
" 4-crown layers, per lb.		0 08½

Tea.—Owing to stock-taking it is expected attention will be paid to this market for the next fortnight. Business at present is rather routine chiefly for current needs. Yet sales for January are being made as the firm tone has stimulated more interest. Japans have been taken more freely of late while Congous are quieter. There is, however, an inquiry for low grades.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—A rumor is going around that the Brazilian government, aided by the large coffee interests in Brazil, the United States and Europe, is quietly selling valorisation coffees. These large interests are in absolute control. The coffee market in Brazil is higher than in the United States.

It is believed by many that coffee will be high for at least a year and that prices may possibly remain high for a number of years until production again becomes greater than consumption.

Mocha	0 22	30	Santos	0 18 0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Spices.—There was a better inquiry last week, but grinders were not buying actively at spot prices.

Cables from Europe report a firm feeling in the market.

Some are inclined to believe that some changes in prices will be noted before the month is out, but it is very difficult to know just what is going to happen.

	Per lb.			Per lb
Allspice	0 13	0 18	Ginger, whole	0 20 0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17 0 20
" ground	0 15	0 19	Mace	0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30 0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16 0 18
Cream of tartar	0 25	0 33	" white	0 20 0 25

Rice and Tapioca.—There is no new feature in the rice market, business being light as usual at the year end. Prices are firm enough but some circles complain that the distributers have little faith in the situation and refuse to pay the advance. Such trade as is reported is for late January delivery, as grocers do not care to swell their inventories. Advices from the south are of an optimistic nature as planters are asking good high prices for their rough rice.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	3 90
" " 100 "	3 90
" " 50 "	3 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Beans and Peas.—There is still an easy feeling in this market and prices are expected to take a move soon. Dealers cannot give any definite reason for the expectation, but there seems to be something in the air to that effect.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

Nuts.—There is the usual seasonable demand for all kinds of nuts. "We ran short of a number of lines," said one dealer, "and indeed the trade has been most satisfactory in spite of the high prices."

Tarragona almonds are still scarce and the supplies on spot will hardly be sufficient to satisfy the demand before the new crop comes along.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.		0 10½
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenoble, per lb.	0 16½	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 1-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "		0 31
" (in bags), standards per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 13
Virginia, No. 1	0 13	0 15
Pecans, per lb.		0 65
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Evaporated Apples.—There is a slightly improved demand for evaps, but the price is still too high and until there is a lower movement we need not expect to see much activity.

Evaporated apples, prime 0 12½

MANITOBA MARKETS

POINTERS:—

Icing Sugar.—Stronger.

Apricots—Firm.

Sago.—Weaker.

Winnipeg, Jan. 5.—As can be expected at this time, there is little movement of goods from jobbing houses. There

are many hurry-up orders for small quantities, and this work, together with the task of stock-taking, is taking up all the time of the wholesalers.

Reports are prevalent that the merchants everywhere in the country are well satisfied with the holiday trade. Weather conditions were conducive to good trade for several days before the festive day, and the turn over is quite as large as anticipated.

Already wholesalers are making some splendid collections after the retail business of December, and local jobbers expect that cash returns will be better than last year.

The characteristic of the general grocery market this week is the advances which are being made. Many grocery lines which are prominent during the holiday season are held at strong figures.

Sugar.—There was not much demand for sugar during the last two weeks, as merchants were well stocked with all lines some time ago. At the present time, however, it is apparent that stocks are low throughout the country, and ordering for icing and powdered is heavy at present. Icing in small quantities has been advanced to $6.50.

Montreal and B.C. granulated, in bbls	5 25
" " in sacks	5 20
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 50
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls	6 15
" " in ½-bbls	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruits — Raisins and prunes are quite scarce after the large output of last month. Although prunes are advancing, there have been no new quotations made this week, but when jobbers make their next purchase it is possible that they will find prices at least ½c up. Currants were firm last week, but quotations are becoming more moderate. Apricots, peel and dates are firm.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 06½
" 4 " " "	0 07½

Prunes—

25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 10
" 80-90 "	0 08½	Prunes, 40-50, lb	0 11
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11½ 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—The syrup market is peculiar in that prices seem to be rigidly stationary. Buyers claim that corn stocks are so heavy that prices will be reduced; on the other hand, exporters claim that the demand is quite equal to the supply, and that prices cannot go lower, but will be forced up soon. A conservative view of the situation convinces us that the demand is altogether too great for syrup stocks to permit a glut of the corn market.

Syrups—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 32
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—A satisfactory trade is going on everywhere in the West in nuts. Of course, from jobbers' standpoints, most of the stocks are distributed, but the merchants are well stocked with them at present, and are having good sale for them. Manchuria nuts are now quoted at 16c.

Almonds, shelled	0 33 0 34	Walnuts, shelled	0 38 0 40
Filberts	0 11 0 12	Walnuts, Manchuria, per lb	0 16

Evaporated Apples.—A great scarcity prevails in evaporated apples, and high prices have been paid to bring them in. Jobbers may be forced to go across the line for stocks. Prices have been advanced 1c, and at present it looks as if the United States is the only available market in the future.

25-lb. box, per lb	0 11½ 0 12
50-lb. box, per lb	0 11 0 11½

Beans—There is absolutely no change in the market conditions, but just before Christmas there was a slight revival in the demand, and in consequence prices looked firm, but this week they have reverted back to the old condition.

3-lb. picker, per bushel	2 12½
Hand picked, per buahel	2 20

Coffee.—The coffee markets continue strong, and prices are advancing by degrees. It is remarkable the great demand there is for extra choice which is firm at 15c.

Coffee, standard Rio	0 13¾	Coffee, choice	0 14½
		Coffee, extra choice	0 15

Tapioca and Sago.—Tapioca is much stronger although no new quotations are reported. The trade has been excellent this seson, and it appears the demand is greater than the supply. Sago has been reduced ¼c on account of the large crop and the unfortunate weakness in the demand.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 05 0 05½

ALBERTA MARKETS.

Calgary, Jan. 5.—Wholesalers expect a brisk winter's trade in this western metropolis. Up to the present time business has been good; the usual Christmas rush has been extraordinaryly big. Eggs and butter prices have advanced and are going higher. New laid eggs are 50 cents a dozen at wholesale now. Cornmeal is lowering until it is down to below the price of rolled oats. Prunes are a scarce commodity here owing to the poor crop in California. They are up to 8½ cents. There are no Alberta apples on the market now, the crop having been sold long since. British Columbia potatoes sell for $37. The prices:

Beans, per lb	0 03½ 0 04½	Prunes	0 08½
Butter, eastern, dairy, in tubs	0 27	Currants	0 08½
Butter, eastern, dairy, choice	0 28 0 29½	Dried apricots	0 16 0 18
Butter, local, creamery, lb	0 29½	Eggs, eastern	0 35
Bacon	0 21	Eggs, local, strictly fresh	0 50
Canned Goods—		Flour, first class, 100 lb. bag	3 25
Peas, Early June	1 35	Tapioca, per lb	0 06
Tomatoes, case	1 75	Evap. apples, lb	0 12½
Corn	1 25	Ham, cooked	0 18
Apples	3 05	Lard, pure	0 16 0 17½
Strawberries	2 05	Lard, compound	0 16
Salmon	6 50	Potatoes, Ashcroft, per ton	37 00
Cornmeal, 100 lbs	2 30	Rice, per ton	75 00
Cheese, Ont.	0 14 0 15	Sugar, std. gran	5 64
" Manitoba	0 14	Sugar, light yellow	5 24
Dried Fruits—		Sugar, dark yellow	5 24
California raisins (Sultana)	0 07½		

NEW BRUNSWICK.

St. John, Jan. 5.—Ontario flours declined last week 25 cents per barrel, present quotations being $5.20 to $5.30 for mediums and $5.35 to $5.45 for full patents. Messina lemons and California navel oranges are also much lower. Most of the wholesale dealers started last week to take stock and as business was quiet after the Christmas rush they are making good headway.

Beans, hand picked, bus	2 10	2 15	
Beans, yellow eye, bus	2 85	2 90	
Cheese, new, lb	0 12½	0 13	
Currants, lb	0 08	0 08½	
Canned goods—			
Peas, No. 4		1 20	
" No. 3		1 27½	
" No 2		1 32½	
" No. 1		1 80	
Peaches, 2's, dozen	1 92½	1 95	
Peaches, 3's, dozen	2 97½	3 00	
Raspberries, dozen	1 82½	1 85	
Tomatoes	1 30	1 35	
Strawberries	1 82½	1 85	
Flour, Manitoba	6 35	6 45	
" Ontario	5 20	5 45	
Fish—			
Cod, dry		5 00	
Herring, salt, bbls		5 25	
Bloaters, box	0 85	0 90	
Cornmeal, bags	1 40	1 45	
" bbls	2 85	2 90	
Oatmeal, bbls	5 15	5 20	
Std. oatmeal	5 60	5 70	
Buckwheat, west. grey, bag	2 90	3 00	
Val. raisins, lb	0 05½	0 06½	
Cal. raisins, seeded	0 08½	0 09	
Prunes, lb	0 05½	0 09	
Molasses, fcy. Barbados, gl	0 30	0 31	
Butter, dairy, lb	0 22	0 24	
Butter, creamery, lb	0 24	0 26	
Eggs, new laid		0 40	
Eggs, case		0 28	
Ham	0 16	0 18	
Potatoes, new, bbl	1 90	2 00	
Rice, lb	0 03½	0 03¾	
Lard, compound lb		0 12½	
Lard, pure, lb		0 14½	
Bacon	0 16	0 20	
Pork, domestic mess	24 00	25 00	
Pork, American clear	24 00	26 00	
Salmon, case—			
Red spring	6 75	7 25	
Cohoes	6 25	6 50	
Baked beans, dozen	1 20	1 30	
Lemons, Messina, per box		7 00	
Sugar—			
Standard gran.	4 75	4 85	
Austrian "	4 65	4 75	
Bright yellow	4 55	4 65	
No. 1 yellow	4 25	4 35	
Walnuts, lb		0 40	

THE FARMER AHEAD.

The Bureau of Statistics of United States recently made an effort to ascertain if the farmer had been benefitted more than others by the changed conditions that have taken place in the past ten years. It was found that an acre of corn in 1899 was worth $8.51, and ten years later was worth $15.20, an increase of 78.6 per cent. The increase in ten of the leading products of the farm amounted to 72.7 per cent. To ascertain if this was a greater increase than in goods that the farmer had to buy, letters were sent to a number of retail dealers asking them to quote prices that prevailed in 1899 and in 1909. The average increase in price for all the articles considered, about 85 in number, was 12.1 per cent. Comparing this with the increase in farm value, the farmer has evidently been greatly benefitted.

"Your friends across the way seems to be selling things rather cheaply, John," remarked a hardware merchant to a grocer.

"Yes, indeed," replied John, who was partly Scotch, "you see he has the advantage of me in one respect—I hae to pay for my goods."

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Reason Advanced for High Price of Dairy Butter

By J. Lewis, in Farm and Dairy.

The high prices at present prevailing for dairy butter would not be so favorable to the home butter maker were it not for the creameries. Creameries have put up the price on butter. If all butter were made at home as it used to be, the price would fall rapidly to its old level. If farmers realized this, more of them would bring all their cream to the creamery instead of making it up at home. The greatest difficulty which creameries have at the present time is to get a paying quantity of cream without having to go too far for it. If all cream was sent to the creamery, we would be able to make our butter cheaper and give the patrons larger returns.

One difficulty that I have encountered is that many farmers expect to get as much for the butter fat in their cream when sent to the creamery as they would if they made it up at home, taking no account of the time and labor expended in making the butter and disposing of the product in home dairying. Were a reasonable value put on their time, they would soon find that the creamery is the most profitable proposition of the two. I have in mind an instance of a lady who used to send her cream to our creamery. She is now making the butter at home and is pleased with the results. Every Saturday this woman and her son come on to the market and spend a full half day there disposing of the butter. I do not suppose they get more than 50 or 60 cents more for it than they would if the cream was sent to the creamery.

There is more sympathy and co-operation needed between the butter maker and his patrons. Patrons must realize that it costs money to make butter and market it,—even at a creamery. Few of them appreciate how much this cost can be reduced if all of the cream in a section were sent to the creamery instead of making it a convenient method of disposing of milk when it is inconvenient to dispose of it any other way.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

"The History of the Biscuit," is the title of an attractive booklet issued by Peek, Frean & Co., Ltd., London, S.E., England. Every page is illustrated with handsomely bordered engravings, each of which shows some particular stage in the manufacture of this everyday household necessity. It is pointed out in this history that Peek, Frean & Co., Ltd., use only the very finest ingredients and this combined with the greatest care and technical skill, places before the public biscuits of the highest standard and of irreproachable character. Another booklet illustrates in their original colors the various kinds of biscuits manufactured, and they certainly look very tempting. Even the colors of the icings and top decorations are shown with all the skill the modern printer has at his command. A third booklet that Peak, Frean & Co., Ltd., are sending out gives a description from the London "Daily Mail" of their factory and extent of their business, which was included in a series of articles in that paper on the various Great Commercial Enterprises of the capital of the world.

Are the majority of grocers merely parcel distributors, or do they make their business their profession by studying the goods they sell, and by being able to tell their clients about new and advantageous food products? If some one told you about a new article which would be an added attraction or a valuable economy to your business, wouldn't you appreciate it? If you had the opportunity, wouldn't you help them in return? Most good housekeepers are looking for something which adds a new interest to table delicacies. It pays a grocer to cultivate such customers. F. E. Robson & Co., advertising and sales agents, for a number of excellent specialties, offer to send every grocer a 50c bottle of Mapleine free, the only condition being that the grocer must give the goods a thorough trial, and then they know the grocer can, and will, recommend Mapleine, which is a new flavor.

All the Goodness of Prime Beef

and

Nothing Besides!

That's

Bovril





Winter Weather is Bovril Weather

It will pay you to give this line extra prominence just now.

You can easily sell *more* "BOVRIL" than you are doing. Get our attractive advertising matter.

Write us for a prepaid parcel

BOVRIL, LIMITED

27 ST. PETER STREET MONTREAL

Western Canada is a Great Market for all Grocery Lines.

THE PEOPLE of Western Canada are liberal buyers and prompt in payment. Now is an ideal period for the manufacturers and shippers of Eastern Canada, Europe and the U.S.A. to get into this splendid market. And they can do so in no better way than to take advantage of our extensive connection with Western Canada Trade and our exceptional commercial facilities. We maintain large warehouses in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina.

Write us for detailed information about this market.

NICHOLSON & BAIN, Wholsale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

The Mark that Stands for Purity!

The Public of to-day is demanding FOOD PURITY with no uncertain voice, and in the range of fruit preserves your interests are fully safeguarded if you are handling

"E.D.S." BRAND
Jams, Jellies and Catsup

This is no empty claim on our part, it is backed by exhaustive tests taken by Government Inspectors in every province in the Dominion (see Bulletin 194). The result is a striking one; "E D.S." Brand alone, of those submitted, was found to be ABSOLUTELY AND UNVARYINGLY PURE —no dyes, no preservatives, no additions of any kind, and no excess of moisture. You can feel perfectly safe in recommending "E.D.S." goods. Their delicious flavour is simply that of choice, ripe fruit.



Made only by **E. D. SMITH** at his own fruit farms WINONA, ONT.

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J GIBBS, Hamilton.

ENOUGH BETTER than the ordinary kind to win and hold customers—

GUNNS PORK SAUSAGE

You can confidently recommend to your trade.

Made under Government Inspection.

Let us book your order for regular shipments.

GUNNS Limited

Packers :: Toronto

Begin the New Year With Good Resolutions

and let one of them be the resolve to handle

"Star" Brand Hams and Bacon

You will not regret it, and you will have no trouble keeping this one good resolution, no matter if you break all the rest.

Made under Government Inspection.

F.W. Fearman Co.

LIMITED

Hamilton



Talking Points For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Close of the Year Saw Market Quiet

Holiday Affected Trade to a Certain Extent, but Jobbers are Looking to Better Conditions With the New Year—Demand for Poultry at the Last Fell Off and New Year's Trade Was Not Heavy—Eggs are Firm, but Staple Provisions Have Been Uneventful Under the Holiday Influence.

The provision market has given evidence of the holiday season by a quietness apparent in more than one direction. The supply of hogs lately has not been large. The price is a little higher, the demand continues fair for pork products, but just at present there is room for improvement in the briskness of the business, and it might be added that jobbers by some power of foresight peculiar to themselves see a rejuvenation of the business in the near future.

Between Christmas and New Years the demand for poultry fell off. The existing high prices was one reason for this falling off in consumer enquiry, and moreover the jobbers did not have sufficient supplies.

Butter, eggs and cheese have been under the holiday cloud, also in fact staples as a whole had to take to the back yard while the fancy holiday goods held the position of prominence on the front lawn. The feeling all around is quiet.

MONTREAL.

Provisions.—The holiday season has put a damper on this market to a certain extent, but things are likely to brighten up in a few days.

Hogs, both live and dressed, are still showing a weakening tendency.

Compound lard remains firm.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 14½
" " " 5 " "	0 14½
" " " 3 " "	0 14½
Pails, wood, 20 lbs. net, per lb	0 14½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 14½
Tierces, 375 lbs., per lb	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11½
" 5 " " " "	0 11½
" 3 " " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11
Tierces, 375 lbs., per lb	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	28 00
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13½
Large sizes, 18 to 25 lbs., per lb	0 14
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 15½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 15
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	7 29
" dressed, per cwt	10 50

Butter.—Fresh creamery butter is in small demand at present, but there is a good demand for new made dairy. Creamery prints are scarce and likely to increase in value.

Most of the Prince Edward Island factories are shipping their cream to Boston and the market there will have to advance a few cents in order to divert this cream into butter for local consumption.

New milk creamery	0 26 0 26½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Cheese.—All grades of cheese are in slow demand, former prices prevailing. There is little prospect of much movement for the next few weeks.

Quebec, large	0 13½
Western, large	0 13½
" twins	0 13½
" small, 20 lbs	0 13½
Old cheese, large	0 16

Eggs.—The supplies of eggs in cold storage are gradually diminishing, and unless the country folk begin to ship in more freely, there will be difficulty in meeting the entire demand. Eggs of good quality are scarce everywhere, while the demand for the better grades is much stronger than for the limed and cold storage qualities.

New laids	0 50 0 60
Selects	0 32
No. 1	0 27

Poultry.—There are quite a number of turkeys remaining on the retailers' hands, and prices are beginning to fall. This will no doubt mean a loss for those who got in their new stocks late at the higher prices. There is a fairly good demand for geese and ducks, but lower prices are expected any time.

Chickens	0 17 0 18	Ducks	0 18 0 19
Fowl	0 15	Turkeys	0 21 0 22
Geese	0 13 0 14		

Honey.—Honey is moving out slowly, the demand being only for small lots to fill actual requirements. There are no changes in prices to note.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—The market has been rather quiet during the past week. Prices of hogs, live and dressed, are slightly higher, but otherwise the market is quiet. Demand is fairly good for hams and bacon, barrelled goods are in limited demand. Lard is inclined to be quiet and the whole market seems to have hardly recovered from the holiday effects.

Long clear bacon, per lb	0 12½
Smoked breakfast bacon, per lb	0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16
Medium hams, per lb	0 15½
Large hams, per lb	0 15
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	23 00 24 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 13
" tubs "	0 13½
" pails "	0 13½
" compounds, per lb	0 11 0 11½
Live hogs, at country points	6 90
Live hogs, local	7 10 7 25
Dressed hogs	9 25 9 50

Butter. — No particular change has been noticeable in butter during the past week. It seems to be under the general spell of the holiday inactivity. Demand is fair.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 25 0 25½
Farmers separator butter	0 24 0 25
Dairy prints, choice	0 21½ 0 22
Fresh large rolls	0 21 0 21½
No. 1 tubs or boxes	0 20 0 21
No. 2 tubs or boxes	0 18 0 19

Cheese.—Demand for cheese is normal and the market as a whole shows but little change. Prices are steady and firm.

New cheese—		New twins	0 12½ 0 12½
Large	0 12½ 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs.—This market continues firm. New laids are still rather scarce and high prices are features of the trade. Some improvement in the supplies is reported, but it is not sufficient to relieve the situation.

New laid eggs	0 45 0 50
Selects, storage	0 32
Fresh eggs, doz., storage	0 29
Pickled eggs	0 28

Poultry.—The inter-holiday trade was not very heavy. Retailers had in quite a few cases hold over supplies, and the consuming demand was not heavy. Scarcity of goods and resulting short supplies do not lend themselves to a big demand. The market this week after both holidays is rather quiet, showing a reaction.

Chickens, dressed	0 13 0 14	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 11 0 12
		Turkeys, dressed	0 20 0 21

Honey—Nothing has occurred in the honey market worth recording. Trade is directed through steady channels, prices are unchanged and the market is, on the whole, uneventful.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 07

WINNIPEG.

Eggs.—The market is steadily going up as the season advances. Fresh stocks are 37 cents per dozen, while candled are 31 cents to-day. Most of the supplies come from the south, as eastern Canada stocks are low.

Butter.—Butter is held at a moderate price for this time of the year. Creamery is quoted to the grocer at 32 cents and No. 1 dairy at 30 cents per pound. Everywhere it is expected that much higher prices will rule very soon.

Cheese.—The cheese trade is expected to open up better in January. During the holiday rush for other stocks, cheese has been neglected somewhat.

Manitoba large, lb	0 11½	Ontario twins, lb	0 14
" twins, lb	0 12	" large, lb	0 13½

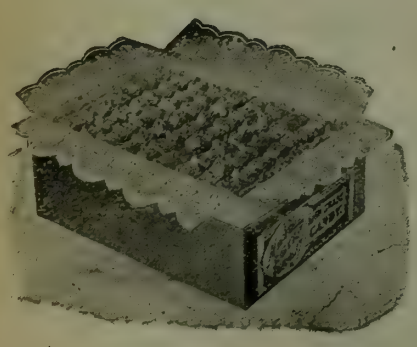
Buying goods from the mail order houses is said to have been the defeat of William Buck, who was the Republican candidate for the State Legislature in a county in Iowa. The Democrats issued a dodger which read, "You buy your goods of a mail order house instead of patronizing Iowa industry. Why don't you look to the mail order houses for your votes." The result was that in a normal Republican County, he was defeated by a substantial majority.

OVER so often in the three hundred odd days which go to make up the business year we have the pleasure of dealing with you. By our attention to every detail, we endeavour to show our appreciation of your commands.

But we rarely have the opportunity of telling you, in a purely personal way, what real enjoyment we derive from selling goods to merchants with whom our relations are always so cordial. It means a great deal to any firm, and we want to assure you that we shall always do our utmost to merit the continuance of this cordiality.

We wish you Health, Wealth and Happiness during 1911, and hope it will be a banner year.

THE
Montreal Biscuit Co.
(The Originators)
Montreal



WEEKLY TRADE CHANGES.

Happenings in the Trade During the Past Week.

Ontario.—The estate of Coulter & Co., general merchants of Burk Falls, have sold to J. Feinberg.

T. Coe, general merchant of East Oro, sustained loss by fire.

The assets of Wilson & Jackson, grocery and crockery merchants of Ridgetown have been sold to G. W. Smith.

Quebec.—The assets of J. G. Perron of Lac Aux Sables, have been sold.

Joseph Corneau of Lachine has sold his grocery business.

F. Rosetti, of Montreal, has assigned to Alex. Desmarteau.

The assets of Florence Sajuk of Florence, have been sold.

The assets of J. A. Prevost of Quebec will be sold on Jan. 5th.

Cyrille Morency, general merchant of St. Prime, has compromised.

J. E. Tanguay & Co., grocery and coal and wood business of Montreal, registered.

Western Canada.—The general store of J. R. Strom, of Wawanesa, B.C., was burnt. The insurance on stock and fixtures was $10,000.

The general store of the Balgonie, Sask., Supply Co., was destroyed by fire.

G. F. Good, of Pangman, Sask., is making additions to his grocery business.

Mason & Adams, of Weyburn, will open a general store at McTaggart, Sask.

Farmer's Wife Puts Blame on Towns-People

The following interesting answer was given by a farmer's wife when questioned about supporting the stores in her home town:

"If a careful examination is made after the express wagons take their goods away from the station, you will find there is very little left, addressed to the farmer. The goods that are purchased by the town people are always delivered to them, while the farmer must call himself for his, thus creating the idea that the farmer is the chief mail order dealer. The merchant must not think that we will purchase goods that are not good enough for the townspeople. The merchant must live and if the town people do not support him he must make larger profits, and the farmers are not going to pay that extra profit. If the towns-people will be loyal and support each other so that they can give us the service we are entitled to, we will gladly deal in our home town."

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.

H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.



Who Stood the Loss?



The following "just as good" "just the same" "ten cents a box less," etc., etc., kinds have come and gone in the last few years:---

TWIN BROTHERS YEAST
IMPERIAL YEAST
NATIONAL YEAST
MRS. MADDEN'S YEAST
MOTHERS' YEAST
SUNLIGHT YEAST
WARNER'S SAFE YEAST
SUNRISE YEAST
CHARM YEAST
BREADMAKERS' YEAST
BARM YEAST
FOAM YEAST
PURE GOLD YEAST, ETC., ETC.

What has become of them?

ROYAL YEAST

has stood the only test--the test of time. Think it over.

E. W. GILLETT COMPANY LIMITED

Winnipeg **TORONTO, ONT.** **Montreal**

THE biscuit form of **Shredded Wheat,** combined with its fine flavor and *nutritiousness* made it an instantaneous success. Our advertising has been unique—besides magazines, newspapers, car cards, sampling and demonstration,

We've Used Niagara Falls to Advertise

Shredded Wheat
"IT'S ALL IN THE SHREDS"

Each year, thousands of visitors to the Falls have gone through our factory. They've seen every detail in the process of manufacture from the golden grain to the finished biscuit. Our sanitary methods have given them confidence in its purity and wholesomeness. They have gone home and told their friends about **Shredded Wheat,** and as a result **Shredded Wheat** is *better known* and therefore *easier to sell* than any other cereal food. Take advantage of this and keep **Shredded Wheat** prominently displayed—you'll have lots of sales, and every sale means good profit to you. **Shredded Wheat pays.**



The Shredded Wheat Company
Niagara Falls, N. Y.

CLARK'S
Pork and Beans

From coast to coast this standard food product is becoming more popular than ever.

Housewives realize that baked beans are not only cheaper and more convenient than those prepared at home, but owing to greater facilities are better and more uniformly cooked.

Does your stock include an assortment of Clark's Baked Beans?

Wm. Clark - Montreal
Manufacturer of
High Grade Food Specialties

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal  Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON. DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA: No better Country



MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Wheat Market Shows New Strength

Quotations are Higher and Some Millers Look for Advance in Flour if the Primary Market Maintains Its Present Strength—Cereals are Firm—Prices Show no Change—Present Season is Good for Retail Flour Trade and Should be Appreciated.

Although the holiday season had as usual a rather quieting effect on the grain and flour markets, still there was a decided firm tone which has been manifested by higher quotations being chalked on the exchange boards, and if the upward tendency continues, millers expect to see advances in the price of flour. That is practically all the millers have to say in regard to future movements in the market. Last week rumors were rampant to the effect that export enquiries were being made for Manitoba grain. Advices from Argentina report reduced crop estimates and shippers are holding firmly at an advance.

The demand for flour has been good, and millers apparently look upon conditions as satisfactory. A change that will affect exporters will be welcomed, as the United States market has been quiet during the past two months. The whole situation is, however, unsettled, and there seems to be more than one interest active somewhere behind the scenes.

The present season is considered good for flour trade. This is evident to any grocer, and knowing the demand is at hand, it should be to his advantage to remember the fact and put new life into his flour selling plans. Suggestion in its many forms is of great assistance, but the means employed is a second consideration once the grocer realizes the possibilities of developing the flour end of his business.

The trade in rolled oats and rolled wheat shows no diminution. The demand is good, and millers report a satisfactory market. Boiled down, the main features of the flour market seems to be, higher quotations for wheat and firmer feeling in the market, which if maintained will, it is felt, lead to advances in the price of flour. There is an abundance of supplies both on spot and in prospective, and it is difficult to play "bull" in wheat just now.

The quantity of wheat and flour, as wheat, now in transit to Europe, with the visible supply of wheat in the United States and Canada, is equivalent to 86,599,000 bushels, against 63,478,000 bushels a year ago. The estimated weekly world requirements of wheat for the present cereal year according to Broomhall, are 11,600,000 bushels. The total shipments of wheat, including flour, to Europe this week one year ago were equivalent to 10,576,000 bushels.

MONTREAL.

Flour.—Although the holidays detracted attention from the market to a certain extent, the situation is firm, and it is pretty hard to predict a change in prices just now, and dealers are inclined to believe that prices now prevailing will hold for some time.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents, bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 40

Rolled Oats.—There is nothing special to report this week, as prices remain unchanged. The market continues firm.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 55

TORONTO.

Flour. — Business has been good in spite of the holidays. Local millers report a firmness which if maintained, they say, will lead to higher flour prices. Advances thus far are confined to wheat, but the millers claim that further indications of strength will likely affect flour.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—The market shows but little change. Conditions are just as satisfactory. The demand remains good, and altogether the tone is one of strength. In both rolled oats and rolled wheat markets are firm, although no price changes have been recorded of late.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

CALENDARS FOR 1911.

There is a departure from the ordinary run of calendars in that of Spratt's Patent Ltd., 24 and 25 Fenchurch St., London, E. C., inasmuch as there is a separate picture for each month of the year. These include dogs, hens, cage birds and parrots and on the back of each page the origin and description of each dog or bird, as the case may be, is given. The entire booklet contains a great deal of useful information.

This year the Lake of the Woods Milling Co., have issued another striking calendar. The picture illustrates a strong, husky looking North American Indian with a sack of Lake of the Woods flour on his back which he, with a brother red-man, has canoed across a body of water from the company's mills at Keewatin. These are to be seen in the background. At the bottom of the picture are shown the mills at Portage La Prairie.

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ontario

Winnipeg, Manitoba





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!



LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager



A Steady and Profitable Seller

The sturdiness and hardiness of the Dwellers North of the Tweed can be traced directly to their invariable preference for Pure Oatmeal,—and the Canadian name for oatmeal in its purest and most nutritious form is

TILLSON'S PAN-DRIED OATS

'A FOOD—NOT A FAD'!

This is the Breakfast Cereal that is now delighting the palates of thousands of Canadians, and our extensive advertising campaign is bringing the demand for **TILLSON'S** right to your door.

Put up in 2 Sizes:—

PREMIUM FAMILY PACKAGE
Retailing at 25c.

PAN-DRIED PACKAGE
Retailing at 10c.

Canadian Cereal & Milling Company, Limited

HEAD OFFICE—LUMSDEN BLDG.—TORONTO

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset.*

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are *"The Purest of all Pure Foods."*

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's.*

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

BISCUITS

Annual Staff Gatherings

Last Friday evening the first annual banquet tendered by Wagstaffe Limited, Hamilton, Ont., to the employes, was held at the company's factory. It was a delightful affair, and was held in lieu of the annual picnic which it has been decided to discontinue. Early in the evening, the hundred employes gathered in the large store room, which had been artistically decorated for the occasion, and were treated to a menu of musical merit, after which brief but interesting remarks were made by James Wagstaffe, who answered to the toast to "The Managing Directors." In doing so, he explained the object of the event, and touched upon the success of the business during the past year. He most strongly advocated reciprocity between employer and employe, and hoped that in the future their relations would be as pleasant as at present. Arbitration is better than strife, and no firm will succeed if divided within itself, he thought. He also alluded to the new factory, which will be half as large again as the present one. The head of the firm was most heartily cheered as he sat down.

Remarks were also made during the evening by Herbert Wagstaffe, James Somerville and F. D. Smye, also directors, and all touched upon the happy relations during the year just ending and predicted just as enjoyable friendship in the future.

Following the banquet, the floor was cleared for a dance, which proved equally enjoyable, and the music for the occasion was rendered by William Wagstaffe, at the piano, also numbers by F. H. J. Moore, J. A. Waddell, A. Cronk, T. Hindley and J. W. Wagstaffe.

One of the interesting features of the occasion was the presence of an old employe of Mr. Wagstaffe, when the latter was in business in Manchester, England. The son of the woman in question is at present in the employ of the firm.

Wednesday and Thursday of last week the annual convention of Canadian and United States salesmen for Holbrooks, Limited, was held at Toronto. Very interesting business meetings were held at which plans for 1911 were discussed and explained and the work of 1910 gone over and analyzed. Addresses were delivered on the various phases of salesmanship, trade and general advertising, etc. Men from the various fields, told of methods that they had used successfully, and the interchange of ideas and experiences should prove very beneficial.

On Thursday evening the staff were guests of the management at a banquet held at the St. Charles, and it was a thoroughly enjoyable affair. After a bountiful dinner, a number of toasts were proposed and responded to. These were interspersed with musical numbers and recitations.

The Cudahy Packing Co. held a three days' convention of their Canadian selling staff at Toronto last week. A splendid program of addresses on manufacturing, salesmanship, advertising, etc., was carried out, followed by a banquet at the National Club.

The employes of the Shredded Wheat Co., Niagara Falls, met recently and presented President Porter and General Manager Mason engrossed testimonials of their appreciation of the many things they have done for their advancement. These presentations were made in connection with the annual Christmas reception. The testimonial to President Porter was an acknowledgement of the many concessions obtained and the many improvements made for their moral and physical betterment, because of his cooperation or solicitation, and in this case the expression covered his many years of faithful service as the executive head of business. The testimonial of Fred Mason was also individual in every way, and is unique in that it was evoked after only four months of his administration as General Manager.

BIG PACK OF SOCKEYES

More of Them Packed in 1910 Than of Any Other Kind—Last Year's Totals.

Vancouver, B.C., Jan. 5.—The salmon pack of British Columbia given out as official, shows that during 1910, 762,201 cases were packed, divided among the principal fishing districts as follows:

Fraser river, 223,148; Skeena river, 222,035; Rivers inlet, 129,398; Naas river, 39,720; outlying districts, 147,900. Total, 762,201.

The previous year the pack was 967,720, but 1909 was the big fourth year. In 1905 it was 1,167,460 cases; 1906, 629,460 cases. The biggest pack in the history of British Columbia was in 1901, the quantity being 1,236,165 cases.

It is interesting to note how largely the catch of sockeyes has dominated every other species during the past year. The result has been given as follows: Sockeyes, (cases) 565,915; red springs 19,313; white springs, 9,476; chums, 58,362; pinks, 34,613; cohoes, 74,382; steelheads, 140.

LEITCH ANCHOR BRAND OAK LAKE

Interested

We wish to get you **interested** in **ANCHOR BRAND FLOUR;** it is the secret of success in bread making. The use of it gives that pleased feeling resultant from "time well spent".

Free samples for those **interested.**



Manfd. by

Leitch Brothers

Flour Mills,

Oak Lake, Manitoba.

LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY

My Best Customers are the Farmers' Wives

Just now I was talking with Mrs. Broadacres.

Buys her winter's flour supply from me for quite a long time now.

Uses about a barrel every six weeks.

A great breadmaker, by the way.

And when you're invited to her place, you're always sure of a good dinner. I know, sometimes being "one of those present."

At first she wouldn't take more'n a barrel at once.

Afraid it wouldn't keep, you know, and all that.

One day I had an inspiration—shaded the price for quantity—sold her five barrels on one trip.

FIVE ROSES, of course.

She put it in a dry place in the loft away from the mice, neither too warm nor too cold.

Now she says the last barrel is always better than the first.

Sort of dries out, you see, takes up more water—more loaves—works easier, quicker—rises higher and stays there.

Finer flavor, too, mellower—clearer color, better bread every way.

You see, the inferior parts of the wheat, the parts that can't keep, these are all kept out of FIVE ROSES.

And so it improves with age, keeps sound for four, five, six months and more.

Selling my country customers a supply instead of one solitary bag or barrel was one grand idea.

Saves them time and trips, also a little money; insures their steady satisfaction for a long time.

Saves me storage space—quicker turnover—husbands capital—weds the housewife to the FIVE ROSES habit.

But you must be mighty sure of your flour, mighty careful.

It has made me confident, aggressive, has FIVE ROSES.

And as for the user—well, here's the best breadmaker in three counties, 1st prize at the Fair, ask *her*.

Five Roses

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL, "THE HOUSE OF QUALITY"

California Celery

Will have two cars arriving weekly, which will enable us to fill your orders with best stock.

Fancy California Oranges, Florida Grape Fruit, Messina and Palermo Lemons, also full lines fresh Vegetables, Cucumbers, Lettuce, Egg Plant, Green Peppers, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas Home Guard

PACKER:
FRANC TRACUZZI

If you don't specify above brands when ordering you will find out the brands your jobber wants to sell---The brands that show him the largest profit. But that don't do you any good, so "Be Wise" and insist on "St. Nicholas" in which case the "Big Profit" will be at your end of the line, "Be Wise."

AGENT:
J. J. McCABE, Toronto

Puck

Christmas Trade Was Generally Good

A Slight Lull Has Followed But is But Temporary While Retailers Dispose of Their Odds and Ends—Oranges Have Been Rather Plentiful—Potatoes are Firm — Demand for Celery, Sweet Potatoes, etc., Has Been Good — Jobbers Look Forward to Increased Demand.

Those who are interested and engaged in the fruit business, retail and wholesale, turn over a new page for this week's business, the first of the new year. There have been some lessons learned during the past twelve months and it is safe to say that some of these same lessons will have to be repeated probably several times more, before some remedial measure is applied. The reason for this is that blame often rests with growers and new methods are not employed until they discover the necessity for them.

But retailers and wholesalers, themselves, have learned a few things and intend to put them into practice. The fruit business is steadily growing and grocers throughout the country have been profiting from it. From some standpoints the past season was not exactly the best fruit year on record but the trade seem to maintain that on the whole it was satisfactory.

The Christmas demand to wind up the year was good and it is expected that business will open up briskly with the new year and that last season's figures will be surpassed. The price of oranges must have been satisfactory to the consumer as supplies were fairly liberal and prices were maintained at a reasonable figure.

TORONTO.

Green Fruit.—There is noticeable this week a slightly easier feeling in some lines of fruit. There is a liberal supply of oranges on hand, but with the festive season over the trade seems disposed to clean up the stocks they are holding. This likewise applies to more than oranges and is given as a more or less general feeling expected to obtain for a week or so until trade has recuperated and settled down to the new year's business. Lemons are a little easier and over the whole market there is a temporary quietness which should soon disappear before the new demand.

Apples, bbl.	3 50	6 00	Jamaica, case	3 00	3 50
Apples box	2 00	2 50	Lemons—		
Bananas	1 50	2 00	Messina	2 75	3 00
Cocoanuts, sack	4 00	5 00	Limes, box		1 25
Cranberries, bbl	9 00	10 50	Oranges—		
Cranberries, case	3 75	4 00	Tangerines, a strap	5 50	6 00
Grapes, case		2 25	Florida	2 50	3 00
Malaga bbl.	5 00	6 50	Navels	2 50	3 00
Almeria, bbl.	5 00	7 00	Mexicans	2 00	2 25
Grape Fruit—			Pomegranates, doz.		0 75
Florida per case	3 50	4 00	Pineapples crate	4 00	4 50

Vegetables.—The demand for vegetables is normal. Celery, sweet potatoes and similar lines have been selling well and according to jobbers the demand has been quite satisfactory. There is a fair business in imported stocks. Potatoes are firm and are quoted at about 90 cents straight. The situation has not cleared perceptibly and there are still reports that the supply is likely to be scarce. Dealers state that they are hardly prepared to express their opinions yet. There is a good demand for onions just now and retail dealers should avail themselves of this knowledge and endeavor to increase their sales of this vegetable.

Beets, Louisania doz.		1 25	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head	0	0 30
Cabbage, case— Canadian	0 75	1 50	Boston head lettuce, doz.		1 50
Cabbage, per 100	3 50	5 00	Onions—		
Carrots, Canadian, bag		0 50	Spanish, large	2 50	3 00
Carrots, Louisania, doz		1 00	Spanish, ½-cases		1 50
Celery, dozen	0 30	0 40	Yellow, per bag	1 25	1 35
Celery, California, case	4 50	5 00	Potatoes, Ontario, bag	0 85	0 90
Cucumbers, Boston, doz		2 50	Sweet, hamper	1 25	1 50
			Sweet, barrel		5 00
			Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fresh Fruits.— A tremendous rush was experienced during the past two weeks in the fruit market. Apples were the leaders with cranberries and oranges close seconds. Cranberries are up $1 per bbl.

Apples—			Cocoanuts, doz.		0 90
Ame. Johnathans	2 25		Cranberries, Jersey, per bbl.		13 00
Ontario, No. 1, brl	5 50		Lemons, Cal.		7 00
Northern Spy	6 50		Oranges, Navel	3 75	4 50
Bananas	2 50		Pears, case		4 00
Grapes, Mal., keg	6 50	8 00	Pineapples, case		5 00
Grapefruit, Cal., case		6 00			

Vegetables.—Vegetables are moving well and the season's trade has limited stocks somewhat. Prices also are being forced up and the following quotations rule.

Beets, lb.		0 02	Onions, imported		0 02½
Cabbage, new, lb		0 02	Potatoes, bush		0 90
Celery, doz.		0 60	Parsley, per doz.		0 40
Celery, Cal.		1 00	Radish, dozen		0 50
Cucumbers, doz.		3 00	Squash, lb.		0 03
Lettuce, doz.		0 40	Tomatoes, Cal. case		4 50
Mint, doz.		0 60			
Onions, green, per dozen		1 00			

MONTREAL.

Green Fruits.—The market for Sicilian lemons is becoming stronger, while the demand for Florida oranges is also good. Cranberries showed a weak tendency, but they are getting strong again, prices in New York being somewhat in advance of those of a week ago.

The first shipment of California navels which arrived recently opened satisfactorily, the fruit being nicely colored and sweet. This is earlier than they have ever been known to arrive in large supplies.

Apples, bbl.	5 00	6 00	Holly, case		4 00
Bananas crated, bunch	2 00	2 25	Wreaths, bale		1 65
Cranberries, bbl.	10 00	12 00	Oranges—		
Cocoanuts, bags		4 25	California, late Valencias	4 00	5 00
Cali. Malagas		2 00	Pineapples—		
Lemons	3 00	4 50	Floridas, case	3 75	4 25
			Plums, crate	2 00	2 25
			Pears, bbl.	7 00	10 00

Vegetables.—There is nothing interesting in the vegetable market. The usual dullness prevails, and except for packages which grocers run short of, it

is not likely that any large orders will be filled.

Cucumbers are increasing, while green peppers are also soaring. A few weeks ago a small basket could be purchased for 75c, but of late they have advanced three times as much.

Beans, American basket		12 00	Onions— Spanish, cases	2 75	3 00
Beets, bag	0 75	0 90	Red, bag		1 25
Carrots, bag	0 75	0 90	Potatoes, bag	1 00	1 10
Cabbage, doz	0 40	0 50	New Bermuda potatoes, lb.		0 07
Cabbage, bbl.	1 00	1 50	Sweet potatoes, basket		1 85
Celery, crate	4 00	4 25	" " bbl.		4 00
Cauliflowers	1 50	3 00	Parsley, dozen	0 75	0 80
Cucumbers, doz.		2 75	Parsnips, bag	1 00	1 25
Garlic, 2 bunches		0 25	Radishes, dozen bunches	0 60	0 75
Green Peppers, small basket		2 50	Spinach, bbl	5 00	5 50
Leeks, doz	1 75	2 00	Tomatoes, hothouse, lb.	0 35	0 40
Lettuce— Curly lettuce, box	1 30	1 60	Turnips, bag	0 75	0 90
Boston, box.		2 75			

A California fruit grower states that during the year he has sold 500 lbs. of dried cherries, thus adding another branch to the dried fruit industry.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

FISH FOR JANUARY

Live merchants will not overlook the fact that money can be made by handling a good assortment of

FROZEN FISH

Our stocks are large, fresh and well assorted.

Smelts, Flounders, Halibut, Qualla Salmon, Cohoe Salmon, Herrings, Trout, Whitefish, Gold Eyes and Tulibees, etc.

QUALLA SALMON, Headless and Dressed, case lots, 8c. lb.
HALIBUT, Headless and Dressed, case lots, - - 8c. lb.
WHITCO BRAND HADDIES and FILLETS

WHITE & CO., Limited
TORONTO and HAMILTON

IN this first week of the New Year we extend to all our customers, and the trade in general, our best wishes for health, wealth and prosperity during 1911.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

GRAPEFRUIT

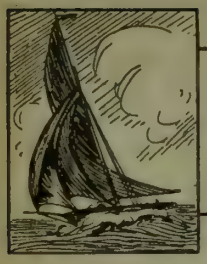
Dealers and Consumers:

¶ If you know, or never knew, the deliciousness of Grapefruit, try some of our FLORENCE VILLA BEAUTIES.

SILK SKIN FULL FLAVORED JUICY

FLORIDA CITRUS EXCHANGE

W. B. STRINGER, D.M. TORONTO



Fish - Oysters



Fish Demand to be Heavy in Coming Months

Retailers Find the Consuming Public Asking for Greater Quantities of Fish During the Next Two Months Than at any Other Equal Period of the Year — Lobster Season at its Height—Oyster Business is Brisk and Supplies are None too Plentiful—Advent Trade was Good—The Frozen Fish Trade.

The retail trade is looking forward to a good demand for fish during the winter months. Wholesale houses are apparently well supplied with stock, at least for present requirements and the indications are that the business during the next two months will be good. Some stocks are reported temporarily light at the coast, finnan haddie being among those mentioned. Trade in lobsters is at its height; haddock are in good demand and oysters are much sought after. Now that the holiday season is over and staple goods return to their old popularity, fish will claim its share of the trade and the present is probably the busiest period of the year in fish demand.

NOVA SCOTIA.

Halifax.—Fish of all kinds continue scarce. The receipts during the past week have been small, and the catches below the average for the season of the year. While the weather has been mild along the coast the conditions have not been favorable for fishing, as high winds prevented the shore fishermen from reaching the fishing grounds. There is a marked scarcity of finnan haddies. The stocks that were held here were all cleaned up during the Advent season, and the receipts have not been sufficient to cure any more.

Local dealers report an increasing demand for fresh haddock. Nearly all the fish reaching the market now are consumed locally. More fish are being used for diet than ever before.

The lobster trade is now in full swing and large shipments are being made from Nova Scotia points to the Boston market. There is a general improvement in the foreign fish trade. During the past week over six thousand quintals of cod were shipped in two vessels sailing direct from St. John's, Nfld., for Oporto. Oysters continue high and good stock is scarce on the local market. Late reports say that the fishermen operating out of Canso are meeting with better success than for some weeks.

ONTARIO.

Toronto.—The situation in the fish market while inclined to be quiet as the result of the holiday is in reality opening upon perhaps the busiest month of the entire year. That, at least, is what some fish dealers say about it and they ought to know. January and February are, they claim, two good months. The holiday is passed and the demand for all lines of fish becomes general. Retailers should take advantage of this fact and endeavor to enlarge the field of their business. Lent is two months away and by building up a good business now the benefits will be felt by the increased demand during that season. Frozen fish of general lines are now asked for and altogether prospects point to a good trade.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 12
Lake Superior herring	0 04	Smelts, extra	0 18
Lake Erie herring	0 07	White fish, pan frozen	0 10
Pike	0 06	Yellow pickerel	0 08½
Pink sea salmon	0 09		
Round red "	09		

OCEAN FISH (FROZEN)

Herring, per 100	2 00	Mullets	0 04
Flounders	0 05	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 [illegible]
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 08½ 0 09
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

NEWFOUNDLAND.

St. John's—The fish prices have remained at same as last writing, and will no doubt stay there for quite a while as not much fish will be bought from the planters for the next few weeks. Some fishermen this year have been unable to market their fish on account of adverse weather, and have decided to hold on to their catch until the spring in hopes of obtaining better prices. Little fish arrive here during the winter months, so the market generally remains the same until the opening of spring. There is abundance of cod on the south-west coast, also a large amount is reported on the south-east coast, but weather is too stormy for catching.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	105 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70

QUEBEC.

Montreal.—As is natural at this time of the year the fish trade is pretty quiet. The demand in a small way is for shell and hulk oysters, lobsters and fancy lines of fish which are used at suppers, etc. The reports just now indicate that frozen haddock and finnan haddies will be plentiful, and the prices have sagged down quite a bit. Tom cods will be scarce, as the spawn season is now over. Shell oysters and bulk are in good demand, but stocks are getting smaller.

FRESH

Perch	0 08	Haddock	0 05
Steak cod	0 06	Bullheads	0 10
Market cod	0 04		

FROZEN

Codfish	0 04	Flounders	0 06 0 07
Dore, winter caught, per lb	0 03½ 0 09	Pike	0 06 0 07½
Haddock	0 04½ 0 05	Salmon, B.C., red	10 0 13
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 70 1 [illegible]	Smelts, 10 lb. bxs	0 09 0 12
Market cod	0 04	Whitefish, large, lb	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12½		
Tom cods, bbl	1 90 2 00		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 00 9 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 25	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 00
Labrador sea trout, half bbls	7 00	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb.	22 00
½ bbls	9 50	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Boneless haddies	0 10
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 25
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

Authorities claim that cranberries, especially in the raw state will cure many of the minor ills of man, being especially good for dyspepsia, headache and in the case of yellow fever, as a tonic and to assist in clearing the system of harmful bacteria. In cooking cranberries, only porcelain line or enamelware should be used. These are facts that the grocer may use to interest his customers for while they may never use them as a medicine, they are always glas to get any interesting information like this.

DON'T FORGET

that the Winter Fishing Season is liable to terminate about the middle of this month.

OCEAN BRAND FISH

should be your leader for 1911. Your customers will be enquiring for them regularly and your repeats are guaranteed. ORDER EARLY.

FINNAN HADDIES
NEW KIPPERS
BLOATERS

Used in every Family Circle

OUR CATCHES HAVE BEEN VERY HEAVY THIS SEASON AND ALL THE FISH ARE OF FIRST CLASS QUALITY NOW IS THE TIME TO STOCK UP.

BOUTILIER'S SMOKED FILLETS

Ask your wholesale house for these lines or write us direct.

The Halifax Cold Storage Company, Ltd.

45 William Street — Selling Branch — Montreal, Quebec

A Profitable Line to Handle!

There's a distinctive and delicate flavour about—

Order from your Wholesaler

CCC
Norwegian Canned Goods

"CONCORD"

Norwegian Sardines

that cannot fail to please your better-class customers.

Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly-caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.

The profit selling "CONCORD" is a very 'well worth-while' one.

Don't forget the name "Concord" when ordering.

LIST OF WHOLESALERS:

R. S. McIndoe, Toronto. — Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. — W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Donald says:

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

Fish

TORONTO is the natural headquarters for fish. We offer below a line of good-selling specials at this time of the year. You can lay them down at a low freight cost.

DON'T
OVERLOOK
THIS
OFFER

Start the Year 1911 Right

Oysters

"BEACON BRAND" are in greater demand than ever. January is the biggest fish month of the year. The holiday season is over and we advise having a full stock of fish and oysters.

MEET THE
DEMAND OF THE
PUBLIC
FOR FISH FOODS

January Salt Fish Special

LABRADOR HERRING, Barrels, $5.60 per bbl.
" " ½ " 3.15 " ½ "

Guaranteed No. 1. Bright stock. Split.
Fall 1910 pack.

LAKE SUPERIOR PICKLED HERRING, $3.90
100-lb. kegs

Headless and dressed stock. Beautiful, bright, appetizing fish.

The F. T. James Co., Limited

Church & Colborne Sts. Toronto

"We are Fishing for Your Business."

The holiday season is now over and you will have constant orders for all kinds of

FISH AND OYSTERS

We have a complete assortment of all varieties in season. Order early and direct from Producers, thereby securing benefit of lowest quotations.

FREE
Our weekly price list and market letter

Smoked Fish
Salted Fish
Frozen Fish
Sealshipt Oysters

SERVICE
prompt and most efficient

THE LARGEST FISH AND OYSTER WAREHOUSE IN EASTERN CANADA

Correspondence Solicited.

Price Lists Mailed on Request.

P.O. Box 639.
Five Long Distance Telephones.

LEONARD BROS.
Montreal and St. John, N.B.

Branches:
Montreal
St. John, N.B.
Grand River
Gaspe, Que.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavour to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

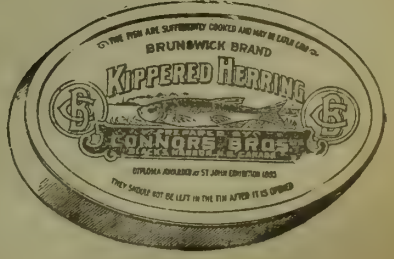
Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited
BLACK'S HARBOR, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N S.; C. H. B. Hillcoat; Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A.W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Should Pay More for Better Herring

Writer Maintains That Government Should Encourage Merchants to Offer 50 Cents a Barrel Extra for Superior Packed Fish—This Would Induce Raising the Standard and Result in More Herring Sold.

By A. M. Payne.

The chief reason for the discreditable status of the Canadian Herring Fishery Industry may be understood from the 1909 Blue Book:

"I did not see a barrel in the course of my travels that would have decently kept in sand, to say nothing of pickle, and the most annoying thing about this state of affairs is that on every hand the need of a superior barrel and the advantages which accrue from its use are admitted fully and freely. As a result of my journeyings round the shores of Canada in connection with the effort to effect an improvement in the herring industry, I have been forced to the conclusion that the barrel question is the chief root of the evil that keeps the trade from making the progress it should do. This evil is not by any means confined to any one district or part of the coast. The very best at present in use anywhere provides a miserable spectacle to anyone possessed with a practical eye."

A Surprising Situation.

There can be no doubt in the mind of any ordinary business man that the strictures in the Government Report on the barrel impediment being based on the actual facts are so self-evident and convincing as to excite surprise that a Government Bureau in the twentieth century should tolerate its continuance year after year. This candid expression of opinion by a thoroughly qualified expert authority, specially delegated by the Government, clearly forecasting the gradual ruin of one of our most valuable natural resources, may soon be regarded as an ancient history. It is already two seasons old.

More Money for Better Fish.

In a previous article reference was made to a lack of discrimination on the part of firms engaged in the purchase and distribution of pickled herring. The question arises: Has anything been attempted to bring about an improvement? The report intimates that some leading Nova Scotia fish merchants have issued a circular letter to fishermen offering "25 cents a barrel more for all pickled fish put up in strong iron-hooped barrels than for fish sent out in the old leaky barrels, all of which is a most gratifying step out of the old do-as-you-please rut."

"This movement," the report goes on to say, "is, of course, a direct result of the efforts of the department in the experiments carried on during the past four seasons." Twenty-five cents a barrel is not sufficient an inducement, as any ordinary individual all the way through from fisherman to consumer would name at least twice this figure, viz., fifty cents additional for a barrel intended to contain pickle fluid for preserving valuable fish food.

Slow to Make a Move.

Special committees by Boards of Trade, notably the Halifax Board of Trade, have discussed the question eliciting much desirable information; pamphlets with instructive data and recommendations to the department have been issued; earnest well-meant and appropriate speeches have been made in both local and federal parliaments, but not the slightest sign of any action to promote improvement has been taken by the Department towards carrying into effect the simple remedy suggested by the Government expert, who says: "Nothing short of a legalised standard barrel with a system of inspection under some sort of government control will, in my opinion, prove a beneficial and lasting improvement to the fish trade in general of Canada."

To-day, at the close of the season of 1910, in the fifth year of departmental consideration to secure betterment of one of our most important natural assets, the harvest of the sea lapping our shores for thousands of miles, things are just as unsatisfactory as ever they were. The Departmental Mountain has brought forth a Departmental Mouse in the shape of encouraging merchants interested to offer 25 cents a barrel additional for proper up-to-date iron-hooped packages, instead of 50 cents or even more.

The experience of European herring industries will be touched upon in our next article.

TRADE NOTES.

William Messer, general merchant in Wingham, Ont., for 35 years and prior to that a clerk at Bluevale for 10 years died recently in his 73rd year.

Wm. Sutherland has opened a grocery store in Wyoming, Ont.

Geo. Baxter has purchased a general store in Malvern, Ont.

J. Birch, Blanchard, Ont., has sold his farm with the intention of opening a grocery store in London, Ont.

Fire starting in the cellar of B. R. Kean's store in Orillia, Ont., last week caused considerable damage. The loss was partly covered by insurance.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
The best in the world are made by
McDOUGALLS
Insist upon this make
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



Ontario Lantern Footwarmer
Do You Want a Winner?

Scientifically Designed

Mechanically Perfect



Economical and Cannot Damage the Robes.

Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

Your biggest asset

The drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

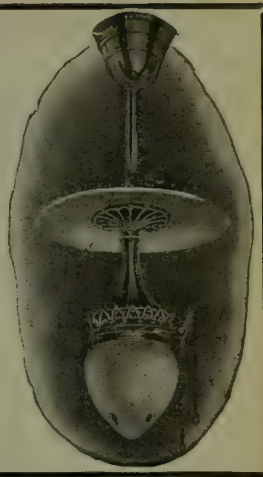
It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

You save money by buying your mantles and glassware from us.

GET OUR CIRCULAR.

MacLAREN & CO.
MERRICKVILLE, - ONTARIO
AGENTS WANTED



BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

WANTED—A manufacturer's agent in each of the Provinces of Canada to represent a high grade Fluid Beef. Address, OXVIL, 309 King St. W., Toronto. (1p)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Penestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Percase
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½-lb	1 40
" ½ oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz.,	6 dz 0 70
No. 1, 1-lb.,	4 doz 2 40	No. 12, 4-oz.,	3 dz. 0 75
No. 1, 1-lb.,	2 doz 2 50	In Tin Boxes—	
No. 2, 5-oz.,	6 doz 0 80	No. 13, 1-lb.,	2 dz. 3 00
No. 2, 5-oz.,	3 doz 0 85	No. 14, 8-oz.,	3 dz 1 75
No. 3, 2½-oz.,	4 dz 0 45	No. 15, 4-oz.,	4 dz. 1 10
No. 10, 12-oz.,	4 dz 2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz.,	2 dz 2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER



	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
Strawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 95	Crabapple	1 45
Raspberry and gooseberry	1 80	Plum	1 70
Plum jam	1 55	Grape	1 85
Greengage plum, stoneless	1 75	Marmalade	
Gooseberry	1 75	Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

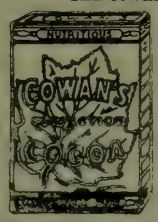
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	$0 4
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 6's	0 28
Royal Navy, ¼'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ¼'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & Co.'s.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼'s	0 38
" No. 1 chocalate, ½s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz.. 8 25

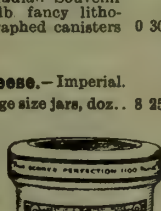
Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
½	0 32	0 40
1 and ½	0 35	0 50
½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz.	$2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant Lasting Polish

--Quick--



There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

THE COMMERCIAL CORRESPONDENCE PAPER OF THE DAY

SUPERFINE LINEN RECORD

Put it to every test—then you will positively know

SUPERFINE LINEN RECORD

to be unexcelled for fine Commercial Stationery.

Made in White, Azure and Buff.
Envelopes to match.

WRITE FOR SAMPLES.

The Rolland Paper Co., Ltd.
HIGH-GRADE PAPER MAKERS
General Offices: MONTREAL, P.Q.
Mills at ST JEROME, P.Q.

MOLASSINE DOG and PUPPLY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:
ANDREW WATSON
81 YOUVILLE SQUARE, MONTREAL

TEA LEAD
Best Incorrodible
Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.
LIMEHOUSE, LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg



CANADIAN LAWS

now require that Cream must contain not less than 18 per cent. of milk fat; it must be entirely free from gelatine, sucrate of lime, germs or other substances, and must contain no preservatives of any kind nor any coloring matter other than is natural to milk.

STOCK ONLY

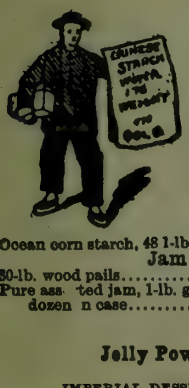
FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

which complies in every way with these requirements and is THE ONLY ABSOLUTELY PURE CREAM on the market. It contains from 25 per cent. to 30 per cent. milk fat.

Packed in key-opening solderless tins to sell at attractive prices with good profit to the trade. Keeps good unopened for any time in any climate. Order of your Wholesaler.

Samples and particulars of:—The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta, C. Fairall Fisher, 22 St John St., Montreal, for Quebec. W H. Escott, 137 Bannatyne Avenue. Winnipeg for Manitoba, Saskatchewan and East Alberta. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & Co., LTD., 4 Monument Street, London, Eng.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

Jelly Powders

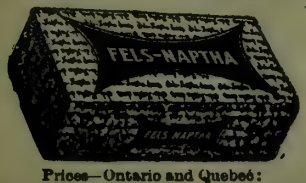
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11½
½-bbls.	0 11½
Tubs, 60 lbs.	0 11½
20-lb. Pails.	2 38
20-lb. tins	2 28
Cases 3-lb.	0 12½
" 5-lb.	0 12½
" 10-lb.	0 12½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11
Tubs	0 11¼
20-lb. pails.	0 11⅜
20-lb. tins.	0 11
10-lb. "	0 11⅜
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

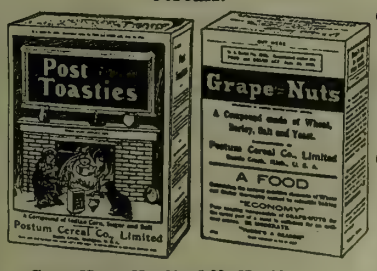
"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Cereals.



Grape Nuts—No. 22, 3 00; No. 23

Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins.. 1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar 0 75
F.D., ¼-lb. tins..	0 85	" 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Cas of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1 lb. packages	$2 50
No. 2, " 120 ½-lb. "	3 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	3 60
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	1 65
3 cases	3 50

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



5 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



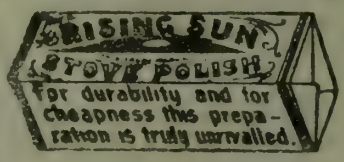
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise, half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s.	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 1's	35c. 1.05	50c. 1.50
Gold Tins, 1's	36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	35c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " ½s, ¼ or ⅛	0 30	0 40
Blue " ½s, ¼ or ⅛	0 35	0 50
Yellow " ½s, ¼ or ⅛	0 49	0 60
Purple " ¼ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Prim rose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 20
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP



SELLS

¶ You, Mr. Grocer, are judged by the goods you offer, as well as by the service you render. ¶ For a delightful, smooth, easily applied and positively cleaning product there is nothing like SNAP. ¶ It does its work well and thoroughly. There are never any complaints about it. The handling of SNAP means many repeat orders and a liberal profit.

BUY FROM YOUR JOBBER.

SNAP CO., Limited

MONTREAL CANADA

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and

therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Please accept our sincere thanks for the past year's valued patronage, and let us say that we wish you a most healthful and prosperous New Year.

VERRET, STEWART & CO., Limited
MONTREAL

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"We believe in your sincerity and have every confidence in the accuracy of your market reports. :: :: ::

"In a great many instances The Grocer has been a factor in helping us to save many dollars. Of all the business papers received in our office, it gets closest attention from our buyer."

The above is from a letter written us by a well-known Quebec firm.

"I always enjoy reading The Grocer, and never miss going through it carefully, taking particular care to watch the market quotations. I have been able many times to buy to advantage as a result of information which it gave me."—Victoria, B.C.

"We assure you that we appreciate The Grocer very much, because of the many helpful suggestions contained in it. The fact that we have started to cut out the helpful things from week to week, and paste them in a scrap book, is an evidence of our appreciation."—Sydney, C.B.

"I am sending you a chart showing my method of keeping track of purchases and expenses, cash received, etc. It has saved me pounds and it keeps me from going beyond my means. I sincerely hope it will be of help to my fellow tradesmen your side of the water. I thank you for the helpful hints given in The Grocer. The paper beats any on this side."—East Ham, England.

"Not long ago I saved ½ cent per pound on a large shipment of prunes through promptly reading The Grocer's market quotations."—Brandon, Man.

"We always feel that we can rely on quotations and statements made in The Canadian Grocer."—Edmonton, Alta.

"We believe The Grocer saves us a great many dollars in the course of a year. We consider the information it contains is very reliable, and, in a general way, a guide to buying."—Montague, P.E.I.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 321 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway.

VOL. XXV. PUBLICATION OFFICE: TORONTO, JANUARY 13, 1911 NO 2.



Robinson's Patent Barley

As a healthy, nourishing, enjoyable, and palatable food for young and old, Robinson's Patent Barley has no equal. Druggists sell it; grocers sell more of it. Those who are wise will sell it always.

Write for Particulars

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL
Agents for the Dominion of Canada

There Are Syrups and Syrups

and when purchasing such a consistently rapid selling line as Syrup, be sure you buy right.

"Crown Brand" Corn Syrup

is made from the finest selected white corn only, and is more healthy and nourishing.
Order through your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal

MACONOCHIE'S
PAN YAN SAUCE

A PERFECT APPETIZER

DELICIOUS WITH—FISH
MEAT
GAME
SALADS
AND
SOUPS



SMALL SIZES (6 oz.) CASES 4 doz. $1.80 doz.
MEDIUM " (10") " 4 " 3.00 "
IN 12 DOZEN LOTS 5 CENTS A DOZEN LESS



MACONOCHIE'S
PAN YAN PICKLE

A PREPARATION OF A MILD, PIQUANT CHARACTER
UNSURPASSED FOR HOT AND COLD LUNCHEONS

GLASS STOPPERED BOTTLES, MEDIUM, CASES 4 DOZEN, $2.30 DOZ.
" " " LARGE, " " 3.30 "
IN TWELVE DOZEN LOTS 5 CENTS A DOZEN LESS

FOR SALE BY ALL FIRST CLASS JOBBERS

ALSO MACONOCHIE'S—PICKLES, PEELS, FISH, WORCESTER SAUCE, BLOATER PASTE, JAMS, MARMALADE, Etc., Etc.

Canadian Representatives

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO :: :: :: :: CANADA

Macaroni Vermicelli Spaghetti

The peculiary desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes made by Codou of France, a delicacy and flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the "**BEST**" insist upon having "Codou's."

Look for the Name "CODOU"

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. "Codou"—**that** is the name to think of.

Arthur P. Tippet & Co., Agts.

8 Place Royale, Montreal
84 Victoria St., Toronto

Made in France



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

George G. Hunt

Broker and Commission Merchant

St. John's, - Newfoundland

Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices.

CORRESPONDENCE SOLICITED.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

WANTED SUNDRIED APPLES. We are prepared to pay 7½c. at outside points and 15c. for each good bbrl., for all you can ship during this month. If any other buyer is paying more, let us know.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Arrived in store one car

NEW ORLEANS MOLASSES

HALF BARRELS PRICES RIGHT

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Quebec

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.

Promptness and Satisfaction guaranteed.

Business Solicited.

TWO WAYS of making money selling cigars

The First

Selling cheap goods
with a long profit—
(You won't sell many)

The Second

Selling a good line with
a reasonable profit—
(You'll sell lots)

The "second way" is the better—Sure profits and increasing trade.

If you decide on the "second way" you'll have to have our

"ANCHOR CIGAR"

The best 5c. straight on the market—and there's more profit than some other 5c. lines.

Send us your orders.

EBY-BLAIN, LIMITED

WHOLESALE GROCERS

TORONTO

"The Proof of

Campbell's

SOUPS

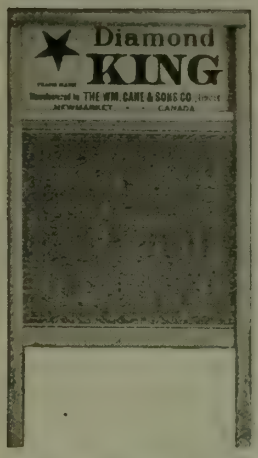
Is In The Eating."



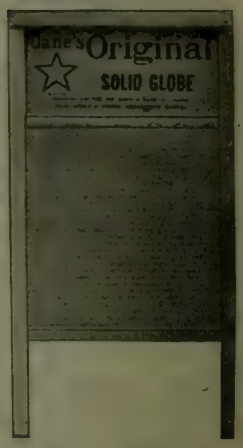
The best way to judge the saleability of CAMPBELL'S SOUPS is to try them yourself. You will immediately appreciate their fine flavor, purity and satisfying quality, and, you'll see why the customers who start buying them because of our extensive advertising keep on buying them ALWAYS. Your sales of CAMPBELL'S SOUPS will increase after you've tasted them, because you'll recommend them with more enthusiasm.

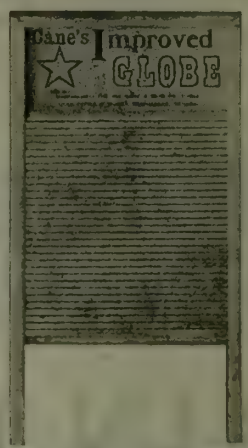
JOSEPH CAMPBELL CO. CAMDEN, N.J.

"21 Kinds—Look for the Red-and-White Label."



Cane's Washboards
LOOK BETTER, LAST LONGER





At anywhere near the same price, there are no washboards so attractive in appearance and that give such good service as Cane's. Early in our business career we formed the habit of putting the soundest materials and the most superior workmanship into our goods

And the habit remains!

The boards shown on this page are three of our leading lines. Our catalog shows the full range—a board to meet every demand, and the best value at all prices.

Your jobber sells Cane's washboards—or should.

Ask him to show you!

THE WM. CANE & SONS CO., Limited
NEWMARKET, ONTARIO



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

A Very Popular Line!



"SIMCOE" Brand
BAKED BEANS

have everywhere received the popular verdict of approval because they combine superfine quality with generous quantity.

Quality is assured by using only specially-selected hand-picked beans and the purest sauces and spices, and the green label tells your customers that SIMCOE TINS contain more beans than 3's flat sold at higher prices.

"Red Cross" Brand can be supplied
instead of "Simcoe" Brand if desired.

Dominion Canners Limited

Hamilton ∴ **Canada**



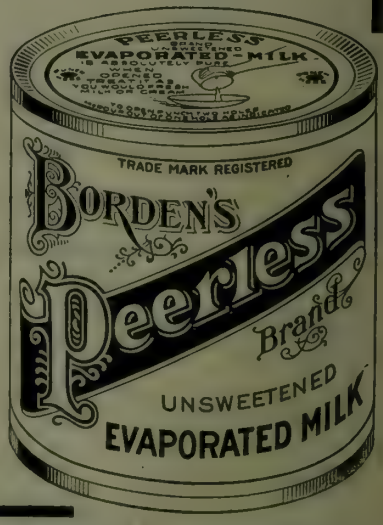
Merit and Integrity

Have sustained the
High Reputation of

BORDEN'S BRANDS

For over 50 years

Borden's Condensed Milk Co.



The Original

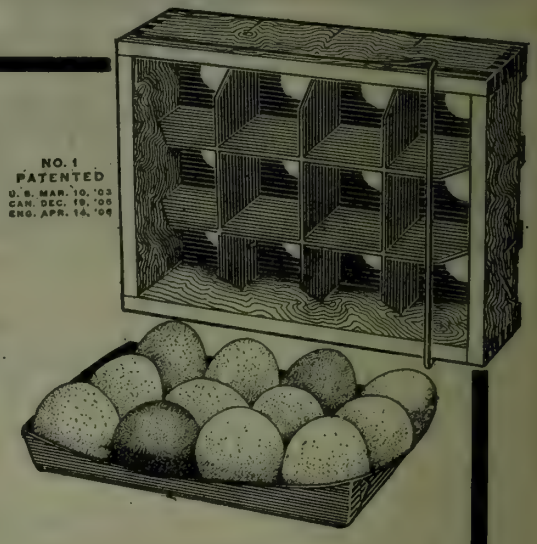
"Leaders of Quality"

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co.,
Vancouver, Nelson and Calgary.

SATISFY YOUR CUSTOMERS



Eggs cost too much for you to ask your customers to put up with breakage and miscounts. Use

STAR EGG CARRIERS AND TRAYS

FOR SAFE DELIVERY

At the time of delivery every egg is left in a neat Star Egg Tray upon the table, in plain sight, where both the customer and the delivery boy can see that there is neither miscount nor breakage.

THEY SAVE YOU TIME AND MONEY, TOO.

Write to-day for our booklet, "No Broken Eggs," and ask your Jobber. It will pay you.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

FREE TO THE GROCER

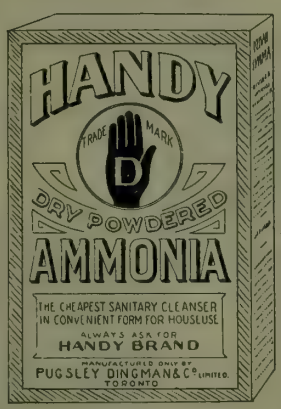
with

COMFORT SOAP

"It's All Right"











Any one of the following premiums given free with ten boxes of Comfort Soap :—

One **Wire Door Mat,** size 22x34. Specially constructed so as not to warp. Just the thing for winter weather. Helps keep the store clean.

A **Gilt Clock,** good time keeper and handsome in appearance.

Two boxes **Kleano Soap,** a hand soap specially adapted for Painters, Printers, Mechanics, etc. Thirty-six cakes to a box, retails at 5c. a cake.

Twenty-four tins **Comfort Lye,** quality guaranteed 100% pure, patent air-tight tins. You sell the best when you sell Comfort Lye, retails at 10c. a tin.

Twenty-four packets **Handy Ammonia** (dry powdered). Handy Ammonia is a well-known brand of dry powdered Ammonia and sells readily at 10c. a package.

WRITE TO-DAY FOR ILLUSTRATED PRICE LIST.

Address :— Comfort Soap, Toronto

PERRIN'S



LEMON NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

West India Co., Limited

305 St. Nicholas Building,
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season.

West India Co., Limited

IF YOU HAVE MADE UP YOUR MIND TO TRY

PAT-A-CAKE BISCUITS

TRY ALSO

GOLDEN PUFF

Another great success.

HAVE YOU WRITTEN FOR OUR ALBUM YET?

PEEK, FREAN & CO., LTD.

LONDON ENGLAND

A "STERLING" LEADER!

Only the freshest fruit and purest spices are used in the manufacture of

Sterling BRAND CATSUP

and its distinctive flavor has made it a great public favorite.

It is handled and bottled in a modern sanitary factory, leaves a good profit margin and never fails to satisfy.

Better send along your order to-day.

THE T. A. LYTLE CO. LTD.

Sterling Road, -- -- TORONTO



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber Can Supply You

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

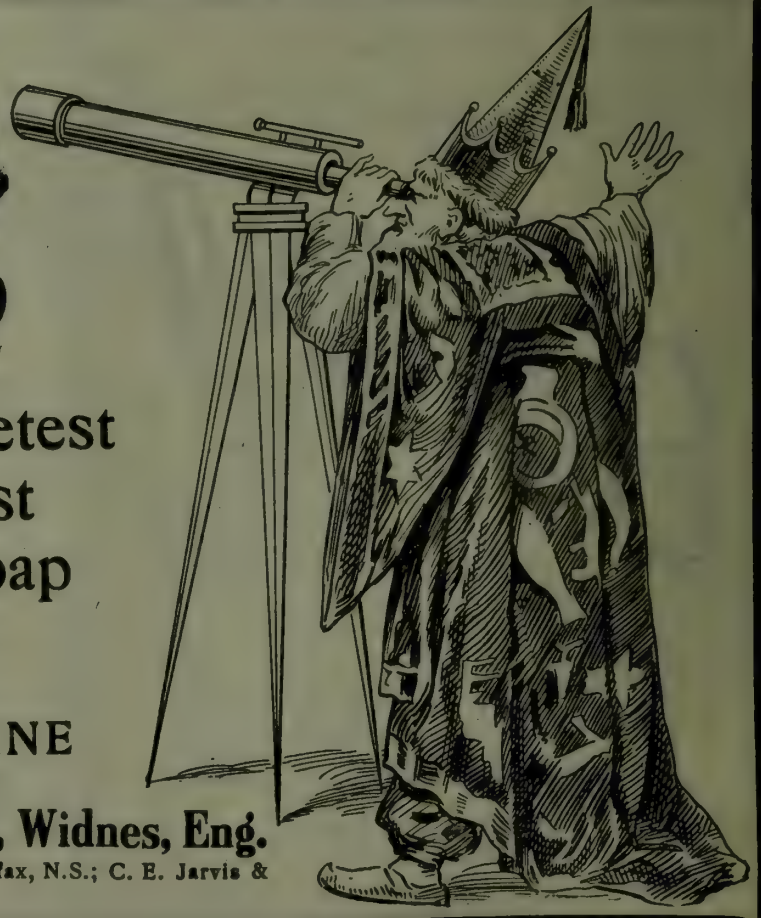
DO IT NOW!

Head Office:
Cor.
Church & Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED

Branch:
256 St. Paul Street
MONTREAL

Gossages' Magical Soap



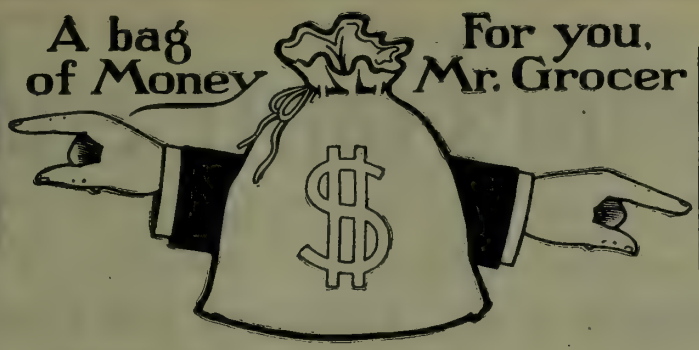
The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.







Both Good Sellers

Our extensive advertising is constantly calling your customers' attention to the PURITY of KNOX GELATINE and suggesting many delicious desserts which can be made from it at small cost. Those who once try it prefer it to other gelatine because it makes two full quarts per package, and, it will pay you to induce as many customers as you can to try it, because it sells at 15 cents per package and pays you a generous profit. KNOX ACIDULATED GELATINE is a good thing to talk about because the extra envelope of concentrated lemon juice in each package saves your customers the bother and expense of preparing the natural fruit.

Charles B. Knox Company, :: :: Johnstown, N.Y.

JAPAN TEAS

We are closing out the balance of our stock of attractive values. At this particular period Jobbers' attention is specially called. Samples from this office or our resident agents at request.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN



Many people forego the pleasure Coffee gives them owing to the trouble of making it. With

SYMINGTON'S COFFEE ESSENCE

your customers can have the most fragrant and delicious Coffee without fuss or difficulty by simply adding boiling water. Remember there is no other Coffee Essence to equal SYMINGTON'S.

Thos. Symington & Co., Edinburgh and London

AGENTS :— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



THE AVERAGE PERSON

Is not a good judge of groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced toward the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products.



Wgents :—Maclure & Langley, Ltd., 12 Front E., Toronto—604 Lindsay Bldg., Montreal
A. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.



CHILDREN THRIVE ON IT

That's one of the best recommendations to you to stock and feature

"Canada First" Evaporated Cream

It is the purest and most healthful substitute for Fresh Cow's Milk obtainable and every can comes to you guaranteed and fully sterilized. There's a certainty of repeat orders ahead for every grocer who is selling "CANADA FIRST" Brand. Order from your Jobber.

THE AYLMER CONDENSED MILK CO., Limited - AYLMER, ONTARIO. Head Offices, Hamilton, Ontario

"TRIAN"
BRAND

STANDARD
OF
QUALITY



LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

NEW ONTARIO

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.

Really Pure

FUSSELL'S THICK CREAM

(GOLDEN BUTTERFLY BRAND)

NOT A SUBSTITUTE.
NOT EVAPORATED OR CONDENSED.

Is taken only from the richest meadowland milk, and you get it in just that pure, rich state, scientifically packed in tins only, without any sugar or chemical. It will keep fresh anywhere and for any length of time. Always insist on Fussell's.

Samples and particulars of:

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.

W. H. Escott, 137 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.

C. Fairall Fisher, 22 St. John St. Montreal, for Quebec.

The Harry Horne Co., 309 King St. West, Toronto, for Ontario.

J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD. 4 Monument St., London, Eng.

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,
and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

Here it is!

ASEPTO
Soap Powder
"The Enemy of Dirt."

Will save the user labor and money, without injuring the tenderest hands or most delicate fabric. There is a fine paying proposition for you in handling **ASEPTO!**

Order Through Your Wholesaler.

ASEPTO MFG. CO.
ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal.

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD
BRAND
MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's. 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX - - NOVA SCOTIA

Canada's Best Soap

To insure the best results from your soap sales, you *must* have a brand that will appeal to the housewife, and Canada's Best Soap will

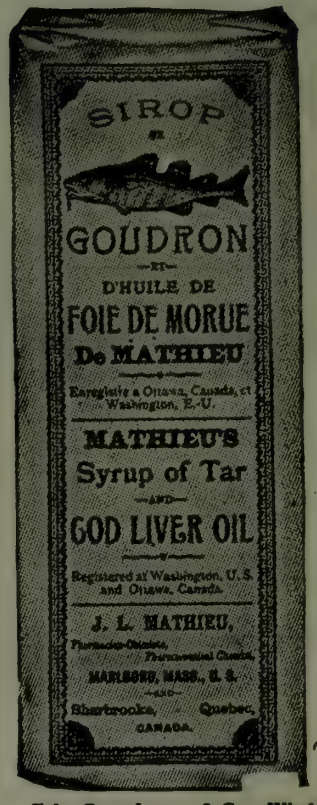
MAKE YOUR SALES HUM

Canada's Best is a white laundry soap that will delight every user.

It contains no resin, which is so common in ordinary yellow soap, and will not cause that "sticky" feeling in hard, or cold water. Canada's Best washes linens, flannels, woolens and colored clothes with equal satisfaction, and will not injure the finest fabrics.

Order quickly. Big advertising campaign is now convincing your customers.

United Soap Company
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

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5 Case Lot	4.15	Freight Paid	& 20 Bars Quick Naptha Soap
10 Case Lot	4.05	" "	& 40 Bars Quick Naptha Soap
25 Case Lot	4 05	" "	& 1 Case Quick Naptha Soap or Richards Pure Soap

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THE PREMIUM SOAP IS EQUAL TO DISCOUNT OF 20c. PER CASE.

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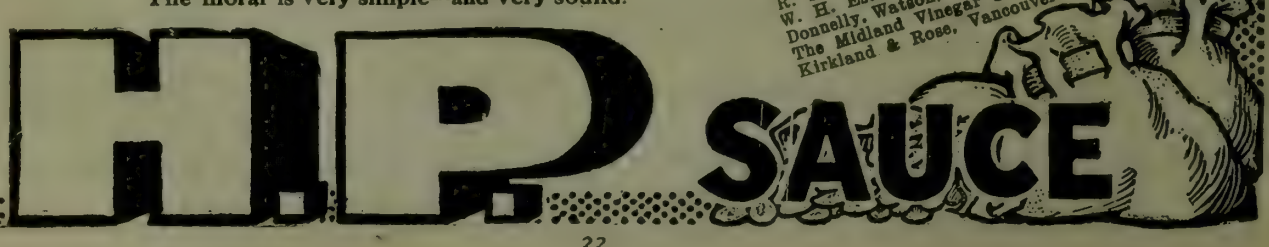
Established in 1854 by John Redpath

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide awake. If you don't supply H.P., "*the other fellow*" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care that she gets it again.

The moral is very simple—and very sound.

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W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



The Trail of '98

THE MOST REALISTIC AND THRILLING CANADIAN SERIAL STORY EVER PUBLISHED

has been secured for Busy Man's Magazine, and commenced with the November Number. It is from the pen of

ROBERT W. SERVICE

The Canadian Kipling, of whose Books
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Service at one time was an obscure bank clerk in a remote corner of Canada. To-day his name is on the lips of seventy-five per cent. of the population of the Dominion, as a result of his two poems "Songs of a Sourdough" and "Ballads of a Cheechacko."

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Busy Man's Magazine

143-147 University Ave. - - - - Toronto, Ontario

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244	"	Mitchell's Irish Whiskies	10%
22	"	Rye Seagram (flasks)	10%
63	"	Gin Pollen & Zoon (fancy bottles)	10%
7	"	Tonic Wine, Red Heart	10%
71	"	E. Dupont Claret	10%
15	"	Chamberizette Strawberry Vermouth	10%
9	bbls.	Dauke's English Beer Splits	10%
32	c|s	Mushrooms	10%
83	"	1st quality Imported Sardines	10%
100	"	Sun Ray Mineral Water	20%
40	"	Vichy Sanitas, Pints	20%
42	"	Blue Ribbon Black Tea	20%

Castile Soap

We have a stock of 1,500 cases of the best French-made Castile Soap. The "Soleil" Brand is unexcelled. The "Lune" Brand is a pure selected product. All Castile Soaps have greatly increased in price. Owing to the large stock we have on hand we will sell at our former low prices until the end of the month. We import these soaps from the celebrated Miallian & Fils Factory at Marseilles.

Dried Fruits

All Dried Fruits have considerably increased in value and the market has yet an upward tendency, but as we have purchased before the rise, we will sell you at very low prices *until the end of this month.* We have a full assortment in all varieties of Dried Fruits.

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We will pay the freight on all purchases of 200 *pounds of tea in cases* (*not tea in packages*) *to all stations in the Provinces of Quebec and Ontario.*

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The time for the sale of fish is near; it is the proper time now to send in your orders for *Codfish, trout, herrings, sardines,* which we will sell at a reduction of 10 per cent. Our prices are interesting for the purchaser.

First arrived, first served.

We will sell at the prices advertised until the 1*st of February, as long as we have these goods in stock.*

LAPORTE, MARTIN & CO., Limited

Wholesale Groceries, Wines and Liquors

MONTREAL

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Purchasing Power of Farm Products

Tables Showing How These Have Increased During Past 14 Years—A 300 Pound Hog Bought More Than Twice as Much Sugar in 1910 as It Did in 1896 —Buying Power of Other Products Greatly Enhanced — Why the Farmer is Prosperous.

In these days when we hear so much about high prices and see through the columns of the daily press that the farmers are getting but a small pittance of the final selling price of their produce, it will be exceedingly interesting to consider the present purchasing power of his products with those of 1896—fourteen years ago. For after all the real valde of an article is its exchange value and therefore the real worth of farm produce is measured by its value when placed in comparison with the value of staple articles which he desires to purchase.

Increase in Value of Farm Products.

In the smaller of the accompanying tables the average prices of farm products in March, 1910 and March, 1896 are given showing the increases the farmer has been receiving in both dollars and percentage. In one case this increase amounts to 340 per cent., and in only one instance does it fall below 50 per cent.; in 8 out of 14 cases it is above 100 per cent.

In comparing these increases in the amount of money received by the farmer for his products with the increases in cost of the goods he purchases from the retail merchant, it is easily seen that he is getting very much the best of the bargain and has no reason to complain.

For instance the average price of wheat in 1896 was a little bevond 63 cents per bushel; in 1910 the average price was $1.18.

In 1896 ten bushels of wheat bought 47 pounds of coffee but in 1910 ten bushels bought 134 pounds of coffee, so that any advance in the price of coffee in 1910 over that of 1896 is completely swamped by the greater hurchasing power of a bushel of wheat as well as a ton of hay, a steer, a hog or a dozen of eggs.

Sugar Behind in the Race.

Considering sugar, it will be observed that in 1896 the farmer could exchange 10 bushels of wheat for 132 pounds; but in 1910 his 10 bushels would purchase 249 pounds. Twenty bushels of potatoes in 1896 bought 77 pounds of sugar; in 1910 they bought 135 pounds. A ton of hay was equal in value to 238 pounds in the former year and 358 last year, making a difference of 220 pounds. Since sugar in March, 1896 was practically the same as in 1910, the farmer was considerably ahead last year.

Similar conclusions are arrived at when hogs are placed in the spotlight. The increase in the price of hogs between 1896 and 1910 was $6.71 per cwt. In 1896, a 300 lb. hog bought 228 pounds of rice; but in 1910 it had a purchasing power of 572 lbs. of rice. In 1896, thirty dozen of eggs would buy 77 lbs. of salt: in 1910 this was increased to 162 lbs.

From these tables it will therefore be seen that the farmer in 1910 was in a splendid position as compared with 1896. He secured a great deal more last year for his products and while in some cases he may have had to pay more for what he wanted yet there is a big difference in his favor.

If the retailer's selling prices have advanced in proportion to that of the prices of the farmer's products, we would have sugar, coffee, molasses, rice, salt, etc., from 50 to 100 per cent. higher than they are at present.

Counteracting Arguments.

All this information absorbed by the retailer will be of much benefit to him. He is frequently told by the farmer that his prices are so much higher than those existing 10 and 15 years ago; but the farmer is prone to forget the greater advances which have been marked up in his favor during the same period of time. If a 1200 lb. steer or a 300 lb. hog doubles its purchasing power in salt and sugar in 14 years, then half the steer or hog in 1910 would purchase the same amount of salt or sugar as the entire steer and hog would in 1896. It doesn't require a great deal of mental strain to solve that problem, the result of which further shows that the farmer is ahead by half a steer and half a hog so far as sugar and salt are concerned.

These facts go to prove for one thing the prosperity of the American farmer —and this is indeed very gratifying in view of the importance of the farmer to our physical and economic welfare—but it also emphasises the point that the middleman has not advanced his selling prices on staple articles beyond any undue limit taking into consideration the increased purchasing power of the farmer's products.

Laborer Earning More.

The same reasoning applies to the increase in the workingman's wage scale. While the laborer often raises objections to prices he has to pay now for

WHAT THE FARMER GETS FOR HIS PRODUCT.

Article	Unit	In March											
		1910 10 bus wheat bought	1896 10 bus wheat bought	1910 20 bus potatoes bought	1896 20 bus potatoes bought	1910 1 ton hay bought	1896 1 ton hay bought	1910 A 1,200 lb steer bought	1896 A 1,200 lb steer bought	1910 A 300-lb. hog bought	1896 A 300-lb. hog bought	1910 30 doz. Eggs bought	1896 30 doz. Eggs bought
Coffee, Rio No. 7	Pounds	134	47	72	27	193	85	1,115	383	361	87	87	27
Molasses, New Orleans	Gallons	32	19	17	11	46	34	265	154	86	35	20	11
Rice, Domestic, choice	Pounds	213	123	115	72	306	222	1,767	994	572	228	138	72
Salt, American	Barrels	13	9	7	5	19	16	112	72	36	16	8	5
Sugar, Granulated	Pounds	249	132	135	77	358	238	2,065	1,067	669	244	162	77
Tea, Formosa, fine	Pounds	49	25	26	14	71	45	409	204	132	46	32	14
Carpets, Brussels	Yards	9	6	5	4	14	12	81	54	26	12	6	13
Carpets, Ingrain	Yards	22	15	12	9	32	27	186	125	60	28	14	9
Cotton Flannel, 2¾ yds to lb	Yards	131	97	71	56	189	175	1,092	784	353	180	85	57
Ginghams, Amoskeag	Yards	169	123	91	72	243	222	1,404	994	454	228	110	72
Sheetings, Bleached 10-4	Yards	42	35	22	20	60	63	351	283	113	65	27	20
Sheetings, Brown 4-4	Yards	153	114	82	67	220	207	1,268	927	410	212	99	67
Shirtings, Bleached 4-4	Yards	118	85	64	50	170	154	982	692	318	159	77	59
Shoes, Men's Vici Kid	Pairs	a4	b2	a2	b1	a6	b5	37	22	12	▮	a2	b1
Suitings, Clay worsted, 12 oz	Yards	9	8	4	4	13	15	75	67	24	15	5	4
Coal, Anthracite, stove	Bushels	67	49	36	29	96	89	555	401	180	92	43	29
Coal, Bituminous	Bushels	110	69	60	40	159	125	917	560	297	128	71	40
Petroleum, Refined, 1500 w.w	Gallons	101	57	54	33	145	103	836	463	271	106	65	33
Barb wire, Galvanized	Pounds	509	323	275	189	731	584	4,218	2,615	1,366	600	330	190
Nails, Wire 8-penny	Pounds	641	210	347	123	921	380	5,312	1,700	1,721	390	416	124
Brick, Common, domestic	Bricks	1,978	1,147	1,071	672	2,841	2,072	16,380	9,272	5,307	2,127	1,285	676
Cement, Portland, domestic	Barrels	8	3	4	1 4-5	11	5.7	68	25	22	5	5	1 4-8
Lime, Common	Barrels	11	7	6	4	16	12	94	56	30	...	7	4
Oak, White, plain	Feet	215	174	116	102	310	314	1,786	1,406	579	...	140	102
Shingles, Cypress	M	3	2½	1.6	1.4	4.4	4.5	25	20	8	4.5	2.0	1.4
Spruce	Feet	474	442	257	259	682	800	3,931	3,578	1,273	821	308	261

(Tables compiled by A. O. Dawson, Canadian Colored Cottons, Ltd., Montreal.

goods he requires, he frequently forgets that he is receiving in many instances more than double the wage he earned 15 years ago by the same amount of labor.

Average prices in March, 1910, and March, 1896. The average prices of these products more than doubled.

Product—	March, 1910	March, 1896	Advance since March, 1896 Actual Advance	Per cent.
Corn, per bushel	$0.6245	$0.2859	$0.3386	118.4
Wheat, per bushel	1.187	.631	.556	88.1
Cotton, per pound	.1504	.7825	.07215	99.2
Oats, per bushel	.4472	.1927	.2547	132.2
Barley, per bushel	.6931	.3056	.3875	126.8
Hay, timothy, per ton	17.05	11.40	5.65	49.5
Hops, per pound	.33	.07½	.255	340.0
Potatoes, per bushel	.3213	.1850	.1363	73.7
Flaxseed, per bushel	2.145	.885	1.260	142.4
Cattle, choice to extra steers, per 100 lbs	8.19	4.25	3.94	92.7
Hogs, heavy, per cwt.	10.615	3.9025	6.7125	172.0
Butter,dairy, per pound	.3115	.1980	.1125	57.3
Eggs, per dozen	.2570	.1240	.1330	107.3
Rye, per bushel	.7910	.3643	.4267	117.1

The present high prices of some goods must therefore not be attributed to any one source. There is a general tendency to raise everything to a higher plane and in the elevation the farmer and laboring man are generally more greatly benefited than the retail merchant. His percentage of profit has remained practically the same, when the better service he renders, the quality of the goods he handles and the general increase in operating expenses are all taken into consideration.

Role of Delivery Man in Selling Goods

How He Can Utilize the Resources at His Command to Assist His Employer—Methods of Some Young Deliverers Who are Sprouting Into Salesmen—Personal Cleanliness, Courtesy, Temper and Tactfulness Play Important Parts.

Every person employed in a grocery store should aid in the great object of every business — that of "selling" goods and rendering such service that will bring continued trade. Most merchants do not pay as much attention as they should to one of their greatest assets along this line, and that is the delivery.

Some delivery men have realized their importance along this line, but without encouragement and instructions from their employer they have not brought the business that they should. But the delivery man should remember that he is one of the greatest factors in the establishement, and should make use of his opportunities to increase the sales and better the service of the store.

One of the best methods that he may use to assist his employer is by efficient delivery service. It brings the customers back again, while inadequate delivery may drive them away although the goods are of a high quality, the prices right and the service inside the store splendid. It must be realized that the delivery man is taking his employer's place in the part of the work he does, and that bad features of delivery service are not charged against the delivery man alone, but against the store.

Bring Back Broken Parcels.

Therefore carefulness should be one of the chief features of his work. He should see that each parcel is delivered in good condition to the customer, and if a parcel should be broken, it is a great deal better to return it to the store to have it repaired than deliver it in bad condition. There should be special baskets or boxes for carrying the parcels into the house. Goods are often damaged by the employe attempting to carry two large an armful of goods into the house at once.

Watch the Coal Oil Can.

Those who deliver coal oil to customers should look carefully after this article. It is surprising how easily goods may be damaged by oil. If it is even close to certain articles, such as butter, it will spoil their flavor. It is therefore necessary to have some plan of delivery that will make it impossible to even affect goods in the slightest way.

A great many merchants have done this by arranging a tin-lined box in which several coal oil cans may be placed. Another good method is to have a coal oil tank under the seat or underneath the vehicle, with the tap outside the box of the delivery wagon. In this way it is not even necessary to bring the cans to the store, thus saving the customers the trouble of carrying them, and removing the danger of oil cans being damaged in delivery.

Cleanliness is Important.

The delivery man should pay attention to his personal appearance, and cleanliness in delivery. It must be remembered that it is food that is being delivered and not hardware. This, along with a clean wagon or sleigh and a nicely groomed horse, give the people a good opinion of the store, while uncleanliness may lead them to believe that the goods are handled in a similar manner inside the store.

Such practices as abuse of the delivery horse, loud language or boisterous manners, all lead customers to form a bad opinion of the dealer who sends out such a man.

Some merchants are always desirous of employing young men for delivering instead of boys, or of taking great care in the selection of a boy to get one who will look after his employer's interests.

The delivery man must use his brains in his work. He must study the character of the different customers, so as to know just how to use them. Some customers to which he delivers might wish him to even come in and partake of a cup of tea or a light luncheon, while others might want him to leave as soon as he had made his delivery. He must study the matter, and know how to act in each case; he must always remember to be courteous, even-tempered and tactful in carrying out his duties.

The Loss of a Customer.

One merchant recently related to the writer how he lost a customer through an ill-tempered delivery man. The latter was delivering goods and had to make three trips from the rig to a certain house. There was both an inside and outside door, and on leaving the house the first time, he left the outside door open. The housewife promptly closed it, and the delivery man had considerable trouble in opening it on his second trip. He should have known enough to close it the second time, but he did not, and it was closed once more by the housewife.

On the third trip he had more trouble in opening the door than before, and by the time he reached the inside of the house his temper was in a fury, and he greatly astonished the woman by exclaiming: "If you don't leave that door open I'll break the —— thing." It is needless to say that the grocer lost this woman's trade, and that the delivery man promptly lost his job when the proprietor learned of his conduct.

The deliverer should be careful not to enter a house with muddy or dirty boots, and to place the parcels in the proper place. He should always be particular how he conducts himself also. An example of what not to do may explain: A delivery boy recently entered a house and seeing a fowl on the table, picked it up to examine it. The housewife did not like the idea of him placing his hands on it, and promptly told him so. While many a woman would have thought nothing of the occurrence, it must be remembered that all people are not alike. When a housewife is busy, the delivery man should not take up too much of her time.

Has Opportunity to Sell.

Besides the many important things that contribute indirectly to the increasing of sales, there is also a way in which the delivery man may do direct work by showing some real salesmanship

in selling goods while delivering. Coming in contact with so many customers, he has a splendid chance to make more sales.

One of the chief methods is in getting orders for goods that the housewife has forgotten when she called at the store, and more especially when she gave her order by telephone. He should always be on the lookout for such orders and should not forget to introduce the subject to her frequently. Name the articles over to her whenever advisable, and she will quite often think of something else. Take one thing at a time and do it well. Say for instance, "How is your stock of currants and raisins to-day? We have just opened up a fresh shipment and they are of excellent quality."

Then there is a good chance of introducing new lines while delivering. Let the delivery man take some new line along with him when he goes out, but he should be sure that he knows its use and quality and be able to talk intelligently about it.

Probably the dealer has just received a new line of maple syrup. Let him have the delivery man place a can in a basket, and when delivering parcels he may say: "Here is a new brand of maple syrup that we have just received. It is made in the Lower Province and is of fine quality. Would you like to try a can?" In this way a dealer can often introduce new lines.

A Good Selling Idea.

One young man who has been delivering only a short time, but who will undoubtedly get along well, tells his experience of selling new lines: "Sometimes I take the article along with me and introduce it directly, but other times I do not. I go into a house with perhaps a new brand of meat sauce in the basket. When I have delivered the parcels, I casually mention how many bottles of this sauce we have sold, telling the housewife about its quality, but not mentioning anything about selling it to her. Very often she will tell me to send down a bottle. I never leave the one I have with me, as this would spoil the effect of my selling plan. I do this often to relieve the monotony to the customer of always trying to sell her when I call. I often tell one about articles that I have not with me, then when I call next time I will say: 'Here is the marmalade I was telling you about, Mrs. Customer. Would you like to try a jar?'"

With all these methods at hand neither employer or delivery man should forget this all important phase of present day merchandising. Let not the employer forget to encourage the delivery man in this line nor the delivery man neglect to bring all these methods into use to assist his employer.

A BRITISH COLUMBIA CHRISTMAS WINDOW



From Victoria, B. C., comes the above window. It was shown in the store of the West End Grocery Company, of which Wm. H. Jeffrey is the proprietor. The window was dressed by his clerk, J. Walton, who has been in Canada about a year, having come from England.

The rear and side shelves are covered with a rich, dark-red, crepe paper, and the floor and trays with a pale green. On the floor there are displayed currants, Sultana and Valencia raisins, and Jordan almonds, all with price tickets. The symmetry of the window attracts attention, the crackers, oranges, upright boxes of dried fruit, etc., being arranged with the greatest of care.

Mr. Walton's object was to dress a window which would not only be pleasing to the eye, but which would sell goods. His object was realized, he states.

Sees Trouble in Enforcing New Tea Regulations

A Chicago tea writer, commenting on the recent recommendation of the United States tea experts regarding the stamping of the words, "Artificially Colored" on all teas that are colored, says that "the idea is not a workable scheme; it will mean an injury to the trade and effect no good."

The experts recommended that this stamp be placed on all packages whether in chests or smaller denominations. When it is understood that almost all China green teas come in what is known as half and quarter chests, and seven-eighths of all Japan teas in retainers of 70 and 80 pounds, the purpose of the Agricultural Department cannot be served without great expense, he maintains. It would necessitate the placing of a deputy marshal in every store throughout the country, he says, whose duty it would be to see that the stamp "Artificially Colored" is put on every pound, half pound, etc., that is weighed out from the original retainer. This is the only method, in his opinion, by which the consumer can be informed of the presence of coloring.

There is talk of the vegetable growers sending delegations to Ottawa to protest against certain provisions of the Weights and Measures Act, which they claim are unjust to them. In the sale of vegetables by weight the vegetable men claim injustice is done to them by the fact that they are supposed to give sixty pounds weight to the bushel, whereas they claim some lines do not weigh this much to the bushel measure, such as onions and parsnips.

Why the Difference in Retailers' Success

The Successful Dealer Gives Quality and Good Service—He is Courteous to Customers and Secures Adequate and Reliable Employes—He Operates a Clean Store and Attends to Detail in Arrangement and Display.

By O. S. Johnston.

Many a grocer is puzzled when a customer leaves him and cannot imagine how he offended her or what was her reason for transferring the account.

After some thought, however, it suddenly dawns on him that there is not the same appearance about his store as others which are more patronized, and that he will probably lose some more valuable accounts unless he takes steps towards a remedy.

There are various reasons why customers continually deal with the one grocer. Quality in goods is always appreciated and the success of any mercantile concern depends to a great extent upon the merits of the goods handled.

Goods selling at a high price are not necessarily the best although some individuals are carried away by credulity and pay more money for an article which is not so good as another of a cheaper brand. Every grocer should aim at selecting those brands which are best and which he can sell at satisfactory prices with fair profits.

Give Superior Service.

Quality in service is also most desirable, as courtesy shown, not only to regular customers, but also to transients, creates a strong feeling of appreciation on their part. In fact, the clerk should remember that politeness hurts no one.

As much attention should be paid to telephone orders as if the customer were standing at the counter. Every grocer has his own method of dealing with such orders, but the most successful is the one who receives them with that air of gratitude which appeals to the individual ordering and which often secures the sale of some additional articles.

Follow Up the Markets.

What are the present conditions of the market? Every grocer and clerk should endeavor to post himself with information on the markets before starting his week's work as customers often like to know why vegetables, for instance, cost them more than previously. Readiness and ability to answer such questions convinces the customer that their grocer is quite reliable.

Were one to purchase a peck of potatoes in two or three different stores he would, perhaps, be surprised to find that each had a different taste, and that one was as sound as the other. The potatoes were similar in appearance but not in flavor. He would soon realize that the best class had been selected by a grocer who knew his business. Such ability to pick out the best grade of any commodity has frequently paved the way to success and should be cultivated, not only by the grocer, but also by his employes.

Disorder is a Handicap.

Untidiness is by no means an element of success. How often are goods delivered with their wrappers torn and otherwise tossed about? The housewife does not like this, nor does she frame a good opinion of the grocer, as she receives goods on different occasions in the same manner.

Articles carefully packed and delivered in a neat condition create a good impression and are the means of securing the grocer the goodwill of the customer.

The public are strong in their demands for clean and sanitary goods. They want clean goods from clean hands and it is only natural to associate a dirty store with an inferior class of goods. No man furnishing such goods can hope to have permanent success. No trade can be built upon them as they are too weak a foundation. Goods attractively displayed catch the eye of the customer and have more selling power than those arranged without system and having an untidy appearance. Every good grocer realizes this fact and has his fixtures as polished and as neat looking as possible.

He knows that highly-finished woodwork will pay him in the long run as it will make his stock more prominent and act as a silent salesman. Repairs should always be made in the store when needed and not be postponed till to-morrow. It is to the advantage of the grocer to have his general equipment always in first-class condition.

Good help is hard to get in many cases. Yet the progressive grocer will not be satisfied till he secures employes in whom he can place his entire confidence. An untidy and careless clerk drives away trade and is no acquisition to his employer.

The grocer when engaging clerks should always endeavor to secure the services of those who have had a sound elementary education; those who can read, write and spell correctly. The wages demanded may be a little higher but does it not pay to have men who can send out neat invoices in which there are no errors?

In short, let the smaller grocer remember that to-day there is more attention paid to the sanitary nature of foodstuffs than formerly, and that unless the dealer pays attention to detail in general he can hardly expect to have himself or his store reckoned as first-class in the public's estimation.

JUDGING THE FIELD FOR TRADE JOURNALS

By Carl H. Van Fulson, in Trade Journal Advertiser.

The question is asked, "Are there too many trade journals?"

The whole matter might be summed up by saying that there are too many poor ones and too few good ones.

The common superstition is that there is no publication that is not of some use both to the advertisers and readers. It is held that nobody ventures upon the unchartered sea of trade journalism without a feeling that there is a demand for the sort of publication he intends to issue. . .

But the impartial and wise outsider who has had occasion to look over the trade and technical papers in the various fields comes to the conclusion that some of these publications must make money in ways not appearing on the surface or else by dint of going increasingly into debt.

In the field of trade and technical journals it is a safe prediction that such publications will always exist. There can be no law to prevent their appearance, and even when advertisers compel publishers to show cause before they sign contracts, the ingenuity of tricky publishers will meet such requirements.

Not a few publications of the class to which I am now referring are house organs of the most puerile and useless sort, appealing only to an ignorance that is rare even in the districts far removed from the bustle of modern business life.

The advertiser's cry on all hands is that there are too many publications, that it is impossible for even a careful man to discrimiaate between the rival claims of periodicals apparently of about an equal grade.

There may be, and probably is, some truth in these protestations of advertisers, but the condition is not different in the industrial field from that in the field of general advertising. Without any difficulty one can name five general magazines that are as like as peas in their contents, appearance, nature of appeal, and probable class of circulation.

The daily press can always be drawn upon for an apt illustration in discussing trade journal conditions, for the trade and technical paper is more nearly allied to the newspaper than it is to the magazine. The best publications are those that approach most closely to the quality of a modern newspaper. They are prepared under conditions more nearly resembling newspaper requirements than magazine exigencies.

Here is perhaps a good question to ask yourself in considering the value of a trade paper—is it run wholly and exclusively as a business proposition by the man or company that owns it? If the answer be in the affirmative, why the paper deserves at least careful weighing before you characterize it as superfluous in the field, as one of those that come under the head of "too many."

Transferring White Space into Profit

Criticism of Some Grocery Advertisements Illustrating Poor and Effective Publicity—One Shows a Waste of Newspaper Space—An Ad. From an English Retail Dealer of an Unusual Character.

By A. H. McKay.

When a good business merchant says that he would just as quickly close his store door as to cease advertising, his judgment is worthy of consideration. As was recently reported in The Grocer, Hugh Malcolmson, a Chatham grocer, expressed these sentiments and his good judgment on trade problems is certainly reflected in the quality and quantity of his business.

Every dealer will agree that advertising in one or more of its many phases is absolutely necessary to getting business over and above the actual demand. He recognizes this fact when he places his sign, "John Brown, Grocer and Provision Dealer," over his door or on his window. He recognizes the power of advertising when he places his name on his delivery wagon or on his counter-check books, and when he uses an account or cash register, meat cutter or silent salesman; yet we often hear him say: "No, I don't believe in advertising." The fact is that he does believe in advertising but he doesn't know it.

There are those who are firm believers in newspaper advertising, and others who say they are not. In the latter case, if the truth were known, nine out of ten either never attempted it or their copy was such that it never even attracted attention, without even considering its power to sell.

Must Be Trade Getter.

Newspaper advertising that does not arouse a desire on the part of the prospective purchaser to purchase the article or articles advertised is not of much consequence. It must "draw" trade and not merely exist as an interesting conversation or as a simple announcement of classes of goods carried in stock.

Of the latter variety, the ad. of Stalker & Wells, Prince Rupert, B.C., is a splendid example. What chance would an ad. such as it have with that of McCullough & Co.'s which points out so explicitly that they supply quality goods and which describes six articles so attractively that they are bound to make an impression on the minds of consumers.

The first point of criticism against the former is the merciless waste of white space. While it is considered good advertising to clothe talks in a little white space so that they will stand out prominently and be attractive, yet there is a limit.

The next point is that practically all grocers handle groceries, provisions, fruits and vegetables and therefore the fact that they are advertised under the name of Stalker & Wells is no reason why anybody should go there for them. This ad. may "attract" attention because of the white space but it would not for a minute "hold" it, not taking into account the ability to "sell."

Some Appetising Talks.

On the other hand the brief introduction of the ad. of the McCullough Co., Stoughton, Sask., will attract and hold attention because it emphasises dependable groceries and low prices. The body of the ad. will certainly sell goods. The price quotations are a good feature apart from the pithy talks. Who would not want to buy honey after reading the little sales talk given?

One From Across the Ocean.

The advertisement sent in by W. Richardson, of Ashford, Kent, one of the readers of The Canadian Grocer in England, contains an especially interesting talk. It is rather difficult to judge such an ad. from the standpoint of good advertising in this country, since it is of such an unusual character.

This sort of ad. is used weekly by Mr. Richardson, the same copy never being used twice.

Stalker & Wells
GROCERS
Second Ave. Near McBride

Phone 187

—Groceries

—Provisions

—Fruits

—Vegetables

FAMILY TRADE
OUR SPECIALTY

An ad. from Prince Rupert, B.C., which could easily be improved upon.

Weekly Bulletin of Prices.

The advertisement of E. C. Matthews

GROCERY QUALITY AND PRICES

YOU know that there is no store in this district where the well known high standard of the grocery stock is maintained as it is in this store. We know that on a great majority of groceries our prices are considerably lower than what you will find in other stores.

DEPENDABLE GROCERIES---LOW PRICES--A COMBINATION YOU SHOULD NOT IGNORE.

Apples

Our car of apples has been shipped from Ontario and we are safe in saying that they will be the finest stock ever brought in to this town. Grown in the best apple producing county of Ontario, packed by expert packers, bought by us at a price so that we can sell them to you at ensily a saving of 10 per cent.

CALL AND LEAVE YOUR ORDER AT ONCE.

MAPLEINE

A new and delicious flavoring for cakes, candies, frosting and for making syrup superior in flavor to genuine Maple. This is purely vegetable and is put up in 2 oz bottles. Price

.30c.

SYRUP

Have you tried the Lily White Brand. It is a table syrup of exceptionally fine quality, made from finest selected white corn under perfect hygienic conditions.

5 lb. Pail
40c.
10 lb. Pail
75c.

GRAPES

Only a few baskets left not more than a hundred. Everyone who has had any know what lovely stock they are. Every basket in perfect condition and at the same price

35c.

or 3 for $1

CRANBERRIES

First of the season and everyone high bush berries. It is surprising how many dainty dishes can be made from this healthful berry. We never had better in stock than now.

15c lb

2 lbs 25c.

Honey

The finest quality we have had in years. The fine flavored white clover honey that so many are fond of, fact is many prefer it to the buck wheat honey.

1 lb comb 30c

16 oz bottle 25c

5 lb pail $1.00

McCULLOUGH & CO.

A well-written, easily read advertisement used by a Stoughton, Sask., firm.

represents a copy of a large circular he issues weekly. Such an ad. is sure to get results if circulated among those consumers who are anxious to save as much as possible on their grocery purchases. Mr. Matthews, it will be seen, is also anxious to promote cash buying are lower than the regular prices. The item in reference to potatoes is of the variety that causes a housekeeper to investigate. Those words "dry, mealy" have a commanding effect. The same applies to honey and dates.

Mr. Matthews' first circulars were of a different character to this but they eventually evolved into a regular weekly news letter to customers and prospective purchasers. He says the results have justified the move.

Hop-picking time is Bloater time.

With the tinge of white-frost on the grass and the tiles there is a pleasure in the glow of the morning fire and the sizzling of a grid-cooked herring.

Drip, drip, splutter, splutter, as the fish dispenses its aroma and makes our breakfast hunger ravenous.

That the means to remove that hunger are near you and ready to hand is additional cause for satisfaction for the dash of cold water, I had written gold water, from the tap has flicked your blood into movement stung with the icy chill.

Yes, an autumn morning is a good thing, a sight of the fire a better thing, and A Bloater Breakfast the best of all.

Need I say that on the Fish Side of Bank Street you will find piles and rows of Bloaters and of Herring.

Bloaters to which the smell of the oak dust that this Thursday night they were smoked with, still clings, and the smoke from which has tinged them with its color of bronze.

To-day Friday we have them at 12 and 10 for 1s. When the fish get smaller we will have them at a lower figure, that is coming, but a big bloater is better—each one, big or little, has a head and just as many bones; therefore, the most economical is the large one.

Whilst I am writing Friday's display is being made up, framed on three sides with a layer of bright green parsley there is a pile of Brown Shrimps, many gallons of them.

The glass-covered ticket with its grey background has a big white 2d painted upon it, that those that run may read, perhaps that quotation is out of date now, it is unfashionable to run, we ride a bike or drive a motor-car.

Well, we will not quarrel, whichever it is, running, walking, biking, motoring, so long as the stop short is made outside 4 or 9 Bank-street we are content.

4 Bank-street is on the post office side of Bank-street, that is the Fish Store.

9 Bank-street is on the lawyer's side of Bank street, that is the Fruit Store.

Needless you say to particularize, but we do like our friends to make a beeline to us when they come to town, and when some one says to us, with a sort of wondering ignorance, "Where's Hallett's?" and we wonder at their ignorance of the well-known lawyers. Well, there may be some who ask, "Where's Richardson?" therefore, the explicitness. We say, in short, as the post office, when the address is dubious, "Try Bank-street."

An English dealer's advertisement for selling bloaters in hop-picking time.

Buffalo Dealer Praises Work of B.C. Association

Association work in Canada is believed by some to be more advanced than among the merchants of the United States. E. O. Mincer, a grocer of Buffalo, N. Y., has written an article upon this point holding up as an example the Vancouver (B. C.) Retail Grocers' Association, which he considers "one of the brightest and most enterprising of the great Northwestern associations."

"The Vancouver Association," he says, "maintains a rigid credit system. and insits that its members follow it. In fact the credit system, with the rating plan for consumers which goes with it, is one of the most valuable features of the association. Each member is supposed to obtain from the association cards which are to be used to make memoranda regarding customers wishing to obtain credit.

"Members turn in the names of their customers, good as well as bad, to the association. I think some of the United States grocers' associations could utilize some of their ideas with profit."

Some time ago The Grocer published the complete rules and regulations of the Vancouver association.

PRACTICAL THOUGHTS.

The success of the past should be the greatest kind of an inducement for a merchant to put forth every effort possible for the future. Personal experience of this kind is of more value than following in the limelight of somebody else.

The merchant in a small town who takes advantage of his opportunities and keeps apace or a little ahead of the times is just as sure to be successful as the gentleman above referred to. Of course, success is only accomplished by work. A few rules to help towards it are: The Golden Rule. To be square in every deal. Wait on every customer quickly. Give the quantity or measure of what is asked for, and more. Advertise goods exactly what they are. Never approach a customer with a grouch on. A smile will nearly always sell goods. Behind all this must be energy and hard work.

CASH ONLY at these prices — CASH ONLY at these prices

MATTHEWS' Grocery Bulletin

ISSUED WEEKLY — NOVEMBER 18-19 — No. 4

Are you looking forward to Christmas? If so, deal here and save money for your Christmas Presents!

Redpath's Granulated Sugar,	19 lbs. $1.00	Big Bag Flour,	reg. 80c, for per bag 65c
Imported Macaroni,	reg. 15c pkg. for 10c	¼ stone bag Flour	23c
Seedless Raisins, (better than Sultanas)	lb. 10c	¼ stone bag Flour	12c
Cooking Figs	2 lbs. for 15c	New Mince Meat	per lb. 10c
Aylmer Corn (new pack)	per tin 10c	Pea Meal Bacon (piece or whole),	per lb. 23c
McDonald's Little Sardines,	reg. 13c for 10c	Tiger Brand Salmon, worth 20c	for per lb 17c
Shamrock Salmon,	reg. 20c tin for 18c	Corn Flakes	3 pkgs. for 25c
Fresh Ground Coffee,	reg. 35c per lb. for 25c	Malta Vita	3 pkgs. for 25c
Challenge Brand Milk,	3 tins for 25c	Jersey Cream Brand Milk,	3 tins for 25c
Mixed Biscuits,	reg. 12½c lb., for per lb. 10c	New Valencia Raisins,	per lb. 10c

Potatoes are advancing in price; Friday and Saturday Dry Mealy Potatoes 15c per peck, 80c. per bag.

HONEY! HONEY!!

You should always have Honey on hand in case of a cold. Friday and Saturday Special: Choice Clover Honey in Combs 20c., Choice Clover Honey in Jars 10c and 20c.

DATES, FIGS, ETC.

We have a choice line of new Dates and Table Figs. Come and see them. Cooking Dates, reg. 10c. lb. for 5c.; Table Dates, choice and fresh, per lb. 10c.

SOAPS ARE SOARING.

Special for Friday and Saturday: Comfort, Surprise, Richard's, Quick Naptha, 6 bars for 25c. Soap Chips, reg. 5c. a pkg., 3 pkgs. for 10c. N.P. Soap (can't be beat), per bar 15c.

TEA. TEA. TEA.

Last call on Teas at this price. Our regular 30c. Tea, black, green or mixed, 23c. a lb. 5 lbs. for $1.10.

We always have a Choice Line of Vegetables, Turnips, Beets, Parsnips, Etc.

E. C. MATTHEWS
257 PARLIAMENT ST.

ORDER EARLY AND INSURE PROMPT DELIVERY. — MAIL ORDERS FILLED AND DELIVERED

Reproduction of weekly circular announcing cash prices on certain goods issued by a Toronto grocer.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

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PUBLISHED EVERY FRIDAY

DECLINES THAT WERE EXPECTED.

No one who has been reading the Grocer during the past month will be at all surprised to learn of the two drops of 10 cents each per cwt. in sugar, one of which occurred last week just after this paper went to press and the second on Tuesday of this week.

In our issue of December 16, it was stated that the market, although at the time temporarily firm, was weak but that no decline was to be expected until the first or second week in January. This is exactly what has occurred. The reason a decline was not recorded sooner was because United States refineries had run short on raws and could not obtain required supplies from Cuba where they were plentiful until after the New Year.

These declines place standard granulated sugar at $4.40 on a Montreal basis, or 30 cents below the price ruling at this time last year. At no time during 1910 was sugar so cheap, the lowest prices being $4.70 in January and $4.60 in December. In 1909 the lowest price was $4.35 in January and March; during that year the quotations never got beyond $4.70. It is probably a significant fact that during the past two years sugar gradually strengthened from now until August and September with of course some occasional slumps.. The raw market is still weak, the estimated visible supply of raws being more than 300,000 tons in excess of the figures at a corresponding period in January 1910. The drop should serve to stimulate demand for a time at least.

BEGIN WITH A CLEAN SHEET.

Every effort should now be made to clear outstanding accounts off the books. The new year ought to be commenced with as little as possible owing the dealer and with a clean sheet so far as the dealer and his own creditors are concerned. A special effort in this regard would not only put more money in circulation but would give an added glow of health to the present satisfactory conditions of the trade.

The collection end of the business is undoubtedly one of the most essential. Where business is not conducted on a strictly cash basis, quite a formidable proportion of sales will be made on credit. The success of the business will depend largely then on the ability of the merchant to realize on his outstanding accounts.

Collecting, under ordinary circumstances, is not an easy matter. Few men display much readiness in meeting bills and the longer the account runs the harder becomes the settlement thereof. It is necessary then for a dealer to attend to collections promptly if he desires to get the best results. Collecting should never be "put off"; the persons owing accounts will do all the putting off that the business can stand. The successful merchant will never for a day lose sight of his account books, and will not permit himself to give up any particularly slow pay customers in despair believing that by persistent and unremitting effort the pocket of the recalcitrant debtor can always be reached in time. Collecting is not a pleasant task but it is so absolutely necessary that no dealer can afford to shirk it.

Lack of success in making collections is generally due to lack of system. Spurred on by the generally satisfactory condition of affairs during the past year, retail dealers would do well to plan out carefully a collecting system, and adhere to it rigidly.

MUCH STRENGTH IN PRUNE MARKET.

The keynote of the situation in prunes is the demand, is one opinion recently advanced. Continuing this writer says: "It is by no means impossible that before new prunes are available the market will be entirely bare. The stock in California parcelled out among the entire trade will be nothing. Nor will the stock on hand last very long if there is any demand.

"At the present season it is usual to have from 500 to 1,000 cars of prunes in California for the winter demand. Today there are less than 200. Original scarcity, and a heavy demand from abroad have reduced the stock to a point lower than for many years, and pushed prices, at least for small sizes higher than they have been in most dried fruit men's recollection. Those who usually have large stocks at this time find that their present holdings are largely confined to 30s. and 40s. Small sizes are prominent through their scarcity."

The writer concludes by saying that prunes are not indispensable, and people will stop eating them if the price gets beyond a certain point. It is well to remember, of course, that prunes are only one item in the dried fruit list which as a whole is featured by unusual strength.

GOOD SEASON FOR SYRUPS.

One item in the grocery list that dealers will be able to sell rather easily this season is table syrup. Many have already realized this, if the amount of orders coming into wholesalers is to be taken as significant.

There is, too, more than one reason combining to produce this result. Apples are scarce and dear; honey is fairly high and syrup is a good healthy food. It is sold in large quantities to lumber and construction camps in the north and its use is even spreading in the town and cities. Dealers have therefore several good talking points which, combined with the comparative cheapness of syrup, will be sure to make sales.

There has been a slight drop in syrup on the Winnipeg market, but as this commodity does not change in price very frequently the eastern market is not likely to be affected. Out in the west business in syrup is principally done on the car load plan so that a change of 5 cents a case is noticeable. In the east, however, business is carried on in cases and price changes seldom occur unless there is some special reason. These changes too, usually amount to about 25 cents per case when they do occur. The last change took place last year.

DEPENDING ON OTHERS.

It is well to remember that the successful man does not do all the work himself.

Most men who have succeeded, have been surrounded by able assistants. No dealer should be afraid of placing certain duties on his clerks for fear they will not be able to do it properly. Perhaps there are many things that they might do better than their employers.

If the merchant's advertising has not been up to the standard let him give some of his clerks a chance to write the copy. He might discover to his advantage to get them to suggest new ideas and to carry their ideas into use. If a dealer follows only his own ideas, he is apt to get into a rut.

PREVENTING LATE DELIVERIES.

The daily newspaper can be a great help at different times to the retailer and his staff. Especially is this the case around holiday times and on Saturday nights when so many people delay their shopping until the last minute.

A case in point comes from Owen Sound, Ont., where one of the papers

circulating there took up the question of early shopping in a convincing manner which dealers say had its good results.

Referring to the matter the writer of the article said in part :

The employes of our business houses are as usual being besieged and burdened with an enormous amount of work on Saturday nights, especially is this so at this busy season of the year. Some shoppers never think it worth while to come down town early, and as a result, they order their goods at the last minute and of course wish them to be sent to the house. Consideration for others is never dreamed of, and the poor delivery boy who is out until one and two o'clock on Sunday mornings, is the only one who suffers.

This illustrates how inconsiderate the average person is when the convenience and comfort of some one else is in the balance. There is no sane reason to be advanced to show why the general public should put off their Saturday night purchasing till 10 and 11 o'clock. If the merchant makes the least error in his delivery or book-keeping, he is very soon confronted with it, but he himself, apparently has to submit with passive obedience to the whims of the people. And these same people will frequently send away from home for some article which they see is offered as a bargain at a few cents cheaper than their own dealer-such are the vagaries of human nature.

What is needed is an educational campaign among them and in this the service of the daily paper should be enlisted. Grocers in Owen Sound interviewed after the rush stated that while their holiday business exceeded that of last year, yet this trade was distributed throughout the entire time leaving the final Saturday night fairly quiet.

This illustrates that when the matter is presented fairly, the public or at least a portion of it will respond.

INCREASING THEIR EFFICIENCY.

References have frequently been made in this paper to the Institute of Certified Grocers which is becoming a popular movement in the Old Country. The more a clerk or dealer studies the goods in stock and the methods that have proven successful in selling goods above actual demand, the more valuable will be the clerk and the more successful the dealer.

Personality is a great and inalienable asset of the retail grocer of to-day. And a strong and attractive personality is based on quickened and deepened intelligence and a thorough understanding and skill in regard to the trade and all that pertains to it.

The purposes of the institute classes, and indeed of the whole policy of the institute, is to strengthen the personality of all those who come under its influence and is therefore a most worthy object.

RAISED STANDARD OF SALMON.

To secure the confidence of customers is of the greatest importance to successful salesmanship, and this can not be done by merely being honest, which in itself, is essential, but by proving to the customer that the goods a dealer or clerk is selling are thoroughly understood.

A clerk cannot learn this by merely looking at the boxes which contain the goods, or at the shelves on which they are carefully arranged, and in many cases not even to his employer. He needs to read carefully a trade paper, which supplies him from week to week with the information he requires.

The value of understanding the goods was well illustrated in a grocery recently, when a customer asked for a can of salmon. Different shapes and sizes, at different prices were placed on the counter. The customer asked the why and wherefore of the different shapes and different prices. The merchant was well up in his business, and explained why different shaped cans are used, and the different qualities of salmon.

The customer at once decided to take the best quality at the highest price, with the remark, that she always liked to buy from him because she found that he knew more about the goods than she did herself, and because she got better value than if she used her own judgment.

The great value of being able to talk intelligently about the goods a merchant handles is not sufficiently understood, nor appreciated. The success of a merchant depends more on this than on the sometimes foolish idea of cutting prices.

Good, intelligent service will stand the storm of most competition.

A BUSINESS MEN'S COURT.

An arbitration court for business men is proposed by the Chamber of Commerce of New York.

The feature of the plan is the establishment of a tribunal where business men who desire to be honest and who desire a fair arbitration of their differences can secure a prompt decision at a minimum expense. It is recognized that such a tribunal will not be available when either side is not desirous of being entirely fair and honest.

It was advanced at the January meeting of the Chamber and it is likely that it will be completed next month.

MUCH DEPENDS ON DELIVERY.

A retail grocers' association recently held a special night for the delivery men and boys and a special invitation was extended to them all. Short talks were given for their benefit.

The delivery man is an important factor, as the store's service, good or bad, quite largely depends upon him and it is he who sees the customer last. If the sugar and other articles get soaked down with kerosene en route to the customer it does not help the reputation of a store.

It is not uncommon to hear a woman say : "I like to trade up at So-and-So's because the goods reach here in good condition and that delivery boy is a real pleasant young man," or "I don't like So-and-So's store—they seem to employ a dirty, cheap set of delivery boys, not half as nice as they do over at Smith's."

WESTERN MERCHANTS INTERESTED.

Secretary Geo. Hyndman, Winnipeg, of the Western Retail Association, promises the support of the West in the merchants' case against the proposed Co-operative bills which have been introduced into the House of Commons. One of the bills has been brought forward by a western member of parliament so that the west is keenly interested.

Merchants all over Canada who consider it against Canadian principles to allow privileges to the few should be present at Ottawa on the occasion of the big deputation which will descend upon the capital in the near future.

Watch for the announcement of the date of the deputation and keep it open.

DEFINITION FOR SUCCESS.

Success is not measured by measurement or weight, nor is it always one size. It is as applicable and profitable to the small merchant as to the larger one. It is a fixed thing, yet it is elastic enough for all who have earned the right to its title.

Hardly no greater honor could be bestowed upon a man born of parents whom he never knew, and as a boy, taken in charge of by a man with a God-fearing heart, who bestowed his honorable name upon him. The future, however, was before the boy, but he at once began to dig for success, showing his appreciation to his benefactor by close application to the opportunities given and hard work. This young man is now the governor-elect of the commonwealth of Tennessee, and demonstrates the highest kind of success which is also possible in commercial lines.

Get the public into your confidence, so it will be unnecessary to hang up a big guarantee sign. If you have its confidence such a sign is unnecessary, because they know your goods are right before they buy, but if any mistake has been made it will be rectified promptly.

Looking Backward and Forward

By an Economist Whose Many Years of International Experience in Such Matters Makes His Words Authoritative—Political Revolutions in Europe, Two General Elections in England, the Death of the King, and the Strike in France Have Severely Tested the Strength of Existing Conditions—Canada's Future Becoming More and More Involved With International Factors.

By James Mavor, Professor of Political Economy at The University of Toronto.

1910-1911 Political Aspects.

The year which has just closed has witnessed many important political occurrences—the death of King Edward, the two general elections in England, both conducted under circumstances of unusual excitement, the revolution in Portugal and the establishment of a republic in that country, the industrio-political strike in France, the election in the United States, and the revolutionary disturbances in Mexico and in South America. Had the industrial or the financial situation in 1910 come, for any technical reason, into a position of unstable equilibrium, almost any one of these important events must have disturbed that equilibrium more or less seriously. They all passed without any significant disturbance. This fact alone seems to suggest that the lessons of the year 1907 have to some extent been learned in the United States, and that the financial recovery there from the debacle of that year is a real recovery. The year 1911 is not a year when any great periodical political disturbance normally occurs. It is possible also that any changes which are at all likely to take place in the constitution of Great Britain have already been discounted, so far as the money market is concerned. Other political events, or their influence, it is not possible to foresee.

The Financial Liquidation of the Crisis of 1907.

In the early months of 1907 a very large amount of 4 year notes was issued by the railway and other interests in the United States. The conversion of these notes into long term or into permanent securities, necessarily involved a considerable time. So long as there remained a large balance unprovided for, anxiety on this account was inevitable. One year ago, however, the best banking opinion in New York leaned to the view that provision had by that time been made for the bulk of the funds represented by the notes. The net amount outstanding at that time, though still large, had been very greatly reduced. Although it is not possible to state with accuracy what proportion of the original issues still remains to be dealt with, there is reason to believe that it is small, and that the actual carrying out of the conversion operations resulting in the retrieval of the notes issued in 1907, need not be attended by any serious consequences in the money market, although it must be accompanied by transferences of considerable amounts. So far as further concealed legacies from the period of crisis are concerned, it is difficult to believe that in the aggregate they could count for much.

Industry in Europe and in the United States.

During the past year there has been a considerable revival of trade in European countries. Last year's harvests were good, and both in Germany and in Great Britain the volume of business increased. In the latter country unemployment fell during the early part of the summer to a point only fractionally higher than the point which it reached in the record year for ten years previously, viz., 1900. In the United States there has been in certain centres on the other hand, a distinct falling off. So far as the iron and steel industry is concerned, it would appear that the domestic demand is not commensurate with the capacity for production, and that many works in Pittsburg, for example, have had to discharge workers in large numbers. The relatively high production cost of these great staples in the United States seems to be the most serious impediment to their exportation, excepting at a price which is not remunerative. There must, however, be taken into account the increasing miscellaneity of production in the United States and the wide area over which many industries are now spread, each producing centre finding its own general, though not invariable market; within a range whose requirements can be more or less readily estimated beforehand. There are certain signs which indicate that greater intelligence and foresight are being brought to bear upon the practical management of business enterprises in the United States, than might readily be observed a few years ago.

Elements of Uncertainty for the Year 1911.

So far as the United States are concerned the chief elements of uncertainty are the outcome and the effect of the settlement of the railway rate question now pending before the Interstate Commerce Commission and the outcome and effect of the forthcoming decisions of the Supreme Court in the Oil and Tobacco cases. In addition to these, there are the questions of the course of prices of the great staples and the probability of some form of tariff revision. There is also as an important factor the question as to how much further the United States will be able or will desire to continue its policy of hoarding gold with the consequent extreme absence of economy in the employment of it as a circulating medium.

In Europe the same question appears in a similar form, France and Russia have both been hoarding gold extensively, the first as a dealer in gold, and the second as an exporter desiring payment in that metal in order to establish its financial position. The operations of the first are of course determined by the state of the market; the operations of the second must reach a limit ere long. When the hoarding of gold is checked, the result, provided the production is maintained, must be the cheapening of the metal and the rise of prices of commodities.

Canada's Borrowings.

During the year 1910, Canada has continued to draw funds largely from Europe. These funds have been drawn, not only against government, municipal and corporation securities, but they have also been drawn to a very large extent by the increasing practice of private investors sending out deposits to Canadian banks with the object of investing the funds in this country. It is difficult to place a figure upon the aggregate of such remittances, but it finds its expression in the increased importation of goods. Canada cannot borrow or import capital without doing so in goods; and thus the so-called adverse balance of trade is quite easily accounted for. The limits of this borrowing may be yet far ahead. They must be conditioned, not merely by the amplitude of the natural resources of the country, but also by the increase of population and by the productivity of the people.

The Banking Situation.

The failure of a small bank in the closing days of the year, on the eve of the revision of the Bank Act, has inevitably created some anxiety and perplexity. It is extremely difficult, as the few past years have shown, to strike a happy medium between a system in which a few

large banks should control the mechanism of commercial finance in an autocratic way and a system in which competition in banking among a large number of small banks should lead to unsound banking practice and ultimate insolvency. It is extremely doubtful whether any practicable system of inspection could have prevented the collapse of any one of the three banks which during recent years have come to grief. But it may be that some more definite relation between the Bankers' Association and the Treasury Department may be devised by means of which the latter, on report by the former would be bound to take action of an appropriate description, according to the circumstances of the case.

The present situation exposes all banks, no matter how soundly their business may be conducted, to the effects of a widespread disbelief in all banks—a disbelief that no doubt temporarily, but some times seriously, affects, specially the outskirts of, a community where a banking disaster has taken place. The subject is too delicate, too intricate, and too intimately connected with the external credit of the country, upon which further supplies of needed capital depends, to be thrown into the cauldron of popular discussion in parliament or out of it.

Crops and Business in Canada.

The statistics of these given elsewhere show that while the western crop was deficient, the deficiency was compensated for by the increased crop in Eastern Canada. This was a very fortunate circumstance for the country, because the moral effect of a deficient crop in the present stage of its development might under certain circumstances be very injurious. Industrially and commercially we come to be drawn, year by year, more and more, into the net work of international commerce and therefore we may expect to find that in the future we may suffer sympathetically with other countries in their crisis, to a greater extent than has been the case hitherto. It is important, therefore, that especially in the case of enterprises in which a speedy return to capital cannot be expected, banks and other financial houses should exercise great caution.

For reasons which need not be discussed here, prices—of land, especially—have been advancing rapidly and up till the present in many fields, there has been a high velocity of return ; but this process cannot in the nature of things continue uniformly at the same rate. When indiscreet advances are made they contribute to the rapidity of the advance, but they also contribute to the rapidity of the fall.

A System to Follow Up Business Standing

Must be Begun Just After Stock-taking Time—How it is Carried Out by One Country Merchant — He Follows up His Stock on Hand by Deducting Profits From his Sales—Watches His Liabilities Closely.

At this season of the year after the merchant has taken stock, it is a good time to prepare and carry into action new plans that will help the business to a sounder footing.

It is altogether likely that during stock-taking, a merchant has found some lines that are inclined to be stickers. This is a splendid time to start them selling. Perhaps all that is needed is a little salesmanship. Sometimes in the hustle of business there are some lines that have been forgotten. Many a merchant in his efforts to clear out what was becoming dead stock has created a demand that has meant increased business. Although this may occur only occasionally, still every merchant knows that it is well to keep the stock moving.

After finding out exactly the amount of one's stock, liabilities, etc., it will be well to put into action, some plan whereby he may tell at all times just how the business stands. These plans must be different to suit different businesses. For the small merchant who wishes to keep a record without too much bookkeeping connected with it, perhaps the following method related by a country town retailer might be useful:

Following Up Stock on Hand.

"Having ascertained the amount of stock on hand, I decided on a method by which I was able to keep a pretty accurate account of stock. Supposing that when I took stock on Jan. 1, it amounted to $3,000. During January I purchased $1,500 worth of goods. I sold $2,000 worth of goods, but this is the selling price, so as to reduce this to cost price, I deducted the amount of profit I thought was about correct—15 per cent. This made the cost price of goods sold $1,700, so that the stock on hand on Feb. 1st would be $2,800. Although this may not be exactly accurate as a dealer can not tell just exactly what the profit is, still it will be close enough to show him where he is at.

Keeps Track of Liabilities.

"At stock-taking time, I found I owed $1,300. During January I bought $1,500 worth of goods and paid $1,000 out, so that on Feb. 1 I owed $1,800.

"On Jan. 1 I had $2,000 on my books; I sold on credit during January a total of $500; I received on account $400, so on February 1, I have $2,100 on my books.

"Now on Feb. 1st I know how much stock I have on hand, how much I owe and how much I have out on credit.

"Accordingly I keep the record, during each month of the year, and find it comes out nearly correct at next stock-taking time."

The Time to Begin.

And so with any other plans which one may wish to work out to assist in his business system, this is the correct time of the year to begin. The merchant has now his business laid out before him in plain figures and not as an unknown quantity as it is at other times of the year, and as it is with merchants who never take stock.

THE IMPORTANCE OF HONESTY

By Geo. B. Cortelyou, formerly Secretary of the U. S. Treasury.

It seems to me that what the young man in business to-day needs to have emphasized is the importance of honesty, in its fullest and broadest significance.

If he possesses the power to see and to think clearly he will find that those who have achieved real and lasting success in business are men known for their scrupulous honesty and strict adherence to the highest standards of business conduct.

Of course we have, all too frequently, examples of men who have acquired wealth by methods in which the primary virtues seem to have played little or no part, whose natures have been hardened and whose souls have shriveled in the mad struggle ; who sit apart, solitary and alone, trusting no one and trusted by no one.

The young man in business must see to it that his success is not purchased at such fearful cost. He must keep his mind open to the influences that make for human progress and social betterment, and he must do all his work with thoroughness, for it is only then that work is well done.

If he will do these things, then the greater his material success the greater the benefit, in the largest sense, not only to himself, but to his country.

DEMISE OF A PRICE-CUTTER.

A San Francisco report says:—Guthrie, the price-cutter on 24th Street, has folded his tent and moved away. Nearly every well-known brand of soap he sold for 6 for 25c, even though some of them cost 4 1-3c a cake. He disturbed conditions for every retail grocer in his neighborhood, and they were all greatly pleased to learn of his business demise. He operated his business with himself and a boy, and at the price he sold his goods, there was only one end to his business existence. Some friend purchased his stock of goods. He has ignominiously closed his store and is no longer a thorn in the side of the legitimate retail grocers of that neighborhood who desire to make a living profit on the goods they self. Requiescat-in-Pace.

The Markets—20 Cent Decline in Sugar

Wholesalers Do Not Know Exactly How to Regard the Sugar Market Now—Trade in general shows a Healthy State—Dried Fruits, Canned Goods and Tea are Still Prominent.

See also Provisions, Cereals and Fruit, Pages Following.

ONTARIO MARKETS

POINTERS—
Sugar—Declined 20c.
Dried Fruits—Position strong.
Tea—Firm.
Salmon—Firm.

Toronto, Jan. 11.—Trade in general has been good during the past week. Sugar as expected declined, dropping 20 cents per cwt. in all markets. At the present price, sugar is 30 cents lower than at a similar date last year, so that the year has been started with one of the chief staples at a moderate price. Those interested do not know how to regard the market just now. Many wholesalers believe that there will be a still further decline. At any rate they are not stocking up with any great quantity. As usual for this month, the sugar trade is quiet.

Dried fruits still maintain a strong position with reports of scarcity of some lines. Prunes, currants and raisins are all firm just now.

Tea prices continue to look stronger. Common tea being higher in price and the quality not so good, it will no doubt cause a better grade to be used. This should not increase the cost of living as the better teas are the cheapest in the end.

Salmon and canned goods in general are keeping strong. A fair demand and a scarcity of stocks make prices keep firm.

Sugar.—The expected break took place in the sugar market, a decline of 10 cents being made last week just after the paper had gone to press, with a further reduction of 10 cents on Tuesday of this week, bringing the price of extra granulated in bags down to $4.50. The decrease in price was caused by the arrival of new raws at a low price which naturally affected the refined product.

Some wholesalers are inclined to think that the bottom price has not been reached yet, although any further decline of any great extent cannot be expected. Most wholesalers are not stocking up, arguing that there is apt to be another reduction and at any rate there will be no increase.

Trade in sugar is quiet, the reduction in price having failed to stimulate the demand. This is always a quiet month for sugar, the consumption being small.

The total stock of Europe and America last week was 3,132,069 tons against 2,573,412 tons at the same time last year. The visible supply is 3,187,069 tons against 2,828,412 tons at a similar date last year.

Extra granulated, bags	4 50
" " 20 lb. bags	4 60
Imperial granulated	4 30
Beaver granulated	4 35
Yellow, bags	4 10

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls	4 90
" " 50-lb. boxes	5 10
" " 25-lb. boxes	5 20
Powdered, brls	4 70
" 50-lb. boxes	4 90
" 25-lb. boxes	5 10
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 40
" in 50-lb. "	5 50
" in 25-lb. "	5 70

Syrups and Molasses.—No change of prices has been noted here although there was a decline of 5c per case in syrups at Winnipeg this week. The 1910 sales were splendid and a good year is anticipated from the fact that apples and similar goods are high in price while syrups are lower than at this time last year. There is a little easier feeling in molasses but no change in price has taken place. Trade is steady.

The sales in starch for the first week of the year were exceedingly good, orders being numerous.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovada	0 [illegible]

Dried Fruits.—There is a decided upward tendency in the dried fruit market and some jobbers are inclined to believe that by spring, prices will be higher. Already there have been advances in some lines. The demand for raisins has continued, although at this time of the year the consumption generally falls off, and as a result prices are decidedly firm. Currants are also in the same boat as raisins, reports from the primary market having had a bracing effect. Reports from Greece say that the currant stocks are inadequate for normal demand. A report from Montreal states that currants are in light supply there and recent arrivals have gone immediately into consumption, as they were badly needed.

Prunes are firm, supplies being scarce. Especially is this noticeable in 30 to 40 and 40 to 50 size, which have advanced from ½ to ½ cent per pound. Firmness is noted in other lines of dried fruits and one wholesaler said he believed that it would pay him to hold his present stock as no doubt prices would be higher but that he must supply his customers.

The trade in most lines of dried fruits is all that could be expected at this time of the year.

Prunes—	
30 to 40, in 25-lb. boxes	0 13½ 0 13¾
40 to 50 " "	0 12½ 0 13
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 09 0 10
90 to 100 " "	0 08½ 0 09½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17

Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 13
2½ "	0 09½ 0 12		

Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 08 0 09

Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		

Uncleaned ½c less

Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
extra fancy	0 14 0 16
Valencias selected	0 08½ 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½

		Sairs	0 04½
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06½
Full boxes	0 05 0 05½	Fards choicest	0 10 0 10½

Nuts.—Trade in nuts is not brisk at the present time, retailers having seemed to drop this line immediately after the holiday. Prices are holding steady with peanuts particularly firm in the primary market. A large percentage of growers report a short crop and a careful estimate of the present crop of 1910 shows that the yield is about 71 per cent. of an average production. There has been an increased consumption of both almonds and walnuts in the last year.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 16
" shelled	0 35 0 [illegible]
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 [illegible]
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Spices.—Prices have undergone no change but the same firmness prevails in the primary market. There is a good demand, spread over the whole list in general.

	Tbls.	Pails or Boxes	Tins	¼ lb. pkgs. dz	½ lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 [illegible]
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 [illegible]	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	20

Tea.—Tea still continues in its strong position and higher prices are expected by wholesalers. Low grade tea recently

sold in the primary market at Calcutta at 17c. This was the highest price for it in 17 years. This was tea that was lower grade than most common teas used here. The latest news from Northern India confirms earlier reports of cold weather having set in, in several districts. It would therefore seem probable that the Indian crop will be smaller than last year. The imports of tea from Ceylon to United Kingdom for the first ten months of last year, show a decrease of 7 million pounds.

Although the crop from Ceylon was some 9 million pounds less than 1909, an increase in that from India of some 18 million pounds makes the total production of British grown tea about 9 millions more. Quality of tea, especially in lower grades, has shown a falling off. One jobber stated that he did not expect to see tea lower for at least eight months at any rate.

Coffee.—The coffee market still maintains its strong position with lower grades showing a little firmer standing. One wholesaler said that he expected this firmness to continue for at least six months.

It was stated that there were only 683,842 bags of coffee in New York last week and that it was in control of a few firms. The fact that Santos is offering the lower grades of coffee is regarded by some as a sign that the end of the crop is approaching.

Although some have held the opinion that the upward movement in coffee prices was due to "bull" tactics, still statistics tend to show that the rise has been brought about by natural causes.

One jobber said: "A fact that cannot be discounted is the shortage in the supply of coffee available and the poor prospects for the growing crop. As matters now stand it looks as if there can be no drop in the coffee market in the near future while there is a good chance for an advance in price."

Prices remain the same with a normal demand.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted		0 23	Mexican		0 25
Maricaibo, "		0 20	Gautemole		0 18
Bogotas	0 22	0 25	Jamaica		0 20

Rice and Tapioca.—A fair amount of trade is passing in these lines, although at this time of the year wholesalers do not expect a heavy demand. Prices remain the same.

	Per lb.			
Standard B, from mills, 500 lbs. or over, f.o.b. Montreal		2 90		
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Evaporated Apples.—Light stocks and general firmness are the principal features of the market in this line. Local dealers scorn the report from Winnipeg that if Ontario prices continue high that they will purchase their supplies from the States as they say that if brought from across the border they would cost from 2 to 3 cents per pound more than Ontario prices.

Evaporated apples 0 11½ 0 12

Beans.—There is no change in the price of beans.

Prime beans, per bushel	1 85 1 90
Hand picked beans, per bushel	2 00 2 10

CANNED GOODS

MONTREAL.—There is a lull in the demand for canned goods, but that is expected this time of the year. However, business is much more satisfactory than was expected.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 67½
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats, per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Canned goods still occupy a prominent position in the market with a fairly active demand at the present time. A marked scarcity of stocks is noted among most lines. One wholesaler says he has a purchase of canned goods which has not been delivered yet and which he thinks the company have not on hand to deliver as they have asked him what he would take and cancel the order. Another jobber in speaking of the canned goods market said that he could sell his canned goods to other wholesalers for more than he is charging retailers, but that he was keeping stocks for his regular customers. There is also a firmness in salmon, humpbacks having been advanced to $1.35. One wholesaler thought that the situation might be relieved somewhat by retailers pushing the less called for lines. For instance, in canned vegetables, tomatoes, peas and corn are generally the lines asked for. Retailers by suggestion might sell more canned beans, carrots, etc., thus detracting attention from the lines which have become scarce and forced upward in price. Early June peas are now selling at $1.37½.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's		1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 82½	0 95
" Refugee Midgets 2's		1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's		1 27½
" " " 3's		1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 97½	1 02½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's		1 35
" Early June, size 3, 2's		1 37½
" Sweet Wrinkle, size 2, 2's		1 40
" Extra fine sifted, size 1, 2's		1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's		1 35
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS

Apples, standard, 3's		1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup		1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices are:		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 30 1 35		
Northern River Sockeye			1 95

Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

QUEBEC MARKETS

POINTERS—

Sugar—20c decrease.
Coffee—Strong.
Tea—Likely increase.

Montreal, Jan. 12.—The trade had scarcely done talking about the decline in sugar last week, when news of a further 10c drop was reported. Grocers who, as we suggested in recent issues, bought sparingly since the downward tendency was noted will feel pretty good. The reports from Europe about the large quantities of raw beet there and the incoming of the January Cuban crop, coupled with a general weakening in demand have been directly responsible for these changes.

Reports were going around here recently about a weakening in the coffee market but they have proved ungrounded as latest advices from New York show the market in a still stronger position than some weeks ago.

Business in general is brightening up and the trade is in a good mood.

Sugar.—The market has been active during the past week. Prices have been reduced 20c all round since last week's reports. The drop was anticipated by the retailers and a small stock was kept on hand. Wholesalers think that the prices are not likely to change again for some time.

Granulated, bags	4 40
" 20-lb. bags	4 50
" Imperial	
" Beaver	

Paris lump, boxes, 100 lbs.	5 30
" " " 50 lbs.	5 30
" " " 25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
" 100 lb. boxes	5 20
" " 50 lb. "	5 30
" " 25 lb. "	5 50
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	4 85
" 50-lb. boxes	5 05
" 25-lb. boxes	5 25
Powdered, bbls.	4 [illegible]
" 50-lb. boxes	4 85
Phoenix	4 40
Bright coffee	4 35
No. 2 yellow	4 25
No. 2 "	4 15
No. 1 " bags	4 00

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a slight decrease in the molasses market, but not of much account. Syrup remains practically the same and presents no new features.

Fancy Barbadoes molasses, puncheons	0 34 0 36
" " " barrels	0 37
" " " half-barrels	0 39 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03½
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—Business, locally, is somewhat quiet. Although there is little business being done the situation in California dried fruits is more interesting than it ever has been at the beginning of a new year.

Currants being a light supply are firm and quiet. Peaches which are relatively larger in supply than any of the other Coast dried fruits are greatly assisted by the scarcity and high price of dried apples, for which they are being and will be increasingly substituted. Consequently the tendency of prices is upward.

The market for apricots has a strong tone.

Currants, fine filiatras, per lb., not cleaned	0 06½
" " " cleaned	0 07½
" Patras, per lb.	0 08 0 08½
" Vostizzas, per lb.	0 09 0 09½
Dates	0 05½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 12
40-50	0 11
50-60	0 10½
60-70	0 09½
70-80	0 09
80-90	0 08½
90-100	0 08½
Raisins—	
Choice seeded raisins	0 07½
" fancy seeded, 1-lb. pkgs.	0 08½
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 09½
Malaga table raisins, clusters, per box.	2 40 5 50
Valencia, fine off stalk, per lb.	0 07½
" select, per lb.	0 07½
" 4-crown layers, per lb.	0 08½

Tea.—Prices are being better maintained, especially for lower grade and it is expected confidently that there will be another strengthening soon in these lines. One dealer predicts that this change will take place within a week.

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 [illegible]
Good common	0 21 0 23
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 02
Ceylon greens—Young Hysons	0 20 0 [illegible]
Hyson	0 20 0 22
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—The market is firm and recent reports from New York indicate that the market will be stronger. Prices locally, however, are unchanged.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Spices.—There continues to be a fair demand for spices, but the market is not attracting much attention.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" white	0 20	0 25

Rice and Tapioca.—There has been a sharp rise in the values of tapioca in the primary markets since the turn of the year. Prices of medium and hard pearl have advanced nearly ¼ of a cent per pound, and are now nearly as high as at any time during the last twelve months; this, however, has not as yet affected the local market.

The shipments from the Straits Settlements for the last year are less all round than for 1909, being:

	1910	1909
To U. S.	7,885	8,535
To Gt. Britain	11,685	12 550
To Continent	6,975	7,740

Notwithstanding these reduced shipments there is no accumulation of stock in the East, in fact the production is visibly curtailed. Firmer prices are not expected for some time to come.

The demand for rice is fair, prices remaining firm.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Nuts—Prices are still holding firm; it is not expected there will be much doing in this line for some time to come as most of the dealers have stock left, the holiday trade not being quite as heavy as was expected.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb.	0 11 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 16½ 0 19
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 32

Evaporated Apples.—There is no change in evaporated apples this week, dealers are still quoting 12½c per lb.

Evaporated apples, prime	0 12½

Beans and Peas.—The market is quiet with demand normal; prices remain the same.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 10

MANITOBA MARKETS

POINTERS—

Sugar—Reduced.
Muscatel Raisins—Advanced ½c.
Dates—Advanced.
Syrup—Declined.
Coffee—Higher.

Winnipeg, Jan. 12.—The outstanding feature of the market this week is the fluctuation with the tendency toward higher prices. After the December rush it has been found that stocks were not only low in local centres, but that there was a shortage in crop centres. This does not apply to sugar and syrup, each of which has been reduced during the past few days.

The tendency of the general grocery market is toward high prices. The demand the world over is very great for all lines, and the increased population of Western Canada, and the large number of stores that are opening up, make it almost impossible for Western Canada importers to keep enough stock on hand. Word comes from crop centres that plantations are increasing the area of their crops with the particular Canadian market in view, and in future years so long as the crop conditions are favorable there should be a large enough quantity produced for reasonable quotations to continue.

The western grocery trade is in good condition notwithstanding the prices which prevail. Orders now and repeat are large and numerous. Merchants are keeping up their payments in an admirable manner, and the money market, at the beginning of this hopeful year, seems to be quite free.

Sugar.—All sugars have been reduced 20c. No word has been sent up here as to what the future indications are, but it seems scarcely possible that any lower prices will be quoted. However that was what was considered after the past 2 or 3 declines. Just now when the merchants are not heavily stocked with sugar, buying will be heavier than usual at the present quotations, which under ordinary conditions would tend to strengthen the market. It is rather unfortunate that the ordinary supply and demand does not more perfectly rule the sugar market. If this were so, however, there perhaps would be times when higher prices would be paid than at present.

Montreal and B.C. granulated, in bbls.	5 05
" " in sacks	5 00
" yellow, in bbls.	4 65
" " in sacks	4 60
Icing sugar, in bbls	5 65
" " in boxes	5 [illegible]
" " in small quantities	6 30
Powdered sugar, in bbls	5 45
" " in boxes	5 65
" " in small quantities	5 [illegible]
Lump, hard, in bbls.	5 95
" " in ½-bbls.	6 05
" " in 100-lb. cases	5 95

Foreign Dried Fruits.—The fruit market is bare, and there is no mistake that prices are advancing. Prunes have been strong for some time, and although no new quotations are made higher prices than these are being paid in some centres. There is only one item in the following list which may be said to be plentiful, and this is peaches; the price prevailing on choice peaches is moderate, and the quality is excellent. Bulk dates, orange-peel, uncleaned currants and muscatel raisins have been advanced.

Black Teas

Teas have been advancing in price for some months back, and what looked like a high price a ccuple of months ago looks very cheap to-day. It has been a veritable boom in all kinds of Blacks, but it has been healthy, the fact is that the surplus stocks have been gradually reduced to a minimum and with an increasing demand for consumption from heretofore unlooked for quarters something had to give and there was only one way the market could go and it was up! up!! up!!! Now, then, we have something to say that will interest you. Away back when the prices were sneaking around on a much lower basis than now, when in fact the market was scraping on the bottom, we started in to buy and kept on buying, not only for present needs but also for future requirements---Result, we have now on hand magnificent values all through the list and we are enabled to offer our popular blends at the old prices. Now, then, any buyers who want to be placed on the tea basis of three months ago, communicate with us for samples of the following:—

Camp Blend, good plain serviceable quality -	15c.
Regal " good draw and style - - -	18c.
Number 35 Blend, good plain make and splendid draw - - - - -	21c.
Monarch Blend, fine style and draw with some tip,	26c.
Imperial Blend, fancy style and excellent draw -	33c.
Golden Tip Blend, as the name implies, choicest in both style and cup quality - - -	37c.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Corner Front and Scott Streets = TORONTO

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers

GROCERIES, PRODUCE, FRUITS, GRAINS

Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unneeessary freights! WHY NOT YOU?

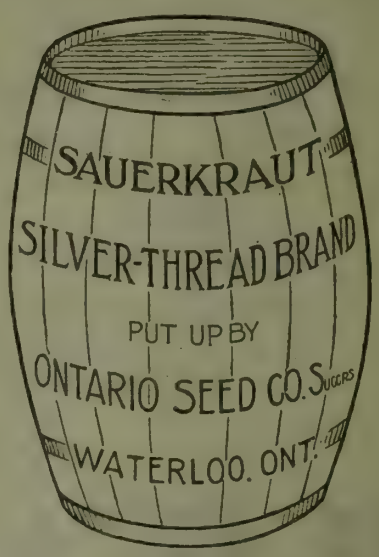
Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

THE YOUNG COMPANY, Limited
NORTH BAY - and - SUDBURY

The Demand for **SAUERKRAUT**
is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., Successors, WATERLOO, ONT.

It will be interesting for the trade to know that in the first week of this year we actually shipped, in Ontario, 44 thousand pounds of "SALADA" and we had 21 thousand pounds of orders unfilled. These were all broken lots—no car loads among them, which means that in five days we received, by mail and through our travellers, orders for 65 thousand pounds of tea from Ontario alone.

The "SALADA TEA" CO.

WONDER-SHINE

A profitable article for every grocer—50% profit.

That's **WONDER-SHINE**, the new silver cleaner.

Now, the other two points that interest every dealer are:—

Quality—to know that the quality is right, and

Popularity—popular goods are easily sold.

We know the quality is right or we would not be spending $10,000 in advertising **WONDER-SHINE**.

And this extensive advertising means popularity.



We are advertising judiciously—carefully educating the Canadian housewife to the "**WONDER-SHINE** way" of cleaning silver—the popular way.

WONDER-SHINE saves the busy housewife time and toil—cleans silver, gold and plated ware without rubbing.

Write for free full size package and our new "Selling Plan."

Just a post-card with your name and address to-day.

WONDER-SHINE means permanent, satisfied customers and increased profits.

Household Convenience Co., Ltd., Toronto, Canada

A 18

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " cleaned, per lb	0 13
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 07½

Prunes—			
25lb.bx,90-100,lb	0 07½	Prunes, 50-60 "	0 10
" 80-90 "	0 08½	Prunes, 40-50, lb	0 11
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11½ 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 13½	Nectarines, lb	0 11
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 07
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—It would seem that buyers have had their way in reducing the market, at any rate their forecasts have been right. Prices have been reduced 5c and it is evident that the manufacturers are determined to send out all superfluous stocks in order that the market may come back to normal condition. At the following prices, it is believed that it will not be long for the stock to be limited to such an extent as to affect the price. There is no change in the molasses market; it is moving out in a satisfactory manner.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts—The nut market is quiet just now, and only specialty orders are coming in. Prices are all firm, and there is no indication that reductions will be made. The Manchuria nuts are having good sale.

Almonds, shelled	0 31	0 34	Walnuts, shelled 0 38 0 40
Filberts	0 11	0 12	Walnuts, Manchuria, per lb 0 16

Evaporated Apples.—The market is going up on evaporated apples due to the pressing scarcity of stocks. Local jobbers are hunting all over the continent for supplies, and in many cases are meagrely rewarded. It looks as if stocks would have to come altogether from the South in the future, and in that case higher prices must prevail.

25-lb box, per lb	0 11½ 0 12
50-lb. box, per lb	0 11 0 11½

Beans.—The demand has not altogether dropped off since the good ordering of December, and there seems to be plenty of stocks in reserve in the east, which will be cleaned up as the season goes on. A local wholesaler stated today that the demand was stimulated for beans over the entire west due to the scarcity of potatoes.

3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20

Coffee.—The Government of Brazil is manipulating the coffee market at the present time in the endeavor to regulate the tariff of this article to other countries. The government evidently intends to protect themselves on this their leading commodity, and prices have been considerably advanced. Extra choice coffee has been forced up 2c.

Coffee, standard Rio	0 15	Coffee, choice	0 16
		Coffee, extra choice	0 17

Tapioca and Sago.—Tapiocs continues strong while sago is still weak. There is nothing new to report on the market.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 05 0 05½

ALBERTA MARKETS.

Calgary, Jan. 12.—The decrease in the price of sugar of ten cents a hundred pounds was the feature of the week. This lowering was the result of the shift in the prices in New York. The prices for the week ending to-day are:

Beans per lb	0 04	Prunes	0 09½
Butter, eastern, dairy, in tubs	0 24	Currants	0 09½
Butter, eastern, dairy, choice	0 26	Dried apricots	0 16 0 18
Butter, local, creamery, lb	0 31	Eggs, eastern	0 35
Bacon	0 21	Eggs, local, strictly fresh	0 45
Canned Goods—		Flour, first class, 100 lb. bag	3 00
Peas, Early June, 2s	1 37½	Tapioca, per lb	0 06½
Tomatoes, case	1 80	Evap. apples, lb	0 12
Corn	1 27½	Ham, cooked	0 27
Apples	3 10	Lard, pure	0 15
Strawberries	2 10	Lard, compound	0 12
Salmon	8 00	Potatoes, Ashcroft, per ton	27 00
Cornmeal, 100 lbs.	2 45	Rice, per ton	75 00
Cheese, Ont.	0 14 0 15	Sugar, std gran	5 24
" Manitoba		Sugar, light yellow	5 24
Dried Fruits—		Sugar, dark yellow	5 14
California raisins (Sultana)	0 06½		

BRITISH COLUMBIA MARKETS.

Vancouver, Jan. 12.—Merchants report a good business during the holiday season, with the usual after falling off. Prices remain fairly steady. The potato supply has been heavier during the past two weeks, though quotations have been maintained. If the weather continues mild, prices will not go up, as there is a good quantity on hand, but a drop in temperature will mean a jump. This would not be because the supply was imperilled, but simply that more might be made by those who are holding. Last spring, potatoes were thrown away, after very high prices had been exacted, and the outlook is that the supply at present is sufficient.

Wholesalers are of the opinion that bottom prices have been reached for hams and bacons and advance is looked for.

Prices are a little easier in apples, the supply being heavy. Oranges and lemons have been coming in liberally, and prices are lower than what they were at the same time last year. The market was so well supplied with Japanese oranges that thousands of boxes had to be sold below cost. Owing to rain in Japan during the ripening season, the keeping quality of the fruit was not so good. This stock has now been cleaned out.

Housekeepers are quite excited over a five cent drop in the price of the best of fresh eggs. They may now be retailed for 75 cents, as against 80 and 85 cents a couple of weeks ago. The jobbing price runs from five to ten cents lower, though there is little margin for the dealer. The owner of the hen knows the market and demands the last figure, and as the price is high, the retailer cannot always afford to add even a fair percentage.

NOVA SCOTIA MARKETS.

Halifax, Jan. 12.—The wholesale grocers closed the year with a good volume of business, and the prospects for the coming season are excellent. Just now the most of the firms are stock-taking, and as the Christmas rush is over, trade at the present time is a little dull. All the large industries throughout the Province are working full time, and have a good supply of orders on hand, and the general outlook is favorable.

Owing to the absence of snow the lumbering operations in various parts of the Province are practically at a standstill, and the demand for provisions for the lumber camps is lighter than usual. In consequence of this the molasses trade is dull. Fancy Barbadoes in barrels is quoted at 35 cents and choice Barbadoes at 32 cents.

Pork is getting back to the old price, having advanced $1 since last report and lard has advanced one cent per pound.

The receipts of eggs and butter are now small, and few fresh eggs are coming in. Case eggs range from 27 to 30 cents. Creamery butter is 28 to 29 cents, and large tubs of dairy 24 to 25 cents.

Apples, bbl.		Oranges—	
Sweets	2 50 3 50	Jamaica oranges	6 00
Butter—		Cal. navels	3 00 3 50
Creamery prints per lb	0 28 0 29	Pineapples	4 25 4 50
Creamery solids per lb	0 24 0 25	Rolled oats, bbl.	4 60 4 70
Dairy, tubs, lb.	0 24 0 25	Pork, American per bbl	26 50
Bacon	0 21 0 22	Pork, clear bbl	28 00
Bananas	2 00 2 50	Hams smoked	0 21
Beans, per bus	1 95 2 00	Codfish, quintal	5 60
Cornmeal, bag	1 60 1 65	Herring, pickled per bbl	5 00
Cream of tartar	0 30 0 32	Lard	0 17
Canned goods—		Molasses, fancy Barbados, bbl.	0 35
Beans	1 00	Molasses, fancy Barbados, gal.	0 32
Corn	0 97½	Potatoes, bus.	0 60
Tomatoes	1 15 1 25	Onions, Spanish per lb	0 02½ 0 02½
Peas, std.	1 00	Onions, Can., 75 lb. bag	1 40
Peas, early June	1 15	Raisins, Val.	0 08½
Corn beef, 1s	1 85	Sugars—	
Corn beef, 2s	2 25	Extra Standard, granulated	4 7
Cocoanuts 100	5 00	Unbranded Yellow	4 10
Eggs, case eggs	0 27 0 30	United Empire	4 65
Flour h. wheat per bbl	6 35 6 50	No. 1 yellow	4 25
Flour, Ontario blends, bbl.	5 15 5 40		
Fruits—			
Lemons, Messina	3 75		

Reasons Why One Retailer Could Cut Down Prices

A story comes from an eastern Ontario town which serves to illustrate why some grocers are able to sell goods at a lower price than others. During the early months of 1910, a man moved into this particular town and opened a grocery store. His prices were considerably lower in many cases than those of the other merchants, one case being recalled where he was selling grapes during the summer at 20c per basket when the other merchants were paying 25c per basket wholestale.

These low prices were greatly wondered at by the other merchants but the reason lately came to light when his store was closed up by a wholesaler. It was found that he had paid for little of his goods, running as large a bill with one wholesale house as he could and then transferring his account to another house. In this way he got considerable goods from wholesalers, including Toronto houses. When his store was seized on, it was found to contain little goods he having transferred his stock into cash as much as possible. Needless to say the merchants in that town when questioned in regard to prices in the future, will reply that they "have to pay for their goods."

Practical Methods in Retail Stores

A Calgary Dealer's Method for Introducing a New Line of Goods—Displaying Dried Fruits to Get the Best Results—How a Demand Was Created for a Table Syrup—Using Tact in Discovering a Customer's Wants—Device For Showing Oranges and Other Fruits.

How a New Line is Introduced.

Calgary, Alta., Jan. 12.—"I have several methods of introducing a new article," said a local grocer. "In the first place when it is opened up I explain its use as carefully as I can to my clerks and give them information which will be of use to them in selling it. If the line is important enough, I have a window display of it. If it is not, I make a careful interior display combined with a short talk in my newspaper advertising about it.

"For the first week, I devote the article to a different clerk each day, thus stirring up some friendly rivalry among the selling staff to see which will sell the most during his day. I also tell my order clerks to introduce the aeticle to the customers. In this way I generally have a pretty good demand worked up in a few weeks."

Finds Work in Slack Times.

Winnipeg, Jan. 12.—"I always find something to do," said a local grocer recently when questioned as to how he put in his time during the dull season. "In the grocery business it is very seldom that there is no work for idle hands. Instead of standing around, complaining about bad business, I get to work and do something to improve the appearance of the store. Shelves have to be refixed often, counter displays re-arranged, show cases and show windows to dress and so many other things that enhance the appearance of the store and eventually bring more business, that I do not see how any merchant could say that business is so dull that he did not know how to put in the time."

Displaying Dried Fruit.

Saskatoon, Sask., Jan. 12.—That merchants might sell more dried fruits and make more money out of what they do sell if they would use proper methods in displaying is the opinion of a local dealer. A good idea, he claims, is to have a glass that will fit over the top of the dried fruit box. These may be transferred to the new boxes as they are opened by having a detachable holder.

With this the fruit will be kept in a splendid condition and will not dry out as when it is exposed to the air. The customers will also be impressed with the better methods employed to keep the fruit free from dust.

An Advocate of Calendars.

Elora, Ont., Jan. 12.—Many a merchant especially in the small towns and villages has often pondered on the question: "Does a yearly calendar pay?" George Maben of Elora, believes that they do, if judgment is used in the selection of calendars, so as to get something out of the ordinary and also to use them in such a manner as will increase trade. Mr. Maben says: "This year we got out a calendar, a little better than the average, as we always try to do. It was in the form of a handsomely embossed wall pocket, on the upper portion of which was placed a thermometer and a calendar below. Advertising was placed on the front of the pocket. It was of such a unique character that the local paper commented on it most favorably. As a result many people visited our store and with proper methods we have succeeded in securing many of them as regular customers."

A good point in regard to the calendar is the addition of the thermometer, thus extending its use over more than one year which with the name of the firm on the front of the wall pocket should do considerable advertising.

Created Demand for Table Syrup.

Brantford, Ont., Jan. 12.—A local dealer relates one method by which he created demand for table syrup as follows: "My table syrup trade had been confined almost altogether to my country customers. I began to wonder why the people in town did not use it when it was in such demand by the farmers. I had just received a new brand, somewhat clearer than the ordinary and I decided to see if I could not create a trade for it among my town customers. I made a display of it in a prominent part of my store, with a card telling of some of its merits. I also placed some of the syrup in glass jars about the display so that customers could see how clear it was. Some of these jars I gave to my order men, with some information that would help them to sell it. I soon noticed a big increase in the sales of this syrup among my town customers."

Discovering a Customer's Wants.

St. John, N.B., Jan. 12.—A local dealer recently said: "A merchant has to be careful in selling goods to a new customer or he is liable to spoil matters on the first sale. Now suppose a customer you do not know enters your store and asks you about bread flour. You have several grades ranging from $2.80 to $3.25 per cwt. Not knowing what grade of flour she has been using you would be very foolish to suggest any particular brand as she may have been using something altogether different and if she is used to a certain kind, she would not be very likely to make good bread out of an altogether different grade, although it might be No. 1 Manitoba.

"Suppose your customer has been using a flour in which the whole wheat is used. It would not be advisable to suggest No. 1 Manitoba, but to offer a little higher grade of whole wheat flour. This also applies to many other articles in the grocery store and by a little tactfulness one may find out what grade of goods a customer has been using and then offer something of similar quality."

A Circular and an Ad.

Orangeville, Ont., Jan. 12.—To promote his holiday trade, F. H. Arkell, East Broadway, issued a four-leaf circular calling attention to his Christmas stock. The first page was of an introductory character under the heading: "A Few Words Only, But to Your Interest."

The inside pages were devoted to describing the stock in brief, pithy phrases which might have been set up in a little more attractive form. The outside back cover referred to promptness in delivery, etc.

Mr. Arkell also ran the following novel advertisement'

OVER THE 'PHONE.

"Hello!"

"Hello!"

"Is that you, Mrs. Knowitall?"

"Yes."

"Well, say, have you done your Christmas shopping yet?"

"Yes."

"Orangeville?"

"Sure! Oh, that's the place to go. Well, say! Where can you do best there?"

"Oh, there is not much difference, only in Groceries. You certainly ought to go to Arkell's for them. He has the most up-to-date stock I have seen. His Raisins, Currants, Peels, Dates, and other necessaries for Christmas Baking are so new and fresh and clean. I would try him if I were you."

"Well, thank you very much! That's just where I'll go. I have heard that he had about the best stock in town and that his prices were very reasonable."

"That's Arkell, the East End Grocer!"

"Yes, alright! Ever so much obliged. Bye-bye!"

This style of advertisement is not frequently used and while it undoubtedly forms an interesting paragraph, yet it is a question whether the talk is convincing enough to not only hold the attention of the prospective customer but to cause her to purchase her groceries at this store.

A Device for Displaying Fruit.

Toronto, Jan. 12.—Several grocers in Toronto are getting good results from a fruit and vegetable rack which besides being a great space saver, is an excellent method of displaying goods. It is an appliance which is nailed on to the original fruit boxes so that the fruit is held in, when the boxes are turned on their side. Slanting out from the mouth of the box, the display is made much better.

By this method any number of boxes may be placed horizontally one upon the other. One grocer in speaking about its merits said he would not be without this device, as it is both a floor space saver and a business getter.

Never Returned a Draft in 21 Years of Business Life

Shelburne, Ont., Jan. 12.—After 21 years in the grocery business, Mr. Fead, of Fead & Co., is retiring.

He began his business career with $400, and by conducting his store on a quality basis first of all, and price afterwards, he was able to build up a large trade. Mr. Fead is known in his district as the man in whose store a housewife could always get what she wanted so that his assortment was carefully selected. He made a careful study of his trade, and what he purchased he had the salesman's instinct to sell.

This dealer prides himself on the fact that in 21 years he never returned a draft. He was certain that if there was any error in it there would be no difficulty in having it adjusted. He had faith in his fellow man with whom he dealt.

Mr. Fead was a constant attendant at business. This will be readily noticed when it is asserted that during his business life as a merchant he took only 2½ holidays; he was ill 2½ days, thereby becoming an absentee from business for only 5 days in some 6,500.

His aim was to run as closely as possible to a cash trade and he found this not a difficult task.

A. R. Johnston, senior member of A. R. Johnston & Co., wholesale and retail grocers, Vancouver, B.C., died last week.

PASSES IT ALONG.

Manitoba Dealer Sees That His Clerks Get an Opportunity to Read The Grocer.

Editor Canadian Grocer.—I have appreciated very much your articles published on sago and tapioca, also the one on mace and nutmeg of the following week. I read The Grocer every week with interest and then pass it on to the assistants working with me as I believe that a knowledge of where the goods come from and how manufactured is a great help to a clerk. It helps him to have more confidence in himself when talking to a customer about the goods he is trying to sell and I believe a customer seeing you have a knowledge of your goods has more confidence in you and along with good service it creates business.

B. J. SHEPARD,
c. o. Dauphin Mercantile Co.
Dauphin, Man., Jan. 11, 1911.

Joseph Yates, for 28 years a traveler for Christie, Brown & Co., died on Thursday, Jan. 5, at the age of 72 years.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORREPSONDENCE SOLICITED

HOLBROOKS LIMITED
of Birmingham, England and Toronto, Canada.

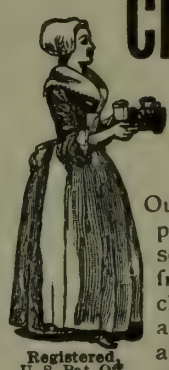
Sole proprietors of
The "HOLBROOK" Brand Norwegian Smoked Sardines in pure Olive Oil.

"SWAN" Brand Pure English Pickles in 20 oz. tall, square bottles with patent stopper.

And
HOLBROOKS
WORCESTERSHIRE
SAUCE

Canadian Offices:
40 Scott St., TORONTO, ONT.
Manager: H. GILBERT NOBBS.

53 Highest Awards in Europe and America
WALTER BAKER & CO.'S
CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

The More

that women understand Fels-Naptha, the greater its popularity and the demand for it. If all women knew just how much work Fels-Naptha soap so easily saves, few women, indeed, would be without it.



Manufacturers and Shippers

... in ...

Eastern Canada, Europe and the U.S.A.

desiring to place grocery lines in the rapidly developing market of Western Canada will do well to get in touch with us. We have a most extensive connection with the Western Canada trade, and exceptional commercial facilities, including large warehouses in Winnipeg, Calgary, Edmonton, Saskatoon and Regina, the five main distributing centres of Western Canada. Now is a good time to begin cultivating this great market. Commence by writing us for detailed information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

Good Enough for the Government

E D S

is not good enough for us!

We're not "ag'in the Government," but we DO want you to realize that their standard of purity in fruit preserves is not good enough for us!

"E.D.S." Brand Jams, Jellies and Catsup

are ABSOLUTELY PURE, and contain no dyes, no preservatives and no excess of water; these chemicals are present in many other makes, and yet they are pronounced GENUINE by the Government.

Do you realize the value of this PURITY feature when recommending a line of preserves? You can't say the same of any other Canadian make.

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, Ont.



Agents:

N. A. HILL, TORONTO

W. H. DUNN, MONTREAL

MASON & HICKEY, WINNIPEG

R. B. COLWELL, HALIFAX, N.S.

J. GIBBS, HAMILTON

ENOUGH BETTER than the ordinary kind to win and hold customers—

GUNNS PORK SAUSAGE

You can confidently recommend to your trade.

Made under Government Inspection.

Let us book your order for regular shipments.

GUNNS Limited

Packers :: Toronto



GOOD PASTRY

Requires good Lard and pure Lard. We guarantee that which we sell you to be both good Lard and pure Lard. We give you our personal guarantee that it is absolutely pure Lard, and we give you the Certificate of the Food Inspection Department of the Dominion Government that it is pure Lard.

Put up in 350 lb. Barrels
60 lb. Tubs
20 lb. Pails
20 lb. Tins
10 lb. Tins
5 lb. Tins
3 lb. Tins
1 and 2 lb. Cartons

F. W. FEARMAN CO., LIMITED
HAMILTON, ONT.





Talking Points

For Grocers and Clerks!

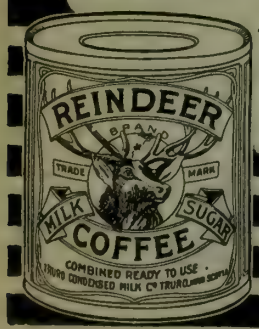
Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK CO LIMITED
FACTORIES
TRURO N.S.
HUNTINGDON P.Q.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Lower Prices for Butter and Eggs

An Increase in Supplies Has Reduced the Price—There is Said to be Plenty of Butter in Cold Storage—An Improvement in Price of Both Dressed and Live Hogs — Poultry and Honey Market is Quiet.

The good things partaken of during the holiday season, has put a taste in the consumer's mouth that makes him loath to go back to the pork products again. Trade has been running along listlessly in general lines. There has been a fair supply of hogs lately and the price shows some improvement, especially in the Toronto market.

Fresh eggs are becoming more plentiful with the result that there has been a reduction in price. Supplies of butter are better and prices are a little easier. It has been stated that there are large supplies of butter in cold storage that have not yet been placed upon the market and that this will keep the price at a lower level.

Poultry has lost the prominence it displayed a few weeks ago and while prices remain unchanged, there is very littlr demand.

The market for honey continues quiet, the demand being only for small lots to fill actual reqdirements.

The market on the whole is in good condition and those interested expect it to show more briskness.

MONTREAL.

Provisions.—A good demand is noted this week. Prices are firm with a slight advance in clear fat backs. Breakfast and Windsor bacon has gone up 2c per lb.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 14½
" " " 5 " "	0 14½
" " " 3 " "	0 14½
Pails, wood, 20 lbs. net, per lb	0 14½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 14½
Tierces, 375 lbs., per lb	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11½
" 5 " " " "	0 11½
" 3 " " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11
Tierces, 375 lbs., per lb	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	28 00
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 15½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 17
Windsor bacon, skinned, backs, per lb	0 17
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	7 29
" dressed, per cwt	10 50

Butter.—The market has been a shade firmer, the demand for new made dairy is quite strong, although fresh creamery is still in small demand. Prices are unchanged.

New milk creamery	0 26	0 26½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Cheese.—The market is a little firmer the demand being somewhat better. Prices are unchanged.

Quebec, large	0 13½
Western, large	0 13½
" twins	0 13½
" small, 20 lbs	0 13½
Old cheese, large	0 15

Eggs.—This market has been active during the week. New laid eggs are arriving in good quantities and prices have declined from 5 to 10 cts. a dozen. There is no change in storage eggs, prices remaining firm.

New laids	0 45	0 50
Selects		0 32
No. 1		0 27

Poultry.—There is a good demand for poultry this week, in fresh killed unfrozen poultry particularly.

Chickens	0 17	0 18	Ducks 0 18 0 19
Fowl		0 15	Turkeys 0 21 0 22
Geese	0 13	0 14	

Honey.—The honey market is unchanged this week. Buckwheat is in good demand, the supply being sufficient for all needs.

White clover comb honey	0 15	0 16
Buckwheat, extracted		0 08½
Clover, strained, bulk, 30 lb. tins		0 10
Buckwheat comb		0 12½

TORONTO.

Provisions.—The market has been inclined to be a little quiet during the past week with a fair demand for all lines. The prices of hogs both live and dressed are a little higher. The price of live hogs at country points is now $7 to $7.10, an advance of 60c over the price of one month ago. There has been a fair quantity of hogs arriving lately. Heavy mess pork in barrel is quoted at a reduction.

Long clear bacon, per lb	0 12 0 12½
Smoked breakfast bacon, per lb	0 17 0 19
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16
Medium hams, per lb	0 15½
Large hams, per lb	0 15
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	21 00 22 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 13
" tubs "	0 13½
" pails "	0 13½
" compounds, per lb	0 11 0 11½
Live hogs, at country points	7 00 7 10
Live hogs, local	7 25 7 30
Dressed hogs	10 00 10 25

Butter.—The bottom has apparently dropped out of the butter market with a reduction in all lines from creamery prints to the tub article. Supplies now on hand are large and arrivals fairly plentiful. One dealer thought that butter might decrease still more, giving as his reason that there is a large quantity in cold storage that has not as yet been placed on the market. Still others say that the present reduction may bring a demand that will steady the price again.

	Per lb.	
Fresh creamery print	0 28	0 29
Creamery solids	0 25	0 25½
Farmers' separator butter	0 23	0 24
Dairy prints, choice	0 20	0 21
Fresh large rolls	0 19	0 20
No. 1 tubs or boxes	0 18	0 19
No. 2 tubs or boxes	0 17	0 18

Cheese.—Prices for cheese remain about the same. The demand for this line is only nominal.

New cheese—		New twins	0 12½ 0 12½
Large	0 12½ 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs.—During the past week, supplies of new laid eggs have been more plentiful with the result that there has been a reduction in price of about 5 cents per dozen. The mild weather likely has had something to do with causing the hens to "render unto Caesar the things that are Caesars."

New laid eggs	0 40	0 45
Selects, storage		0 31
Fresh eggs, doz., storage		0 29
Pickled eggs		0 28

Poultry.—As might be expected immediately following a holiday season, the trade in this line is quiet. Retailers and wholesalers have apparently small supplies on hand and prices remain the same.

Chickens, dressed	0 13	0 14	Geese, dressed 0 13 0 14
Ducks, dressed	0 14	0 15	Hens, dressed 0 11 0 12
			Turkeys, dressed 0 20 0 21

Honey.—There is little to record in the honey market. Prices remain steady with the usual trade. It is the general impression that honey on the whole is none too plentiful. Some say that the present prices of clover honey are diverting trade to syrup for which article there is a good demand.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 13
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb		0 07

WINNIPEG.

Butter.—Creamery is strong at 32 cents per pound and the demand is heavy. Dairy No. 1 is also in favorable demand and the figure is up to 28 cents to-day.

Eggs.—Manitoba and eastern storage eggs are jobbing at 28 cents to-day. As the season advances higher prices will have to be paid.

Cheese.—Ontario large is 14 cents, while Manitoba large is down to 12½ cents just now. These are jobbers' prices to the merchants.

Manitoba large, lb	0 12½	Ontario twins, lb	0 14
" twins, lb	0 12	" large, lb	0 13½

GOOD SUPPLY OF BUSINESS MEN.

Parkhill Council Has Eight This Year—A Usual Occurrence.

Editor Canadian Grocer,—Having noticed you are pleased whenever you find business men taking hold of municipal affairs. I would say, we never fail to have one or more and this year is no exception, as the following will indicate:

Jno. C. Knapton, Mayor, carriage manufacturer.

Thomas Munro, Reeve, fancy goods.

Jas. F. Roberts, Councillor, druggist.

M. Fenn, Councillor, harness, etc.

Fred Laughton, Councillor, grocer.

George Murch, Councillor, blacksmith.

E. T. Scham, Councillor, merchant tailor.

Jas. E. Harrison, Councillor, hardware dealer.

There is only one new man on board and all were elected by acclamation.

JOHN H. LAUGHTON,
Parkhill, Ont., Jan. 12, 1911. Clerk.

Let This Sink in Deep

Twenty-five years ago we discovered the formula for the unbeatable confection—Chocolate "Bordo."

The most strenuous efforts of other manufacturers have not yet resulted in a discovery of anything nearly equal to it.

Chocolate "Bordo"

continues to occupy a position of completely isolated excellence.

It possesses a flavor that defies duplication. Every dealer who realizes the value of selling a chocolate with a flavor quite different to and inestimably more delicious than any other will ultimately handle Chocolate "Bordo."

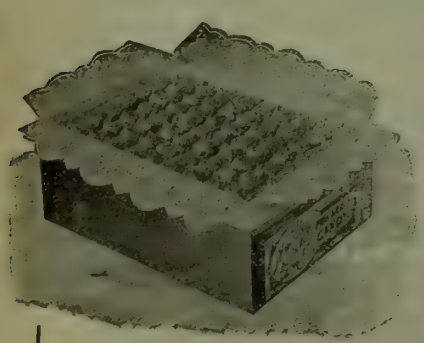
Your first move in the right direction is to write us for samples and particulars. Do it to-day.

THE

Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL



Annual Staff Gatherings

The salesmen of the E. W. Gillett Co., gathered from all parts of Canada at the head office in Toronto last week. Several days were profitably spent in discussing various phases of salesmanship, trade and general advertising, experiences of the past year and plans for 1911. On Friday the selling staff presented Mr. Dobie, president of the company, with a handsome easy chair. The presentation was made by W. C. Murray, manager of the Montreal branch. In the evening the staff were entertained by the management at a theatre party.

Enthusiasm, goodfellowship and thorough-going enjoyment characterized the New Year Dinner of the Ontario branch of Red Rose Tea, at the Toronto office on Saturday night last. About fifty of the traveling, office and warehouse staffs and their wives sat down in the board room to an excellent repast furnished by Coles. Geo. H. Campbell, the manager, presided. T. H. Estabrooks was unable to get up from St. John, N.B., but sent a message of hearty greeting, and after the toast to the King, his health, proposed by N. W. Williams, was honored with great enthusiasm. Mr. Campbell in reply, gave an interesting sketch of the growth of the Red Rose Tea business. "The Tea Itself" was proposed by B. E. Miller, with an appropriate eulogium and was responded to by Messrs. Leech, E. E. Boyd, and Furness. To the toast to the travelers, proposed by W. S. B. Armstrong, all of those gentlemen replied with a rich flow of humor, jest and story. Other toasts were "The Accounting Staff" proposed by J. H. Boyd; "The Warehouse Staff," proposed by Frank Leech; "The Ladies," proposed by C. R. Furness and responded to by A. L. Curry. The front of the menu card bore a group picture of Mr. Estabrooks, Mr. Campbell, and the travelers. The inside pages were en- After the dinner there was a ball throwing contest for the ladies, with six prizes of Gold Label Red Rose Tea. The contest was highly amusing, first prize being won by Miss Florence Williams. The evening concluded with a short program of music and readings. A concluding hit was made by Norman Williams (son of N. W.) who put one over his dad by singing as an encore, "EverybodyWorks in this Firm but my old Man."

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

McVitie & Price, of Edinburgh and London, have been honored by receiving a royal warrant of appointment as biscuit manufacturers to His Majesty King George V. This firm also enjoyed this distinction during the reigns of their late late Majesties, King Edward VII. and Queen Victoria.

Laporte, Martin & Co., Limited, Montreal, are offering special bargains during January, in order to reduce their stock previous to stock-taking. Many standard articles are on their cut price list which every wise buyer will not fail to read carefully in this issue. In spite of the constant advance in the price of imported Castile soap, Laporte, Martin & Co., Limited, of Montreal, owing to their large stock in hand have not advanced their prices. You can by ordering early from this firm stock the best imported Castile soap, as the rise promises to stand.

Uses Cayenne Pepper to Rid Store of Rats

Editor The Canadian Grocer,—Enclosed I am sending $2 as renewal to your valuable paper. I consider I am benefited a great deal more than $2 by continuing reading it.

I noticed in last week's issue an article on the prevention of rats and mice among flour and meals, and I am able to suggest something which I have tried out and found to be a sure cure for this trouble. It is very simple and inexpensive so I thought it might be of interest to some of your readers.

In the first place I might say I was fortunate in knowing of this before I saw the item in The Canadian Grocer, for I believe I would have been tempted to try out the method which you published and which would be rather expensive. For a long time I was certainly pestered and annoyed patching up holes that had been eaten through bins and in sacks by mice and rats. Not only that, but I have had to exchange goods that had been delivered owing to the fact that mice had chewed holes in the packages and dirtied them.

The method I am going to give was told to me almost two years ago by an owner of a chopping mill. I tried it out and never since have I found a hole in a sack or any trace of mice or rats around the store. Here it is:

Sprinkle a little Cayenne pepper on the floor or shelvings where flour is kept. If this is done is done the four footed pests will not come back for the second sniff. You see, when rats and mice are traveling along the floor they keep their noses close to it and, therefore, are sure to take in a considerable quantity of the pepper.

The other grocer's idea was, no doubt, a good one, but I scarcely think that many would care to go to the expense he did unless they owned the building.

J. M. DONOVAN.

Peterborough, Jan. 10, 1911.

In a recent issue of The Grocer a trade note appeared to the effect that McLaurin & Dow, grocers, Fort William, Ont., were selling their business. This firm states that this is an error—that they have no thought of selling—and The Grocer gladly makes the correction. The present business was established in 1864.



THE OLD RELIABLE



The large demand for Royal Yeast Cakes throughout Canada has in the past led manufacturers in other lines of business to put on the market brands of yeast cakes they claim to be "just as good" as Royal Yeast, and some dealers have tried to substitute these unknown brands for Royal Yeast Cakes. All such attempts have proved to be failures.

WHY EXPERIMENT WITH UNKNOWN BRANDS?





E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg Montreal

Bookkeeping Without Books!

Sixty thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System

The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by use of day books, journals, ledgers bills, statements, etc, and in this way saves tme, labor and money Let us refer you to some of our customers in your locality.

Information about the System is free,

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

90-98 Ontario St., - - Toronto, Can.



Made in Canada.

FIRST AND STILL THE BEST

CLARK'S

Concentrated Soups

(Chateau Brand)

Sell Well.

These are soups in tins, and of surpassing quality. Several varieties. As they need only the addition of boiling water, housekeepers find them most convenient.

Priced to sell at 10 cents a tin, CHATEAU BRAND CONCENTRATED SOUPS are winning a large share of this trade.

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

Write us now about this new way of selling cereals

It's a way that means *bigger sales* at better profits. A way that enables you to give a customer *more* for her money, with *quality* guaranteed.

And it prevents you from losing by waste or deterioration.

In a nutshell, the proposition is this: Standard cereals, Flaked Wheat, **Flaked Oats,** Oatmeal, Graham Flour, etc., put up in dust-proof, moisture-proof paper bags, attractive in appearance, easy to handle, giving bigger weight for the money than any similar lines sold in advertised cartons. And there's a bigger profit for you than you can get with any cereals in advertised cartons on the market.

You can't afford to delay investigating this new idea in cereal-selling. If note paper is not handy, just tear out this ad. and mail it to us with your address. And do it *now*.

QUALITY CANUCK CEREALS

THE CHISHOLM MILLING COMPANY,
LIMITED
TORONTO, ONTARIO

Satisfaction!

Success Means More Than "Goods Sold." It Means Customers Satisfied.

Thousands have quit coffee because it injured their health, and now use

POSTUM



with perfect satisfaction.

A DELICIOUS, HEALTHFUL TABLE BEVERAGE.

The price of coffee advances, but the price of Postum remains the same. Good Profits for Grocers in Postum, and a steady, growing demand.

"There's a Reason"

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan

Advance in Flour Will Not Be a Surprise

Wheat Markets Have Grown Still Firmer, and Millers Expect Change in Flour Prices—Rolled Oats Market Looks Stronger, But There is no Change in Price—A Good Demand.

The firmness in the wheat market reported last week still continues, but no changes in flour prices have as yet been made; but millers say that if the upward tendency continues, they expect to see an advance in flour prices soon. The advance in wheat prices has been steady, increasing six cents within the last week; $1.04 is now being asked for the best northern Manitoba wheat by Toronto dealers.

A big wheat man in Winnipeg remarked this week: "I expect to see May wheat sell 10 cents higher before March." He based this opinion on the belief that the American crop of 620,000,000 bushels is overestimated, and on poorer conditions of winter wheat.

The American visible supply of wheat for the past week shows a decrease of 362,000 bushels over the preceding week. The wheat stock on Jan. 10, 1910, was 27,077,000 bushels, while the same date this year it was 43,920,000 bushels. The crop damage reports from Oklahoma, Kansas and Missouri have been the cause of forcing wheat to its present firmness.

The acreage of winter wheat under crop in the United States this year is the largest ever seeded, but the condition is the lowest recorded on a similar date for a number of years. The total crop of wheat in Canada last year, according to revised reports, was 150,000,000 bushels. Reports from Argentina place the exportable surplus at 82,800,000 bushels or about 4,000,000 bushels under that of last year.

The same forces that have been at work on the wheat market have caused oats to go higher also.

The demand in both flour and cereals is quite satisfactory just now, and the situation may be summed up in that both wheat and oats are strong, and an advance probable in both flour and rolled oats, but millers expect flour will be affected first.

MONTREAL.

Flour.—Firmness prevails in this market and things are just the same as last week, there being a fair demand from local and country buyers. The foreign demand continues fair and further sales were made.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents, bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 40

Rolled Oats.—The demand for rolled oats is fair at unchanged prices.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated " "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 55

TORONTO.

Flour.—The chief feature of the market is an advance in wheat which local millers state may eventually lead to higher prices for flour. The wheat market has steadily been growing firmer, but as yet the flour market has not been affected. Trade in flour is reported satisfactory so far this month.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—The demand for both rolled oats and rolled wheat remains steady. The oat market is stronger, and if the firmness is maintained, it will no doubt lead to higher prices for rolled oats. No change in prices have as yet been recorded.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

GETTING TOGETHER IN B. C.

Organization Work Meets With Success and Also Some Opposition.

Vancouver, B.C., Jan. 12.—Organization throughout the province under the auspices of the B. C. Retail Merchants' Association, has been fairly successful, the two places in the interior that did not come up to the mark being Rossland and Fernie. Those who made the trip from the coast were F. W. Welsh, James Foran and R. D. Dinning. A public meeting was held in Rossland, but the general feeling was against organization, the president of the Miners' Union urging this action. It is felt that Rossland will soon come into line.

There was nothing doing in Fernie, owing to the reason that the two largest stores, the Crow's Nest Trading Company and the Trites-Wood Company were not on a sufficiently friendly common foundation. Twelve other merchants in that city were willing to form an association, but naturally thought that the two big houses should lead the way.

At Nelson and Cranbrook, things were altogether different. At a public meeting held in the Board of Trade rooms, organization was effected, and nearly every merchant present expressed himself as to the benefit to be derived from the association. Officers of the Nelson Retail Merchants' Association are: President, J. R. Hunter; vice-president, J. A. Irving; secretary-treasurer, W. A. Horstead; directors, W. J. Meagher, W. H. Jones, Harry Amas, L. K. Larsen and A. S. Horswell.

There was a splendid turnout at Cranbrook. Mayor Fink giving able assistance. Officers of the Cranbrook Retailers' Association are: President, J. P. Fink; vice-president, R. E. Beattie; secretary-treasurer, W. H. Wilson; directors, A. C. Pie, G. W. Patmore, J. F. Campbell, A. Raworth, G. R. Leask.

Both these associations are in affiliation with the provincial association.

Merchants at Cedar Cottage, a suburb of Vancouver, have taken the first steps towards the formation of an association. The following officers were appointed: President, J. Peckham; vice-president, John J. Cashon; seccetary-treasurer, F. Avling; executive committee, J. L. Howling, J. Graham and J. Simpson.

JOHN D.

ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits---even the incomparable **MOONEY'S PERFECTION CREAM SODAS**---can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD - ONT.

Factories at
STRATFORD, - - ONT.
WINNIPEG, - - MAN.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you!

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

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By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

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Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's
TRUE VANILLA



It is a real purity product, made of finest Vanilla Beans that grow in Mexico---and made in such a way that it has far greater strength---and will satisfy your trade far better---than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

Stronger
Richer
Daintier

Shirriff's
EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

IMPERIAL EXTRACT CO.

8-10-12 Matilda Street, - TORONTO

Your Biggest Asset—A Satisfied Customer

And because satisfaction always follows in the train of quality

Tillson's
PAN-DRIED
Oats

is the line of Breakfast Food for you to feature! It is prepared solely from the finest quality Canadian Oats, and is easily assimilated, very nutritious, and pleasing to the palate.

We are creating the demand for Tillson's Oats by our extensive advertising. Are you ready to get your share of the business?

Better send along that order to-day.



Canadian Cereal and Milling Co.
Limited

HEAD OFFICE
LUMSDEN BUILDING
TORONTO

PUT UP IN 2 SIZES

Premium Family Package Retailing at 25c.

Pan-Dried Package Retailing at 10c.

Plans for Making Bright a Dull Season

A Number of Suggestions Given by a Practical Merchant in a Country Town Store—Pave the Way for a Good Fish Season From Now Until the End of Lent — Sell the Farmers Their Next Supply of Flour and Use Salesmanship to Move Out Nuts, Fruits and Fancy Goods Remnants.

January and February are inclined to be dull business months with many stores. People have been buying somewhat heavily during the holiday season and as a result the trade is affected to a certain extent during the following months. But the progressive merchant is beginning to realize that the first couple of months of the year should not be thus and that the only way to counteract this, is not to die with the trade. Accordingly as the trade becomes slacker, the enterprising merchant will increase his efforts to keep his sales on the increase.

Now most merchants will readily understand and agree with what has been said, but the really progressive man will not stop at this, but will begin at once to lay plans in his endeavor to keep the cash register clinking and the clerks hustling during the mid-winter season.

The merchant must first make up his mind that he will make business hum. He must get enthusiastic over the idea and over the different plans he is going to use to accomplish the desired object. He will take his clerks into his confidence, imparting his schemes to them and endeavoring to get them to suggest plans also. In this way the spirit of enthusiasm will take hold of the clerks and thus bring much better results.

Hustle After the Business.

Now the mid-winter season is a particularly good time for the merchant to extend his fish trade. The season is longer than usual this year, and by getting a good start, the good effect will be felt during the whole season. Prices are not high and by right methods, demand may easily be created. Of course if a merchant only stocks up in this line and sits down to wait for trade to come, the results will not likely be encouraging.

Fresh Fish Added to His Stock.

One merchant's experience, known by the writer, in opening a fish trade may be beneficial to others. He says: "In looking around for some new line to stimulate January sales, I decided to increase my stock of fish. Before I had been handling only salt and smoked fish. I added several lines of fresh fish, paid particular attention to displaying them and advertised in the local paper, stating the different kinds I carried and the price. I also issued a small circular which I sent out, calling attention to my fish advertisement, the result was a greatly increased fish trade.

"I also used a new plan in introducing other lines of fresh fish. In one case a lady called, looked over the fish stock but did not feel inclined to buy. I asked her if there was any particular kind of fish she wished that we did not have in stock. She said that her boarders liked "flounders," and the store at which she dealt had stopped handling them. I immediately assured her that I would get them for her and named the day I would have them in. She seemed very pleased with the way I had tried to supply her wants and she called around at the stipulated time. She not only bought flounders, but also purchased several other articles and our trade with her has been increasing ever since."

Good Time to Sell Flour.

Another item that the merchant may push to good advantage during the season is flour. Consumers as well as the merchants have somewhat forgotten this article during the holiday rush. Farmers also generally put in a stock of flour in the fall that lasts them a couple of months and their supply will be found to be growing small; it is, therefore, a good time to introduce the idea of laying in another two months' supply. The method of introducing this to the farmer must be worked out by the merchant himself as circumstances play a prominent part.

It must always be remembered that advertising in the local paper backed by proper salesmanship will do a great deal. When the farmer comes in to buy his weekly supply of tobacco, take advantage of his presence to introduce the flour question.

Do not allow your sale of nuts to dwindle just because the holiday season is over. Merchants must get over the idea that Christmas is the only season that a supply of nuts should be kept on hand.

We find many merchants when New Years is over, transfering what nuts they have left over to some back corner of the store, instead of keeping their stock up to the standard and endeavoring to increase the sales in that line. A fact that may be used to good advantage by the salesman inthe sale of nuts, is their value as a food.

Sells Remaining Fancy Goods.

One merchant in explaining his method of procedure to keep sales up to the average during the first months of the new year, says:

"I handle fancy goods and notions during the Christmas season, and always try to clear them out before the New Year. If I happen to have some left after New Year's Day, I always try some method of getting rid of them, even if I have to sell them below the orignal market price, as I would rather lose a little in profits than carry a dead stock over to another season.

"I then start in on nuts and fruits, keeping a good stock on hand, displaying them in my show windows and introducing them into my advertising in the local paper. I tell the clerks and order-boys to mention either nuts or fruits whenever making a sale, and find that my increased trade in these lines makes up for the natural general dullness in the business."

Talk Up Quality.

This is advice which most merchants can use to good advantage this year. Although nuts are a little dearer than other years, the quality is good, and this has more influence on a customer than price. Oranges, malaga grapes and other fruits are of good quality and are moderate in price.

With all these many things that the merchant may utilize, the mid-winter season should at least be as good as the average, instead of it being one of dullness as most merchants have regarded it in the past.

Commercial Men from the West on a Business Trip

Toronto, Jan. 12.—During the week 21 representatives of wholesale grocery houses in the Canadian West—from Kenora, Ont., to Fernie, B.C.—visited this city after exploring Ottawa and Montreal. In each city they were the guests of manufacturers whose goods they are handling throughout the prairie provinces.

The object of the trip east was to become more thoroughly acquainted with the sources of some of the lines they distribute and to meet the principals of the manufacturing firms. Some of them did some buying. The 21 represented an annual buying power of probably $30,000,000.

The commercial men were accompanied by Financial Editor Appleton of the Winnipeg Free Press. He states that trade in general in the west is in a splendid condition. While the drought certainly affected the grain production last year yet it has been a blessing in disguise since it will tend to make farmers better tillers of the soil and business men more careful in their every day dealings. This is the opinion of many shewd bankers in the West who claim that had this check not occurred, money would have been tossed about too freely and the present staple trade and financial situation would not have been a liklihood.

A "DOUBLE-YOKED" LOAF.

Western Ontario Magistrate Maintains It is All One.

St. Thomas, Ont., Jan. 12.—George R. Rinn, grocer and butcher, 51-53 St. Catharines street, was defendant in the latest of the several "bread cases," decided in Ontario courts. Police Magistrate Glenn handed out his judgment in an action in which Mr. Rinn was charged by W. J. Shaw, food inspector, with a violation of the Bread Sales Act. Mr. Rinn secures his supply from local bakers, and in this instance the loaf objected to by the inspector was divided by an impression in the centre, quite common since the new Act came into force, and indicating that the loaf had become "small bread." In contradiction to the recent judgment of Judge Morson at Toronto, the magistrate found that this loaf was not two separate loaves, "any more than a double-yoked egg was two eggs."

To Me It Isn't Bread Flour, nor Pastry Flour—But Just "Five Roses"

Oh, yes, quite an old hand at it.

I've been selling flour well on twenty years.

And this I *know* to be true.

That a woman is mighty impatient of poor quality in her raw materials, or quality that varies.

I've found it just as hard to *hold* trade once I had it as to get it when I hadn't.

There's Mrs. Broadacres again—one of those inventive housewives, always trying new stunts in the cooking line.

Marvellous cook, I'll admit.

But so particular!

When I was selling her whatever flour I had in stock, every time she came in I felt like dodging behind the counter.

Did once.

Now she has been doing her experimenting with FIVE ROSES for many moons.

And it's always "more of the same."

Says she has successfully achieved every recipe in her cook books—looking for new worlds to conquer.

There's *versatility* for you, in one and the same barrel.

It's all the same to FIVE ROSES—pastries, cakes, breadstuffs—open any page in the cookbook, it delivers the goods.

Bread flour, pastry flour—they mean *nothing* to me.

But FIVE ROSES does.

Whatever the women want to make or bake—FIVE ROSES, say I.

I stock none other—the word "flour" spells FIVE ROSES.

And I can look every customer square in the eye.

Which I couldn't do before.

Five Roses

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

GRAPE FRUIT

Can give you the best shipped from Florida. Fine heavy, juicy Fruit, Volunteer Brand 'Sunkist' ORANGES, PALERMO and MESSINA LEMONS

CALIFORNIA CELERY, PINEAPPLES, DATES, FIGS, NUTS, ETC.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas Home Guard

PACKER:
FRANC TRACUZZI

If you don't specify above brands when ordering you will find out the brands your jobber wants to sell---The brands that show him the largest profit. But that don't do you any good, so "Be Wise" and insist on "St. Nicholas" in which case the "Big Profit" will be at your end of the line, "Be Wise."

AGENT
J. J. McCABE, Toronto

Puck

Slight Lull in Fruit Trade Just Now

But Dealers are Looking Forward to a Good Year in Fruits —Oranges are Plentiful and Quality is Excellent — Potatoes are a Little Firmer in Price—Large Shipments of California Celery With Good Demand for it.

Like a calm after a storm, a slight lull may be expected in trade after any holiday season. Thus it is with fruits and vegetables at the present time; but this must not be taken to mean that trade is bad, but like every other business, fruit dealers like to start the year with a rush. There is a bright outlook for trade during the year, and wholesalers are busy in preparing plans that will bring them increased business. The supply of California oranges is large, which may be drawn from the fact that shipments from California amount to 150 cars, where only 40 or 50 cars were shipped at this time last year. With moderate prices and excellent quality, as the fruit is nicely colored and sweet, there should be a good demand.

MONTREAL.

Dried Fruits.—Dullness following the holiday season characterises this market. Save for stray orders from grocers who have run out of oranges or other lines, there is practically nothing doing.

Business was brisker this time last year, but it is confidently expected that there will be a change for the better soon.

Apples, bbl.	4 50	7 50
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	11 00	15 00
Cocoanuts, bags.		4 25
Malagas keg		6 50
Lemons	2 75	3 50
Oranges—		
California	4 00	5 00
Pineapples—		
Floridas, case	3 75	4 25
Plums, crate	2 00	2 25
Pears, bbl.	7 00	10 00

Vegetables.—"We expected to see a brightening up in this market this week, but it has instead been disappointing," said one dealer. Cucumbers are moving out slowly, and some holders are afraid that they will have to lower prices considerably in order to prevent direct loss. Peppers are declining.

Beans, American basket		12 00
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, doz.	0 40	0 50
Cabbage, bbl.	1 00	1 50
Celery, crate	4 00	4 25
Cauliflowers	1 50	3 00
Cucumbers, doz.	2 25	2 50
Garlic, 2 bunches		0 25
Green Peppers, small basket		2 00
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 30	1 60
Boston, box.		2 75
Onions—		
Spanish, cases	2 75	3 00
Red, bag		1 25
Potatoes, bag	1 00	1 10
New Bermuda potatoes, lb.		0 07
Sweet potatoes, basket		1 85
" bbl.		4 00
Parsley, dozen	0 75	0 80
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 60	0 75
Spinach, bbl	5 00	5 50
Tomatoes, hothouse, lb.	0 35	0 40
Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—Although trade at the present might be better, still there is a fair demand in most lines and those interested believe that trade will improve in the near future. There is a good supply of oranges on hand, which are of excellent quality for this time of the year, prices remaining steady. Lemons are a little easier but 300's remain firm, the demand for this size being large. There is also a slightly easier feeling in cranberries just now.

Apples, bbl.	3 50	6 00
Apples box	2 00	2 50
Bananas	1 50	2 00
Cocoanuts, sack	4 00	5 00
Cranberries, bbl	9 00	9 50
Cranberries, case	3 50	3 75
Malaga bbl.	5 00	6 50
Almeria, bbl.	5 00	7 00
Grape Fruit—		
Florida, per case	3 50	4 00
Jamaica, case	3 0	3 50
Lemons—		
Messina	2 75	3 00
Limes, box		1 25
Oranges—		
Tangerines, a strap	5 50	6 00
Florida		2 50
Navels	2 50	3 00
Mexicans	2 00	2 25
Pomegranates, doz.		0 75
Pineapples crate	4 00	4 50

Vegetables.—The demand in vegetables is fair with trade distributed pretty well between the different lines. There is a plentiful supply of California celery on hand with good sales for this line. Under the heavy demand, there has been an increase in the price of yellow onions. The prediction some time ago of higher prices for potatoes will no doubt be realized, as one firm are now asking $1 per bag. One dealer stated that he expected them to go even above this figure as the supply later on will likely be scarce, while others believe that there are enough potatoes in the country to supply the demand. Other dealers were not prepared to express any opinion on the market at all, so that is how the situation stands.

Beets, Louisania doz.		1 25
Canadian beet, bag	0 60	0 75
Cabbage, case— Canadian	0 75	1 00
Cabbage, per 100	3 50	5 00
Carrots, Canadian, bag		0 50
Carrots, Louisania, doz		1 00
Celery, dozen	0 30	0 40
Celery, California, case	4 50	5 00
Cucumbers, Boston, doz		2 50
Endive, 12 heads		1 00
Lettuce, Canadian, head	0	0 30
Boston head lettuce, doz.		1 50
Onions—		
Spanish, large	2	3 00
Spanish, ½-cases		1 50
Yellow, per bag	1 35	1 50
Potatoes, Ontario, bag	0 85	1 00
Sweet, hamper	1 25	1 50
Parsley, per doz		0 75
Parsnips, bag		0 60
New turnips, per 11-qt. basket		0 50

The tariff on beans shipped into the United States now is 45 cents a bushel and only 25 cents when shipped into Canada. Canadian growers, it is said, would be satisfied to see the duty abolished altogether. Failing that, they want it 45 cents a bushel both ways. During the past five years, it is said, three bushels of beans have been exported to the United States for every two sent into Canada.

The Nova Scotia Fish Company has been organized to carry on the fishing industry in Nova Scotia waters.

Alexander Badenoch, for the past two years buyer for Foley Bros. & Larson, Winnipeg, and formerly a grocery traveler in Western Ontario, has been appointed manager of the wholesale grocery department of the Hudson Bay, Winnipeg.

C. E. Disher, of H. Donkin & Co., Vancouver, B.C., was in Toronto during the week and made a visit to the Toronto office of The Canadian Grocer. He returned home by way of Chicago.

SAYINGS TO PONDER OVER.

Productions of the Mind of a Grocery Trade Philosopher.

A man who does not half-try usually only draws one-half salary.

Ask for suggestions from your clerk at times. Often they are in a position to see the necessity of a change.

When you see a trade abuse in your town call on your fellow grocer and talk it over with him. He may help to stop it.

The expense of doing business is large and growing larger each day. Cut prices will not assist in paying the expenses.

The clerk who knows more than the employer about the business should impart some of the information. It will be acceptable and if there is a good reason the suggestion may be adopted.

If you are only engaged in the grocery business temporarily, you will not make a success of it. Put all your energy into it if you are to succeed.

If you solicit a great deal of your trade, remember it is costing you money to do so, and you can't afford to offer returns.

The only way to secure friends is to be one.

Cheer up! The fly in the soup doesn't like it a bit better than you do.

John Topp says: "A man's days always tell the secrets of his nights."

A polite clerk will attract customers and the grouchy one will lose them fast.

Be a gentleman at all times, even if the customer says "I will pay that bill when I get ready."

A modified tone of voice is always best in a grocery store. If yours is harsh, cultivate it.

An employe should not be allowed to turn down a customer who has a complaint. That's the employer's duty.

"Father," asked the grocer's little boy, "what are trade winds?"

"Just wait, Lester," replied the merchant. "There'll be a drummer in here pretty soon trying to sell me something I ain't got no use for—and then you'll find out."

MARMALADE ORANGES

Our shipments are due in Toronto in a week's time. We will have the best Bitter Oranges coming to Toronto.

Sizes:— 160's, 200's, 240's.

Also Valencia Oranges, 420's, & 714's, and choice Lemons,

All the above needed for good Marmalade.

Book Orders Early, Supply Limited this Season.

Our Weekly Price List for the asking.

WHITE & CO., Limited

TORONTO, Branch at HAMILTON

HEADQUARTERS

FOR

Fancy Navel Oranges

GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES

Write, phone or wire your orders.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

GRAPEFRUIT

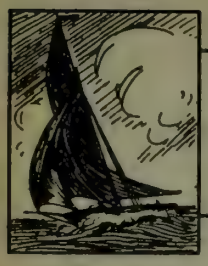
Dealers and Consumers:

¶ If you know, or never knew, the deliciousness of Grapefruit, try some of our FLORENCE VILLA BEAUTIES.

SILK SKIN FULL FLAVORED JUICY

FLORIDA CITRUS EXCHANGE

W. B. STRINGER, D.M. TORONTO



Fish - Oysters



Trade in Fish Has Opened Up Well

Shows That Retailers are Starting to Develop Fish Trade Early in Season—Report from the Coast Shows a Better Supply of Fresh Fish—Finnan Haddie is Again Offered—Prices on Atlantic Coast Show a Little Stronger Feeling.

The new year demand for fish has opened up well and points to a successful season in this line. Reports from the coast show an upward tendency in price although there has been a better supply of fresh fish, the arrival of both cod and haddock being fairly large. Finnan haddie, the supply of which was short for some time, is being offered again.

The mackerel season was a disappointment, being the poorest on record. A report from the coast shows a decrease in 1910 in receipts of salt cod, fresh cod, halibut and fresh mackerel over 1909. With the benefit enjoyed by the trade in that the climate of the country is of a character that allows frozen fish to be kept at small expense, the outlook for future trade is bright.

NOVA SCOTIA.

Halifax.—Fresh fish is in better supply this week than for some time past. There have been fairly large arrivals of cod and haddock, and smelts are in good supply. The receipts of lobsters here, are small, but heavy shipments continue to be made to the Boston market, where prices are good and the demand excellent. The increased receipts of fresh fish have enabled the packers to place some finnan haddies on the market, stocks of which had all been cleaned up. There are few salt mackerel offering and the local market is bare of fresh halibut. Fresh frozen herring are offering in fairly good supply.

There is a better foreign demand for cured and pickled fish, and fairly large shipments are being made. Codfish continues high and in good demand.

As predicted some time ago prices have advanced. The choicest shore cod are now quoted at $7.75 to $8 ; medium are selling at $7 to $7.25, and small at $6.50 to $6.75. Large bank cod are $6.75. These prices are from store. Quotations ex-vessel are slightly lower. The best haddock are selling at $5.25 to $5.50 ; Lake at $4.75 to $5, and Pollock, $4.50. The choicest Cape Breton herring are quoted at $4.75 to $5, and Newfoundland at $3.50. No. 1 mackerel are selling at $20, and No. 2 at $18. The prices quoted for dry fish are the highest in many years..

ONTARIO.

Toronto.—Trade in the fish market after a somewhat quiet period following the holiday, has opened up well again with a good demand. This shows that retailers are starting in to develop their fish trade early in the year and the good effect will no doubt be felt in increased demand during the whole season. There is a particularly good trade in sea fish of all kinds. There are no shrimps to be had at all. Prices remain about the same.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 12
Lake Superior herring	0 04	Smelts, extra	0 15
Lake Erie herring	0 07	White fish, pan frozen	0 10
Pike	0 06	Yellow pickerel	0 08½
Pink sea salmon	0 09		
Round red "	09		

OCEAN FISH (FROZEN)

Herring, per lb	0 04	Mullets	0 04
Flounders	0 05	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 [illegible]	Haddie, Finnan	0 08½ 0 09
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

NEWFOUNDLAND.

St. John's.—Owing to the high prices offered for codfish in Canada and United States, it is expected that all the fishing fleets that prosecute the banks fishing on the South-west coast will start for the fishing grounds earlier this year than heretofore. Already crews are being looked for and high wages are being offered. It is expected that most of the vessels will be there before March 1.

About a dozen cargoes in sailing vessels and 1 cargo by steamer have left Newfoundland the last 20 days for foreign markets with codfish in bulk. There has also been a large shipment in drums and casks. All cleared from St. John's.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	105 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70

QUEBEC.

Montreal.—The market has not yet got over the weakening effect of the holiday trade, but as the time goes on the demand should improve.

This month and the coming one is the period in the year when the biggest sales of frozen fish are expected. Up to now the weather has been favorable, and if the cold weather keeps up until the first week in March there will be a shortage in many lines, particularly halibut, salmon, mackerel, and whitefish, of which the visible supply is limited.

In the oickle, prepared, and salt lines the supply is not large, and the prices are likely to maintain as they are now. Some days ago it was anticipated that green cod and salt herring would advance but this kind of fish is mostly sold after the cold weather has gone, which means two months from now, so the market is not eager to buy. There is a good supply of smoked fish; prices are low. Bulk and shell oysters are also in less demand, and prices low.

FRESH

Perch	0 08	Haddock	0 06
Steak cod	0 05	Bullheads	0 10
Market cod	0 04		

FROZEN

Codfish	0 04	Flounders	0 05 0 06
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 06 0 07½
Haddock	0 04½ 0 05	Salmon, B.C., red	10 0 13
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 09 0 12
Market cod	0 04	Whitefish, large, lb	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12		
Tom cods, bbl	1 90 2 00		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 00 9 00	Lake trout, half bbl	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 25	" pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 00
Labrador sea trout, half bbls	7 00	" ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb	22 00
½ bbls	9 50	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 [illegible]

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1866
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

As expected, we have been kept very busy filling orders for all our lines.

Ocean Brand Fish

are so palatable that once tried they are always used. Packed under most sanitary conditions, they never lose that rich flavor which has won them such a reputation.

SOME OF THEM:

HADDIES NEW KIPPERS BLOATERS

BOUTILIER'S SMOKED FILLETS never fail to please.
Stock up. They sell themselves.

You want a profitable line? Try our Frozen Fish now in stock:

STEAK COD MARKET COD HADDOCK
NEWFOUNDLAND HERRING also SALT HERRING

The Halifax Cold Storage Company, Ltd.

45 William Street Selling Branch **Montreal, Quebec**

SELL SARDINES
WITH A GUARANTEE

There's nothing like a guarantee to help sell your canned goods! Read the exact wording below:

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing of

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler.

List of Wholesalers---

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

Donald says:

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

SMOKED	
Sloaters, large, per box, 60s	1 20
Haddies	0 07 @ 07½
Boneless haddies	0 09
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 50

SHELL FISH	
Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH	
Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 25
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

BRITISH COLUMBIA.

Vancouver.—Halibut is a scarce article these days. One vessel got in at the first of last week with 9,000 pounds, and another several days later with 35,000 pounds. The former was out 22 days and the latter 31 days, which are rather long trips. The ordinary run in good times is about 14 days with a catch of anything over 100,000 pounds. It is expected that low catches will prevail for two or three months at least. Prices remain the same. In frozen goods, the demand is much greater than the supply. Prices in these lines are without change. Every effort is being made to get fish, but still there is not enough to supply the market. The first large shipment of frozen fish was brought down last week from the fishing station at Pacofi, Queen Charlotte Islands.

Brazil Nuts, Their Growth and Vrlue

Thee Averages 100 Feet in Height — The Nuts as We Get Them are Originally Contained in a Hard Spherical Shell—

Editor Canadian Grocer,—I appreciate very much your descriptive articles on nutmegs, mace, sago and tapioca, and also your willingness to answer such questions.

Will you kindly tell me something about the source of Brazil nuts; how they grow, how they are gathered and their value as a food?

GROCERY CLERK.

Moose Jaw, Sask., Jan. 11, 1911.

EDITORIAL NOTE.—The "castanheiro" is the Spanish name of the tree which produces what the grocer knows as Brazil nuts. It averages 100 feet in height, is branchless for some forty feet above the ground, and bears, for its size, but little foliages. The rough shelled nuts as we know them are originally contained in a spherical shell, thick and hard, and usually about seven inches in diameter, attached to the branch by a short stem which withers gradually as the fruit ripens. Opposite the stem is the "tampa" or lid, a provision of nature which rather suggests human agency. This lid usually, but not always, comes away when the shell falls, and sometimes while it still hangs on the tree, in which case the ten to twenty nuts as they come to us, so neatly packed in it are scattered for some distance.

Danger in Gathering Nuts.

In the Amazon basin in South America, exists large tracts of land covered so thickly with these trees that there is an element of danger in the collection of the nuts, as may be realized by any one who, standing in a "castanhal," hears the heavy shells crash through the boughs and branches and reach the soft earth with a thud and an occasional sharp report as the lid burst off. The nuts are sold to buyers by auction.

In transport care is necessary to keep the nut cargo in good condition. When the Brazil nuts are placed on sale by grocers they are dry and oily and would hardly appeal to the natives who know them as they come from the tree, crisp and milky.

Should be Used the Year Round.

The consumption of nuts is not what it should be. Some claim that the price is too high and the only reason for this seems to be that production has not kept pace with the demand. Christmas and New Years always give a decided impetus to the trade but nuts possess a dietetic value which recommends their use the whole year round. Taking Brazil nuts for example, in the two Brazilian states, Para and Amazonas, the collection of the nuts is considered a trifling affair and indeed it is hardly taken seriously when rubber is bringing a good price. More attention is paid the work however when the market registers a slight decline in the rubber column.



A Medal for Your Methods

BY sending us a list of your methods and giving us instances whereby they have secured you new business, raised the standard of quality of purchases of your regular customers, and sold new lines of goods to them, you will be engaged in a competition which may not only win you a medal for **Constructive Salesmanship,** but which will make you a better merchant or clerk. If you do this you will be analyzing your own business and discovering its strong and weak points.

¶ It costs nothing to try, apart from a little stationery, a postage stamp, some time and attention and an exercise of brain power.

To inquire about further particulars write

The Editor—The Canadian Grocer, 143-149 University Ave., Toronto

JANUARY— The Biggest Fish Month of the Year!

Are your stocks in good shape to reap the fullest benefit from your January Fish selling? We are HEADQUARTERS for everything you require in the fish line! Ample stocks on hand of

Fish of all Kinds. We have several rapid-selling lines to offer, including our famous "BEACON BRAND" HADDIE.

Oysters. You can meet the public demand for this favorite fish food by featuring "BEACON BRAND" OYSTERS.

Better send along that order to-day!

Salt Fish Specials

Labrador Herring

Barrels, $5.60 per bl.
½ Barrels, $3.15 per bl.
Guaranteed No. 1, bright stock, split. Fall 1910 pack.

Lake Superior Herrings

$3.90 100-lb. Kegs.

Headless and dressed stock. Bright and appetizing.

The F. T. James Company, Limited

Church and Colborne Streets, - - TORONTO





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary, process of canning, the natural fish flavour is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them-

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Items Done in Brief for Busy Dealers

Retailers' Inspection Committee Examines All New Goods—A Retailer Who Never Institutes a Special Sale—Get Suggestions From Clerks—Merchant Sold at Almost Cost and Failed—Names of Wholesalers Who Sold to Him Being Collected.

The grocers of Kansas City, Mo., have formed an ice plant of their own under the name of the Grocers' Ice and Storage Co.

Seedless oranges are now extensively grown in Bahia, Brazil, South America, but the cultivation of them in other places has not been entirely successful.

Salesmanship involves shrewd mind-reading it involves tactful mind-reading; it involves working along the lines of least mind-resistance. Salesmanship is not so much a matter of formula as of discretion.

San Francisco Retail Grocers' Association has an inspection committee which examines all new goods placed on the market from the points of profits, purity of the goods, and financial stability of the manufacturer. Those favorably considered by the committee are approved and recommended to the association.

"We have never had a special sale," said a retail grocer recently in reviewing his business, for I do not think it a good policy. Some of my neighbors buy heavily, become interested in other businesses, need money, cut prices and have special bargain sales to secure ready cash. That is their way but it is not mine. Price-cutting is unnecessary and is not an evidence of the best kind of grocer."

A large Ontario departmental store employs thousands of employes and they are all co-operating to a certain extent to improve the store management, or business. The office asks for suggestions from the clerks and offers rewards for them if they are found to be practical. Thus all the clerks are working for the house. Some such method should be employed even by the smallest retailer.

An individual named Weger in San Francisco is one of those who evidently thought he could sell goods at cost for an unlimited time and still pay his expenses. A price-cutter he was and after a short flight in business he turned his affairs over to the Board of Trade and disappeared. A list of the wholesalers who supplied him will be prepared in order that the retail trade may know who their real friends are. The Grocers' Advocate published in that city says there are but few grocers of that ilk left and the sooner the remaining few disappear, the better will it be for the honest retailer who pays 100 cents on the dollar for the goods he sells to his trade.

The Vineland Canning Co., Vineland, Ont., has been granted an Ontario charter. Among the provisional directors are C. and W. Fretz, Vineland, and W. G. Lumbers, Toronto.

The Co-operative Trading Co., Port Arthur, Ont., has been incorporated under a provincial charter. The provisional directors include two editors, four carpenters, and a merchant.

The tradesman had rendered his bill, waited a month and then wrote: "Please sir, I want my bill."

Back came the bill, with these words: "Certainly; here it is."

The bill was returned, and in a month the tradesman again wrote: "Kindly send me the amount of my bill."

And the answer came, promptly and politely: Certainly; it is $104.26."

The third month the tradesman again wrote: "Will you send me a check for the amount of my bill?"

The answer came, with a blank unsigned check: "Certainly; here is the check. I have kept the amount of your bill."

The fourth month the tradesman wrote: "I want my bill paid."

And the answer came back: "So do I."

Then the tradesman gave it up.

De Slowpay—Say, what do you mean by sending me a statement of my account a week before the first of the month?

De Grocer—I thought it would be a good idea to get mine in early in order to avoid the rush.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

Those made by McDOUGALL are peerless. Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

SYRACUSE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

TRADE CHANGES OF THE WEEK.

What is Going on in The Grocery Trade Throughout Canada.

Ontario.—William R. Hill, general merchant, Chalk River, Ont., has assigned.

David Gottdank, grocer, Ottawa, has assigned.

T. Guay, grocer of 94 Avenue Road, Toronto, has assigned.

L. W. Primeau & Co., grocers, Chatham, Ont., have assigned.

E. Baker, grocer, Stratford, Ont., has sold to R. S. Jones.

F. X. Leclerc, grocer, Ottawa, Ont., has assigned.

Bennett & Code, grocers, Carleton Place, Ont., have sold to Peter Spiers.

Henry Porteous, general merchant, Kilmaurs, Ont., has assigned.

D .G. Davis, of Sparta, Ont., has sold his grocery business to G. A. McCullough.

Howard Bros., Wallaceburg, Ont.. have purchased the grocery store of E. H. Ruttan.

V. Charlton, of Ailsa Craig, has purchased a grocery business in London, Ont.

The stock of J. Cousins, general merchant of Amherstburg, who assigned has been sold.

G. H. Kercher, 351 Ontario St., Stratford, Ont., has sold his grocery business to Mr. Ball, of Toronto.

George Ross, of Pembroke, Ont., has sold his interest in the grocery firm of Leach & Ross to his partner, Mr. Leach.

Quebec.—A demand of assignment has been made on E. D. Berthelot, grocer, Montreal.

Fortier & Frere, grocers, Montreal, have dissolved.

Quebec Mail Order Supply, Quebec, P.Q., has registered.

The assets of F. Rossetti, grocer, of Montreal, have been sold.

The assets of M. Lipshitz, grocer, Montreal, have been sold.

The general store of Robitaille & Frere, Lake Megantic, Que., is burned.

Jos. St. Germain, general merchant of St. Louis De Gonzague, has assigned.

Maritime Provinces.—V. Ambrose Savoy, general merchant of Upper Neguac, N.B., has assigned.

Merritt Bros., Ltd., St. Johns, N.B., have assigned.

F. L. Munroe, Halifax, N.S., grocer, has assigned.

The general store of Simon Theriault, Back Bay, N.B., is burned.

Reed Co., Ltd., Moncton, N.B., have purchased the grocery business of W. H. Edgett.

Western Canada.—R. D. Cuthbert, grocer, Winnipeg, has sold to W. Rourke & Co.

J. M. C. Wilson, grocer, of Strathmore, has assigned.

James Anderson has opened a grocery business at Vancouver.

W. A. Nichol has sold his general store at Forward, Sask.

Heddon and Backus have opened a general store at Rumsley, Alta.

The general business of Brown Bros. at Khedive, Sask., has been dissolved.

Mrs. E. James, Vancouver, B.C., has sold her grocery business to J. Gillis.

Peters & Co., grocers, Vancouver, B.C., have sold to W. D. Rutherford & Sons.

Henderson Bros., general merchants at Cundie, Sask., have sold to Mr. Simons.

J. H. Wallis, Winnipeg, has sold his grocery business to Campbell and Smallman.

O. W. Benedict has purchased the grocer business of A. Elbourne, at Vancouver, B.C.

Lewis Bros., general merchants of Gilbert Plains, Man., suffered $12,000 loss by fire.

The grocery business of McDougall & Spettal, Edmonton, Alta., suffered loss by fire.

J. Fishbacher has purchased the grocery business of F. Jones at Vancouver, B.C.

J. W. Hill and Son of Oxbow, Sask.. have purchased the grocery business of A. G. Gleiser.

J. J. Fitzpatrick has purchased the grocery business of McKay and Campbell at Vancouver.

Scribner and Boyle, grocers of Stewart, B.C., are dissolving partnership. C. Boyle will continue the business.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

GROCERY FOR SALE.

FOR SALE—An up-to-date grocery business in one of the best manufacturing towns in Western Ontario. Box 371, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond
1-lb. tins, 2 doz. in case..... $2 00
½-lb. tins, 3 " " 1 25
¼-lb. tins, 4 " " 0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen.....	10c.	$0 85
3-dozen.....	6-oz.	1 75
1-dozen.....	12-oz.	3 50
3-dozen.....	12-oz.	3 40
½-dozen.....	2½ lb.	10 50
¼-dozen.....	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz } Percase	
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



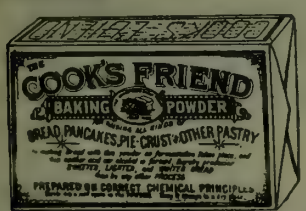
ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime ...	$ 0 95
" ¼-lb	1 40
" ½ oz	1 95
" ½-lb	2 55
" 12 oz.....	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs....	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.....	14 00

FOREST CITY BAKING POWDER



	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach.....	1 80
		Pear.....	1 70
Strawberry.....	1 95	Jellies	
Raspberry.....	1 95	Red currant....	2 00
Black currant...	1 95	Black currant...	2 15
Red currant.....	1 75	Crabapple.....	1 45
Raspberry & red currant.....	1 95	Plum.....	1 70
		Grape.....	1 85
Raspberry and gooseberry..	1 80	Marmalade	
		Orange Jelly....	1 55
Plum jam.....	1 55	Green Fig.....	2 25
Greengage plum, stoneless....	1 75	Lemon	1 60
		Pineapple.....	1 95
Gooseberry.....	1 75	Ginger.....	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry ..	0 59	0 82	..... 0 10½
Black currant.	0 59	0 82	..... 0 10½
Raspberry..	0 59	0 82	..... 0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb.....	0 17
In 10-box lots or case.....	0 16
Gillett's Mammoth, ¼-gross box.....	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz... .	$4 50
Perfection, ½-lb. per doz.....	2 40
Perfection, ¼-lb., per doz.....	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.....	0 37
Soluble, bulk, No. 1, per lb.....	0 20
Soluble, bulk, No. 2, per lb.....	0 18
London Pearl, per lb.....	0 22
Special quotations on Cocoa in bbls. kegs, etc.	
Unsweetened Chocolate—	Per lb.
Supreme, ½'s & 1's, cakes, 12-lb. bxs ..	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen.....	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen.....	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and 1's, 12-lb. bxs., per lb.....	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.....	0 35
Parisian, 8's.....	0 35
Royal Navy, ½'s, 1's, boxes, per lb....	0 30
Diamond, 7's, 12-lb. boxes, per lb.....	0 24
" ½'s " "	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes..	0 36
Maple buds, 5-lb. boxes.....	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes.....	0 30
Milk chocolate, 5c bundles, per box..	1 35
Milk chocolate, 5c cakes, per box....	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.....	0 35
Smaller quantities.....	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c. size (for cooking) doz..... 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s.....	0 38
" " " ¼s.....	0 38
" No. 1 chocalate, ½'s.....	0 32
" Navy " ½'s.....	0 26
" Vanilla sticks, per gross.....	1 00
" Diamond Chocalate, ½s.....	0 24
" Plain choice chocalate, liquors.	0 32
" Sweet Chocalate Coatings.....	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. ahd 30-lb. cases. Per lb.

1-lb. packages.....	0 26
½-lb. packages.....	0 27
¼-lb. packages.....	0 28
1 and ½-lb. packages, assorted.....	0 26½
¼ and ½-lb. packages, assorted.....	0 27½
¼-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30
Bulk—	

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded.....	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails.....	0 15
Shredded.....	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk....	$6 00	1 50
Gold Seal Condensed Milk.....	4 50	1 15
Challenge Condensed Milk.....	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen).....	2 00	0 50
Peerless Brand Evaporated Cream family size.....	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen).....	4 80	1 20
Peerless Brand Evaporated Cream hotel size.....	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen).....	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

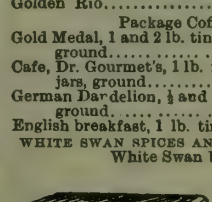
Club House....	$0 32	Ambrosia.....	0 25
Nectar.....	0 30	Plantation.....	0 22
Empress.....	0 28	Fancy Bourbon	0 20
Duchess.....	0 26	Bourbon.....	0 18
Crushed Java and Mocha whole....			0 17
" ground...			0 17½
Golden Rio.....			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground.....	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground.....	0 30
German Dandelion, ½ and 1 lb. tins, ground.....	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

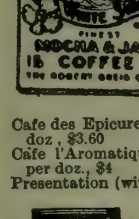
Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz , $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins.....	$0 33
"Gilt Edge" in 2-lb. tins.....	0 32
Canadian Souvenir 1-lb. fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz.. 8 25

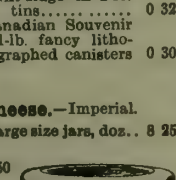
Medium size jars, per doz.....4 50

Small size jars, per doz.....2 40

Individual size jars per doz..... 1 00

Imperial holder—

Large size, doz. 18 00
Med. size, doz. 17 00
Small size, doz. 12 00



Roquefort—

Large size, doz. 2 40
Small size, doz. 1 40

Canada Cream Cheese—

In cartons, each 1 dozen.....	0 95
Large blocks, dozen.....	2 35
Medium blocks, dozen.....	1 40

Cream



FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 32	0 40
1 and ½	0 35	0 50
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases ...en.....	0 95 dozen
Medium, cases dozen.....	1 80 "
Large, cases 1 dozen.....	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails.....	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books.....	each 04
100 books and over.....	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.).....	4 50
4 oz. bottles (retail at 90c.).....	6 80
8 oz. bottles (retail at $1.50).....	12 50
16 oz. bottles (retail at $3).....	24 00
Gal. bottles (retail at $20).....	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.....	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.....	0 07½
7 wood pails, 6 pails in crate, per lb...	0 07½
30-lb. wood pails, per lb.....	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz..	1 00
2-lb. tins, 2 doz. in case, per lb.....	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails.....	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - - Canton, Mass., U.S.A.



BLACK KNIGHT STOVE POLISH

The favourite of the thrifty housewife!

There's a growing demand for this most satisfactory polish, and it will pay you well to be ready to meet it. It gives a brilliant shine in the shortest possible time and will not stain the hands. Better send your order along to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

Modern Packages for your Merchandise!

No matter what product you have to pack, you'll find a



"H and D"

Corrugated Fibre Board Box

that will deliver it as clean, fresh and attractive as it left your warehouse or factory, and will protect it from water damp and damage.

May we design an "H and D" Fibre Box to suit your special needs? We'll guarantee it to save you freight, packer's time and storage space. We'll be glad to do this for you; it will cost you nothing—involve no obligation.

Write us TO-DAY what you have to pack. Ask for free booklet "How to Pack It.'

The Hinde & Dauch Paper Co., Ltd.
TORONTO, ONT.

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
81 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents: ALFRED B. LAMBE & SON, TORONTO. J. HUNTER WHITE, ST. JOHN, N.B. CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

Have No Hesitation

in recommending to your best customer



'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR - HALIFAX, N. S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, N. S.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

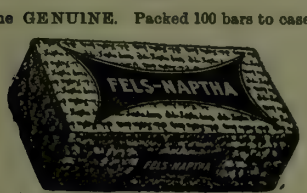
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11½
½-bbls.	0 11¾
Tubs, 60 lbs.	0 11¾
20-lb. Pails.	2 38
20-lb. tins	2 28
Cases 3-lb.	0 12¾
" 5-lb.	0 12¾
" 10-lb.	0 12¾



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11
Tubs	0 11¼
20-lb. pails	0 11⅜
20-lb. tins	0 11
10-lb. "	0 11¾
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

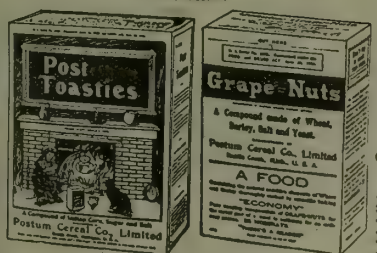
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25



Cereals.



Grape Nuts—No. 22, 3.00; No. 23
Post Toasties—No. T2, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Case of 1-lb. and ½-lb. containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. / 60 ½-lb. "	2 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	1 85
5 cases	9 25



A DROP IN

FLAVORED AND MAPLE SYRUP MIXTURE



PREPARED CAKE ICING



We are now packing a Maple Mixture and Maple Flavored Syrup under "Habitant" and "Pancake" Brands at a price to compete with cheap Mushroom Brands that are sure to spring up when Sugar and Glucose are cheap. HABITANT BRAND is of a heavy texture, rich reliable, high grade in every respect. Prices are delivered to all Railway Points in Canada East of the Soo THROUGH JOBBERS ONLY.

"HABITANT" BRAND MIXTURE.

Quart bot., 12 to case ..	$2.30	Half-gal., 12 to case ..	$4.60
Pint tins, 24 to case	2.40	1-gallon, 6 to case	4.30
Quar.-gal., 24 to case ...	4.60	2½-gallon, 2 to case ...	3.80

"PANCAKE" BRAND FLAVOR.

Quart bot., 12 to case ..	$2.30	Half-gal., 12 to case ..	$4.55
Pint tins, 24 to case ...	2.40	1-gal., 6 to case	4.25
Quar.-gal., 24 to case ..	4.55	2½-gal. Imp., 2 to case.	3.75

CANADA MAPLE Exchange Ltd.

MONTREAL

Molasses and Syrup Refiners.

The following Brands are Standard world over for past 32 years. No change.

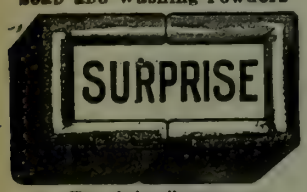
"SMALL'S SELECTED PURE."

Quart bot., 12 to case ..	$3.40	Half-gallon, 12 to case ..	$7.25
Pint tins, 24 to case ..	3.90	1-gallon, 6 to case	6.50
Quar.-gal., 24 to case ..	7.25	2½-gal. Imp., 2 to case..	6.50

"SMALL'S STANDARD"

Quart bot., 12 to case ..	$2.35	Half-gal., 12 to case ...	$4.70
Pint tins, 24 to case ...	2.50	1-gal., 6 to case	4.40
Quar. gal., 24 to case ..	4.70	2½-gal. Imp., 2 to case..	3.90

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross.....	$10 20
Maypole soap, black, per gross.....	15 30
Oriole soap, per gross.....	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross.....	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton...	$0 06½
No. 1 white or blue, 3-lb. carton...	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes..	0 07½
Silver gloss, 6-lb. tin canisters.....	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal.....	0 06½
Benson's satin, 1-lb. cartons.....	0 07
No. 1 white, bbls. and kegs.....	0 05½
Canada white gloss, 1-lb. pkgs.....	0 05½
Benson's enamel, per box...	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn.....	0 07
Canada Pure Corn.....	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb..	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.....	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb....	0 06½
Barrels, 200 lb.....	0 05½
Kegs, 100 lb.....	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case.....	0 08
6-lb. toy drums, with drumsticks 8 in case.....	0 07½
Kegs, ex. crystals, 100 lb.....	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb....	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case.....	$5 00
Cases 4 doz. each ovals, per case.....	5 00

Milk.



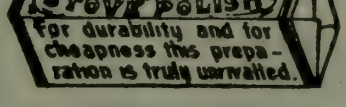
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size..	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size.....	3 70
Canada First Evaporated Cream, baby size.....	2 00
Canada First Condensed Milk.....	4 55
Beaver Condensed Milk.....	4 00
Rosebud Condensed Milk.....	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes..	4 50
No. 5 Sun Paste, ¼ gross boxes.....	5 40
No. 10 Sun Paste, ¼ gross boxes...	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.....	0 03½ per lb.
Half-barrels, 350 lbs.....	0 03¾ "
¼-barrels, 175 lbs.....	0 03¾ "
Pails, 25 lbs.....	1 20 each
" 38½ lbs.....	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case.....	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 [illegible]
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s.....	$0 25	$0 30
Green Label, 1's and ½'s.....	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s.....	0 36	0 50
Gold Label, ½'s.....	0 44	0 60
Red-Gold Label, ½'s.....	0 55	0 80



Blue Label, ½'s.....	0 21	0 26
Orange Label, 1's and ½'s.....	0 23	0 40
Blue Label, 1's.....	0 20	0 25
Brown Label, 1's and ½'s.....	0 23	0 40
Brown Label, ½'s.....		0 40
Green Label, 1's and ½'s.....	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.....	0 25
Princess Louise, half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.....	0 18
Duchess, cases 60 lbs.....	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's.....	0 20	0 25
Yellow Label, ½'s.....	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s.	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 1's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb or ½	0 25	0 30
Red "	1 lb or ½	0 27	0 35
Green "	1s ½ or ¼	0 30	0 40
Blue "	1s ¼ or ½	0 35	0 50
Yellow "	1s ½ or ½	0 41	0 60
Purple "	½ only	0 55	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c.....	$0 20	
Black Label, ½-lb., retail at 25c.....	0 11	
Blue Label, retail at 30c.....		0 24
Green Label, retail at 40c.....		0 30
Red Label, retail at 50c.....		0 35
Brown Label, retail at 60c.....		0 48
Gold Label, retail at 80c.....		0 55



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Cream Tartar.

GILLETT'S CREAM TARTAR.
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case.....	$0 90
½-lb. paper pkgs., 4 doz. in case.....	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted....	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case.....	$2 00
1-lb. cans with screw covers, 3 doz. in case.....	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case.....	0 30
10-lb. wooden boxes.....	0 27½
25-lb. wooden pails.....	0 27½
100-lb. kegs.....	0 25½
360-lb. barrels.....	0 25



	Per doz
H.P Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s.....	44
Black Watch, 12s.....	45
Bobs, 6s and 12s.....	46
Bully, 6s.....	44
Currency, 6½s and 12s.....	46
Stag, 6 2-5s.....	46
Old Fox, 12s.....	44
Pay Roll Bars, 7½s.....	56
Pay Roll, 7s.....	56
War Horse, 6s.....	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s.....	45
Empire, 6s and 12s.....	44
Ivy, 7s.....	56
Starlight, 7s.....	56
Cut Smoking—Great West Pouches, 8s....	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Absolute Safety

is a leading feature of our Gasoline Lighting System, the light being instantly put out or lit by a pull of the chain. Gives a splendid, steady, white, brilliant light.

Is cheaper than coal oil and better than electricity or city gas. Investigate this proposition. More light means more business.

You save money by buying your mantles and glassware from us.

Write now for circular and special price to merchants direct

MacLaren & Co., Merrickville, Ont.

GOOD AGENTS WANTED.



CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

Strength | Purity

Your guarantee of profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT

LIMITED

Manufacturers

MONTREAL

Uniformity | Reliability

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Please accept our sincere thanks for the past year's valued patronage, and let us say that we wish you a most healthful and prosperous New Year.

VERRET, STEWART & CO., Limited
MONTREAL

Your Customers Know—
AND WILL BUY
WETHEY'S MINCE MEAT
IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

A United States Manufacturer spending $1,000,000 a year on Advertising : : : : : : :

recently placed an order with The Canadian Grocer amounting to about $500—the first order he ever gave to a trade paper.

This manufacturer said:—"I am convinced that the Canadian dealer is different."

He found the majority of grocers in Canada to be men of independent spirit—not mere slot machines, but real merchants capable of creating large demand for worthy goods—men whose salesmanship is the most valuable assistance a manufacturer can have in marketing his product.

He investigated and found that The Grocer was read and studied every week by the best merchants from Atlantic to Pacific—that it was absolutely unique among trade papers, both as regards circulation and influence.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, JANUARY 20, 1911 NO 3.



ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

Agents for the Dominion of Canada

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

"CROWN BRAND" CORN SYRUP

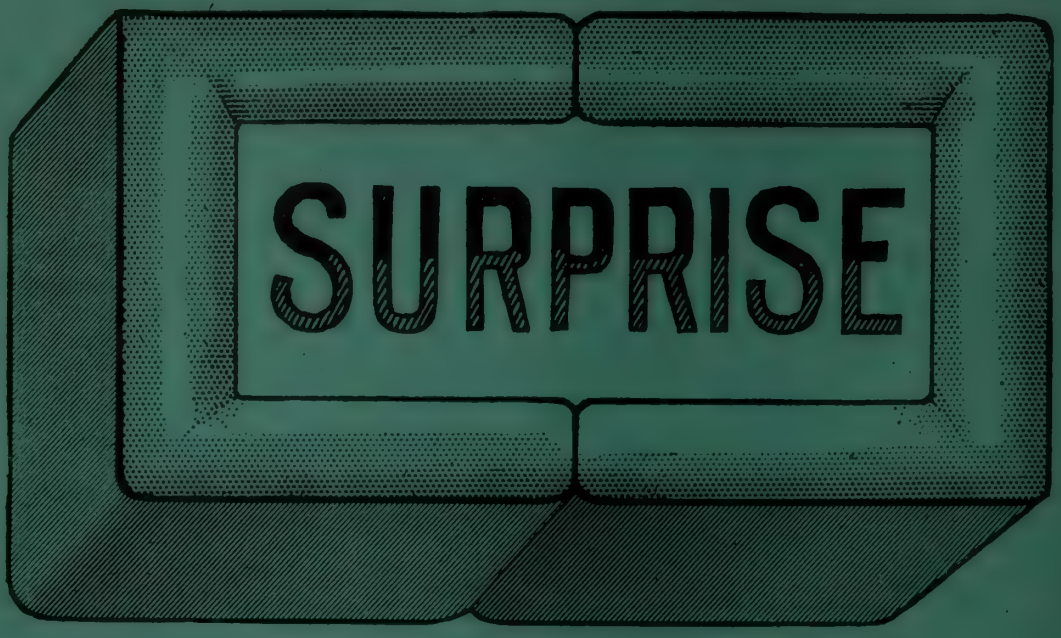
For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. **Works, Cardinal, Ont.** **164 St James St., Montreal**

A Cake of "SURPRISE" Soap



A Soap Your Trade Requires

Every Month, Every Week, Every Day

A Cake of "SURPRISE" Soap (Wrapped)



The Red and Yellow Wrapper Soap

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

Sell the Best | **It Pays**



Is pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with "Calice" Soap. Antiseptic, sanitary, clean. Not a "tallow soap"—no decaying animal matter in it.

Pure Oil



Don't substitute

You can substitute some other brand of Macaroni for Codou's, but when you do it you are not "fair to yourself"—***you cheat yourself out of a woman's confidence.***

There ***is*** no Macaroni quite as good as Codou's—quite as white, tender and delicate. "Be fair to yourself" next time when a woman asks for Codou's, and if you don't happen to have it on hand it will pay you better to get it than to try to convince a woman that something else is just as good, because "She'll find you out."

Codou's Macaroni

Be Fair To Yourself!

A. P. TIPPET & CO., SOLE AGENTS

8 Place Royale,
MONTREAL

84 Victoria St.,
TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

George G. Hunt

Broker and Commission Merchant

St. John's, - Newfoundland

Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices.

CORRESPONDENCE SOLICITED.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Car assorted grades Salmon to arrive.

Can give best quotations.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont., DETROIT, Mich.

Arrived in store one car

NEW ORLEANS MOLASSES

HALF BARRELS PRICES RIGHT

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Quebec

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.

Promptness and Satisfaction guaranteed.

Business Solicited.

J. F. EBY, Pres. HUGH BLAIN, Vice-Pres.

MAPLE SYRUP

Here's your opportunity to "get in."

We are quoting "SPECIAL PRICES" on:

"ANCHOR" brand

for immediate shipment, also for shipment of NEW SYRUP as soon as ready.

Wine Pint, Quart, Half Gallon and Gallon Tins.

Wine Quart Bottles.

IMPERIAL MEASURE, 5 Gallon Tins.

"PANCAKE" brand

Wine pint tins, to retail at - 10c.
" quart bottles " " - 20c.

IN

PURE MAPLE SYRUP

We quote special prices on

"SMALL'S SELECTED"

AND

"PRIDE OF CANADA"

IN ALL SIZES

IT WILL PAY YOU TO BOOK YOUR ORDERS NOW

EBY-BLAIN, LIMITED

WHOLESALE GROCERS TORONTO



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books,

BEGIN THE NEW YEAR RIGHT

Do you want to make more money this year than you did last year?
Do you want to save more money this year than last?
Do you want to take life easier than ever before?
If so—Install a KEITH FIRE-PROOF SYSTEM.
It will make money for you, because,

1. It will please your customers and increase your trade.
2. It will keep your collections up and your bad accounts down.



Cut of 100 book size, showing hood locked to cabinet, when not in use.

It will save money for you because,

1. It will do away with forgotten charges.
2. It will cut out concessions to customers over disputed accounts, as the accounts are always correct and posted up-to-the-minute.

It will enable you to take life easier, because,

1. Your mind will be at ease in the knowledge that your profits are not leaking away.
2. You will have leisure time to spend more pleasantly and profitably than in the bugbear of keeping books.

Now is the time to buy. The price is right. Ask for Catalog G.

The Simple Account Salesbook Company

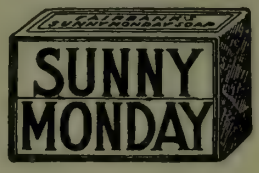
Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street .:. ... .:. .:. .:. .:. FREMONT, OHIO

and Hartford, Conn., U.S.A.

SUNNY MONDAY
LAUNDRY SOAP

"Contains No Resin"

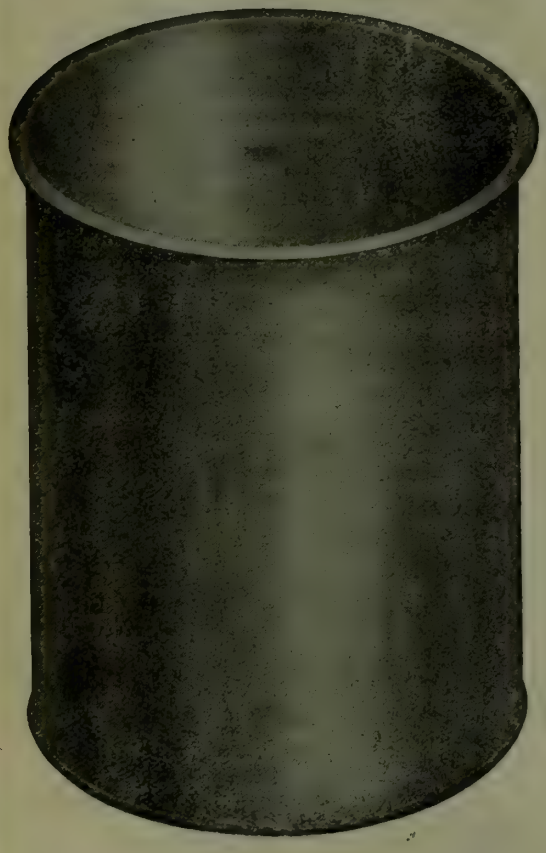


You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

Note the Green Label

on the top of every can of SIMCOE BAKED BEANS. It furnishes you with a selling point that is stronger than any other could be.

It is our guarantee that

"Simcoe" Baked Beans

are not only supremely good in quality but that the Simcoe Brand cans contain more beans than the 3's flat sold at higher prices.



It is a case of high quality plus greater quantity for the same money.

We can supply "Red Cross" Brand in place of "Simcoe" wherever desired.

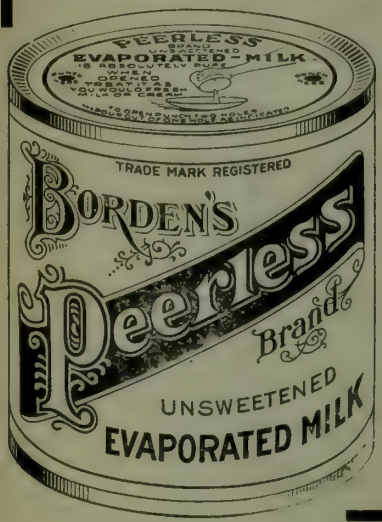
Dominion Canners Limited

Hamilton **Canada**

Quality, Purity and Cleanliness



Just how heavily these count is attested by the fact that the best merchants always give the preference to Borden's Brands, and by the further fact that the great majority of consumers will consider no others.



Leaders of quality for over 50 years.

The Original

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

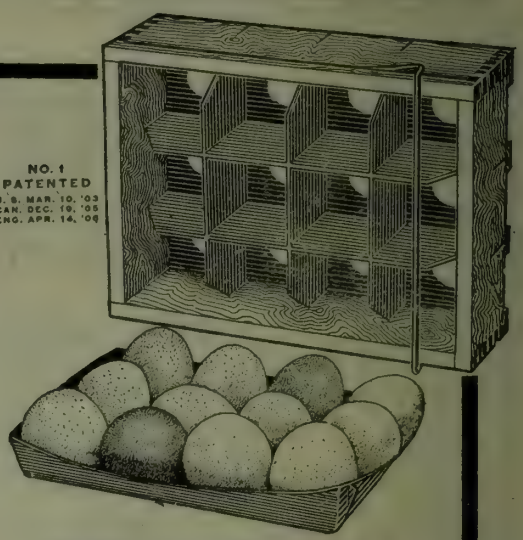
Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Nelson and Calgary.

Conceded the Best Egg Carrier

by the army of dealers who handle and use

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

The Star Egg Carrier itself, made of tough white wood, strongly built, will last a lifetime, and is especially designed to protect eggs during vehicle delivery.

Star Egg Carriers and Trays also prevent miscounts, save time and satisfy customers.

If you want to make money on eggs, write for our booklet, "No Broken Eggs," and ask your jobber—he knows.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Money Talks. Listen !

It will *pay you* best to sell

COMFORT SOAP
"It's All Right"

BECAUSE it gives you the greatest actual profit (figure it out for yourself.)

BECAUSE it sells easiest (largest sale in Canada), ensuring less selling expense and a quicker return of your money.

BECAUSE it is a perfect Laundry Soap, giving the greatest satisfaction to your customers (most people use it.)

BECAUSE it is a larger bar than other good Laundry Soaps, giving the biggest value to your customers.

Why not push the Soap that serves best the interests of yourself and your customers?

COMFORT SOAP
"It's All Right"

TORONTO CANADA

PERRIN'S



LEMON NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.





Time and time again it has been proved that housewives will gladly pay the extra price for

PURITY FLOUR

when grocers explain to them that PURITY has more than enough extra quality to merit the difference in price. We know of cases where women have gone miles out of their road to get PURITY flour because their nearest dealer was afraid his trade wouldn't buy as high-class a flour as PURITY. Are you making the same mistake?









Western Canada Flour Mills Co.

Limited

Toronto Montreal Winnipeg
St. John, N.B. Goderich Brandon

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

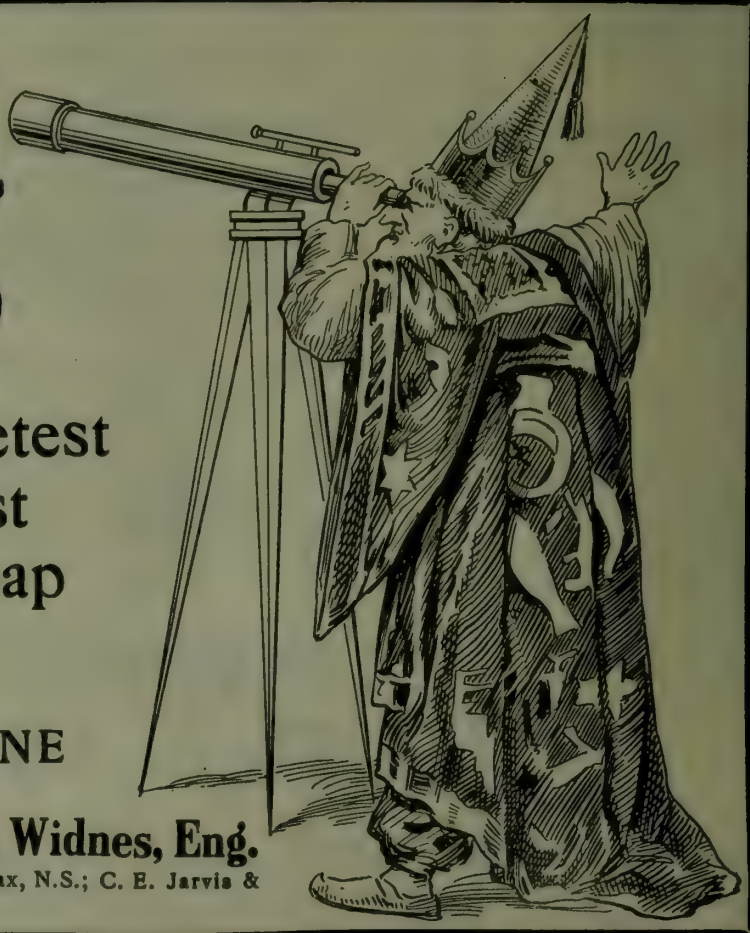
DO IT NOW!

Head Office:
Cor.
Church & Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED

Branch:
256 St. Paul Street
MONTREAL

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



The most up-to-date Fruit Preserving Plant in Canada, costing upwards of $75,000.00 when completed.

WAGSTAFFE'S Pure Jams, Jellies, Marmalade, Sealed Fruits, Mince Meat, etc., are prepared in COPPER Kettles, Boiled in SILVER Pans, and Packed in GOLD Lined Pails.

WAGSTAFFE LIMITED

Pure Fruit Preservers **HAMILTON**

"TRIAN"
BRAND

STANDARD
OF
QUALITY

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

NEW ONTARIO

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

The CAMERON-HEAP CO., Limited

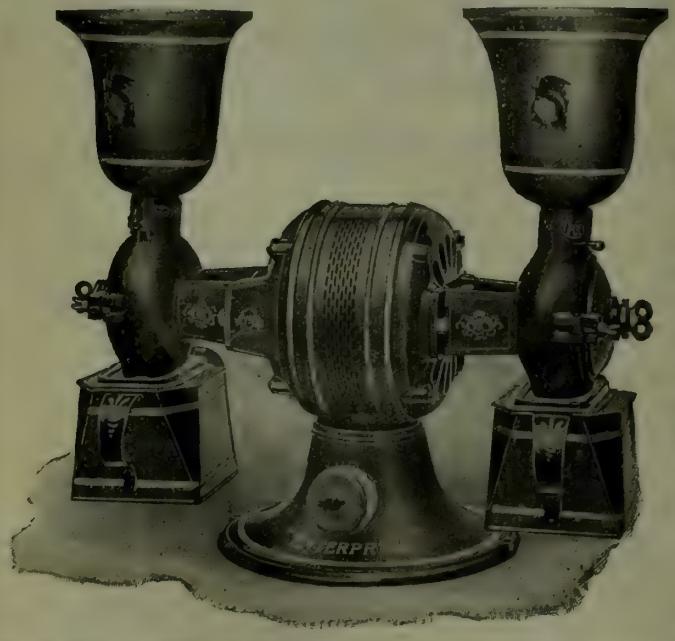
FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U. S. A.
21 Murray Street, New York 544 Van Ness Avenue, San Francisco



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

Teas, Coffees, Spices, Etc.

During the last few weeks there has been quite an advance in the prices of TEAS, COFFEES and some lines of SPICES.

We bought these lines FREELY, previous to the advance, and you will find our quotations interesting.

	Per Pound.
China Black Teas, good style and cup quality (Splendid Teas for blending purposes)	at 11½, 12½, 14c.
China GREEN Teas, extra values	at 12½, 14. 16½, 18c.
Ceylon BLACK Teas, ½ chests and chests	at 16½, 17½, 18½ to 20c.
Ceylon GREEN Teas, ½ chests and chests	at 16½, 17½, 18½ to 20c.
HIGH GRADE Ceylon BLACK and GREEN Teas, ½ chests and chests	at 25, 28 to 30c.
JAPAN TEAS, good style and cup quality	at 17½, 18½ to 20c.
ROASTED RIO COFFEES, No. 1 quality	at 17½c. per pound.
PURE Cr. Tartar, in kegs	at 21c " "

Robert Simpson & Co., Importers Teas, Coffees, Spices, Etc., and Wholesale Grocery Specialists.

Cor. Gore and Hughson Sts., - Hamilton, Ontario

PHONES No. 3541 and 3444.

SOAP SENSE

is a sense that comes to every grocer after a while, and which tells him his best interests are served by selling an honest soap—a soap of absolute purity, retailing at a moderate price. Such a soap is

ASEPTO
SOAP POWDER

"The enemy of dirt."

It is invaluable for every purpose in the house, and will be found more economical than any other soap. It is a sure seller and makes repeat orders a certainty.

Order from your jobber.

ASEPTO MFG. CO.

ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal.

SELL GINGERBREAD BRAND MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand,"

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co.,
LIMITED

HALIFAX, NOVA SCOTIA

KNORR

The Household Word for Dainty Cooking

Knorr's SOUP SQUARES—One square yielding 3 or 4 large plates of delicious, tasty Soup, equal to home-made. Prepared in a few minutes. 30 varieties.

Knorr's CONSOMME IN CUBES - One cube sufficient to make at a moment's notice, a cup of excellent Bouillon. Very refreshing and invigorating.

Knorr's MACARONI—Manufactured after a patented automatic process and dried by a continuous current of fresh air. 1 lb. and ½ lb. packages.

Knorr's VERMICELLI—Prepared from the best Wheat Semolina with fresh eggs only. The best that can be made.

Knorr's JULIENNE— Dried Mixed Vegetables. Made from selected prime vegetables and herbs. Excellent for making Soups and Stews. Keep good and fresh for almost any length of time. As good as fresh vegetables.

Large Profits to the Trade.

AGENTS:—The MacLaren Imperial Cheese Co., Ltd., Toronto, Ontario
The Macdonald-Marpole Co., Ltd., Vancouver, B.C.



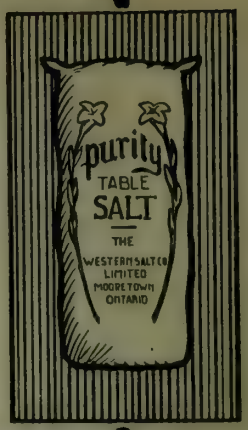
"THE SALT THAT SATISFIES"

That is the great advantage of handling

PURITY SALT

It never fails to satisfy your customers. It is PURE; being composed of fine, dry, even salt crystals only. Ask your jobber for "Purity" Salt.

The Western Salt Co., Limited Mooretown Ontario



The washday wonder worker

For economy in use and effective cleansing properties no soap is so good as

Wonderful Soap

and in addition to its sterling qualities, it is very attractively packed and made up and commands a rapid and profitable sale.

Write for details of our dealer-helper selling plan.

THE GUELPH SOAP CO.

GUELPH - ONTARIO

Toronto Agents MacGreegor Specialty Co.

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family trade by featuring

"KING OSCAR"
NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



"King Oscar" Brand are primest Autumn-caught fish, canned in our modern sanitary factory and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)

HAMILTON :: :: ONTARIO

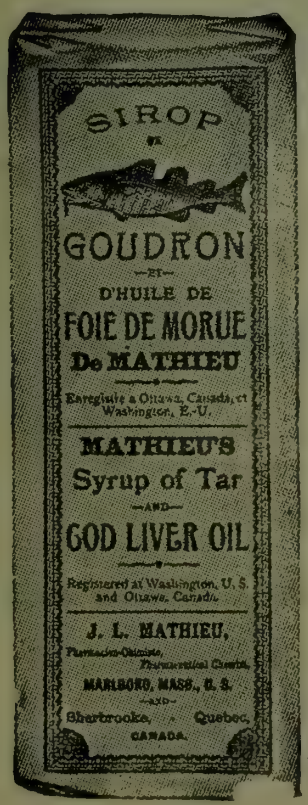
To Retailers

You can double your sales if you stock our brands. Cabinet Maple is the best value on the market. Made from pure maple and cane sugar. You can guarantee every tin to your customers. Get in line, big syrup sales this season. Save freight.

CABINET BRAND MAPLE SYRUP

Quart Bottles - -	12 to a case,	$2.35
Pint Tin, Wine Measure	24	"	2.50
¼ Gallon Tin - -	24	"	4.70
½ " - -	12	"	4.70
1 " - -	6	"	4.40
2½ " Imperial Measure	2	"	4.00
5 " - -	1	"	3.90

Imperial Syrup Co.
MONTREAL



MATHIEU'S SYRUP
of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada-

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



INVALID OXVIL



THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to

THE HARRY HORNE CO, 309-311 King St. W., TORONTO



We know of no trade-mark that covers a product that is nearer perfection, or that is more universally used in Canada, than the

WINDSOR SALT

trade-mark, shown on this bag.

Windsor Salt is the only satisfactory salt for a good grocer to sell.

CANADIAN SALT CO.,
LIMITED
Windsor - - Ontario

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

The makers of OXO have always done *big things*

They originated Concentrated Beef Foods in 1865.

They *OWN* the largest cattle farms in the world in this industry.

They created and perfected OXO CUBES —the greatest achievement known to the science of concentrated foods.

They are advertising OXO and OXO CUBES heavily in Canada.

Get your share of THE TRADE

SOLE AGENTS:

CORNEILLE DAVID & CO.

35 Lombard Street : TORONTO
52 Nicholas Street : OTTAWA
334 Clarence Street : LONDON, ONT.
41 Common Street : : MONTREAL



OXO





Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend

Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins. ***Shows a good profit for the merchant.***

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto. H. HUBBARD, 27 Common St., Montreal

BRAND & CO., *Purveyors to H. M. THE KING* ***London, England***

Tartan BRAND

TEAS

Our stock is full, anticipating our annual sale.
All lines away below to-day's market.

Our travellers have rare bargains. We will mail samples on application.

Be wise and take advantage of this special sale

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

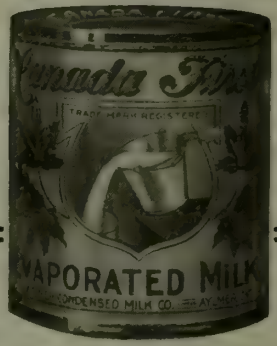
TELFER BROS., Limited
COLLINGWOOD, ONT.
Toronto Winnipeg Hamilton Fort William

COLES MANUFACTURING CO.
1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

"CANADA FIRST"



EVAPORATED MILK

The most perfect substitute for Fresh Cow's Milk it is possible to obtain. The purity and quality of every can of "Canada First" Milk are absolutely and unreservedly guaranteed. Order from your jobber.

THE AYLMER CONDENSED MILK CO., LTD. AYLMER, ONT. Head Offices, Hamilton, Ont.

IN SUGARS

the name may mean much or little, but if you insist on getting

ST. LAWRENCE

that brand will give to you the highest quality obtainable in

GRANULATED

or

GOLDEN YELLOWS

Packed in 100 lb. bags and brls. (Granulated also put up in 20 lb. Cotton Bags.)

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL

KEYSTONE BRAND REGISTERED

Brushes

for Spring Trade

We make a specialty of WHITEWASH, KALSOMINE, SCRUB, SHOE, STOVE, HORSE BRUSHES and STABLE BROOMS, and our values in this class of goods are unequalled.

By placing your order early it will receive better attention than if you wait until the spring rush, and you will be sure to have the goods in time.

Write for prices now

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS PURE AND OF EXQUISITE FLAVOR.

The Canadian Cocoanut Co'y



Sole Makers, Montreal, Quebec

KOKOBUT

Unrivalled for Frying, Cookery and Pastry.
THE NEW HOME ECONOMIZER
12 ozs. KOKOBUT = 16 ozs. other cooking materials.

THE HOUSEWIFE
ASKS FOR IT AND WANTS NOTHING ELSE.
NOW IS THE TIME TO STRIKE.
You can double your profits by stocking this easy seller.
Write for free sample and terms

SOLE MANUFACTURERS **COCOA-NUT BUTTERS LIMITED**
206 Papineau Avenue - - Montreal



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., Hamilton, Ont.

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



HOLBROOKS

ENGLISH
Specialties

Holbrooks Worcestershire Sauce
Holbrooks Punch Sauce
Holbrooks Pure Malt Vinegar
Holbrooks Pure Olive Oil
Holbrooks Pure Pickles
Holbrooks Custard Powder
Holbrooks Egg Powder
Holbrooks Capers
Holbrooks Bengal Club Sweet Mango Chutney
Holbrooks Essence Anchovies and Swan Brand Pickles.

Canadian Offices:

40 Scott St., TORONTO, ONT.
Manager: H. GILBERT NOBBS.

Agents hold stocks everywhere.

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON
"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

A. O. LANDRY

STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsyke Clover Seeds.

CAMMEMBERT CHEESE

Le Gaulois Brand
$3.00 a dozen, or $2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

WARMINTON'S

Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

—CLUB—
MILK PUDDING

is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well

S. H. EWING & SONS

Montreal and Toronto



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

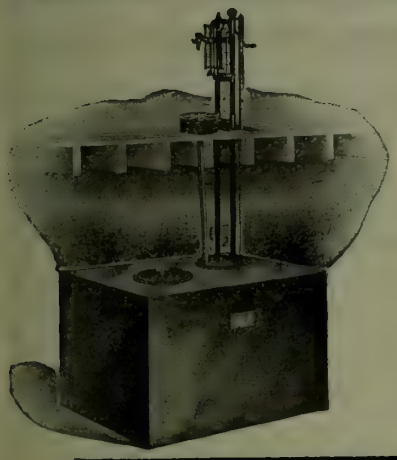
Satisfied Customers are the Result of Selling

"MELAGAMA" TEA and COFFEE

And satisfied customers add others to the list and increase your business. Keep your shelves well filled with "Melagama," the Tea and Coffee that sell themselves. They show you good profits.

BULK TEAS AND COFFEES. Ask for our samples and prices. We know that we can interest you.

MINTO BROS. :: :: Toronto and Buffalo



Economy Gets Close To Our Gizzards

Thousands of Retail Merchants

after a thorough investigation, have concluded they "Couldn't Afford To Be Without" a

BOWSER

Self-Measuring Oil Storage System

It adds Cleanliness by eliminating oily odors and contaminations; it increases Convenience by discharging gallons, half-gallons and quarts without using measures or funnels; it decreases labor and saves lots of time; it adds safety to your entire store, and increases the neatness of its appearance.

A Bowser System will save you enough in a short time to pay its original cost, and then you have its Service and Profit for a life-time free.

Just drop everything and write a card now asking for Booklet No. 5.

S. F. Bowser & Co., Limited

66-68 Fraser Ave., Toronto

Do You Lose Money?

through forgotten charges, disputes, errors poor collections, or in any of the many ways so common to credit business? If you do, you should try the ONE WAY to avoid them The way that thousands of progressive merchants are using every day.

Allison Coupon Books

point the way to safety. They guard against loss, they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.

JUST THE SAME!

Under the trade name of

DOMELINE

you can obtain the same high quality of stove polish as is contained in

JAMES DOME BLACK LEAD

Domeline is in paste form and makes a good seller as a 5c. Package. Of good quality, gives good results, pays good profits.

W. G. A. LAMBE & CO., Canadian Agents

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO., Ltd., London, Winnipeg

DROMEDARY



GOLDEN DATES

"***Dromedary***" is the only brand of dates that means anything to consumers, because it's the only one that has been advertised into consumer's knowledge

The largest and best magazines all carry our advertisement and everybody who has read it is a prospective customer.

Dromedary Dates are wrapped in oiled paper and packed in cartons. They are not the usual dates at all, but are selected, and absolutely clean. Moreover, they will keep moist indefinitely, which is of tremendous importance.

Many a woman doesn't buy dates because as usually sold they are a gummy, dirty and unsavory proposition. You can get this trade the minute you show a ***Dromedary*** carton

All Jobbers sell these.

We also pack ***Royal Excelsior*** and ***Anchor*** brand package Dates.

The HILLS BROTHERS COMPANY
Beach and Washington Streets, :: :: New York

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "**Redpath**" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited
Montreal, Can.

Established in 1854 by John Redpath

Sauces that Sell!

Sterling BRAND

"S.B." SAUCE
CHILI SAUCE and CANADIAN RELISH

For delicacy and piquancy of flavor

"STERLING"

S.B. Sauce,
Chili Sauce and Canadian Relish
stand unrivalled.

You can recommend them confidently to your better-class customers, and be assured of a handsome profit.

GET OUR PRICES. AND WRITE TO-DAY.

The T. A. Lytle Co., Ltd., STERLING ROAD, TORONTO

Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited

Manufacturers and Shippers

SARNIA, ONT.

Afternoon Tea Biscuits



Dainty Biscuits Daintily Packed

A post card brings our Album

PEEK, FREAN

& CO., LTD.

LONDON ENGLAND

THE WORTH OF

WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.

GLASGOW, SCOTLAND

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited. **All Codes Used.**

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for Minute Tapioca



Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building,
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN ***TOWNSVILLE, NORTH QUEENSLAND***

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

The Real Thing at Last!

FUSSELL'S PURE RICH THICK CREAM

(GOLDEN BUTTERFLY BRAND)

Samples and particulars of:—

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.
C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.
W. H. Escott, 141 Bannatyne Ave. Winnipeg, for Manitoba, Saskatchewan and East Alberta.
The Harry Horne Co., 309 King St. West, Toronto for Ontario.
J. W. Gorham, 251 Hollis St., Halifax, for Nova Scotia.
W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD.
4 Monument Street, . LONDON, Eng.



is NOT a Makeshift nor a Substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure Contains no Preservative. Keeps good anywhere.

Mason's No. 1 Sauce

Good with Fish, Flesh or Fowl

The purity of the ingredients of Mason's No. 1 Sauce and the skill and care given to its mixing have produced a Sauce that never fails to please the palates of particular people.

"No. 1" Sauce should have a prominent place on your shelves! It is a real satisfaction-giver and leaves a good profit to the retailer.

Send for samples and details.

Masons Limited
25 Melinda St.
Toronto

OF GUARANTEED QUALITY!

The failure of the Spanish Olive crop this season has caused a scarcity of really good fruit, and the wise grocer will protect his interests by selling

Crest Brand Olives



They are bottled solely from choice selected fruit, and all inferior grades are rigidly excluded.

Write us direct if your jobber can't supply you.

Canada Spice and Grocery Co., Limited

CREST BRAND TRADE MARK REGISTERED

London, Ont.

"Banner" and "Princess" Condensed Milk

THE LEADERS

Here are two lines of milk that are remarkable for their quality and purity. Only the richest country milk and pure cane sugar are used in their preparation, and the milk is handled and canned in a factory that is a model of cleanliness.

They never fail to satisfy.

Write for prices.

When you are in the market for Unsweetened Milk, buy

ST. GEORGE EVAPORATED MILK

John Malcolm & Son

ST. GEORGE :: :: ONTARIO

When you sell a customer unknown brands of coffee you have to make the whole sale.

Chase & Sanborn's
COFFEES

are half sold when you put them on your shelves.

CHASE & SANBORN
MONTREAL

WOMEN WANT IT

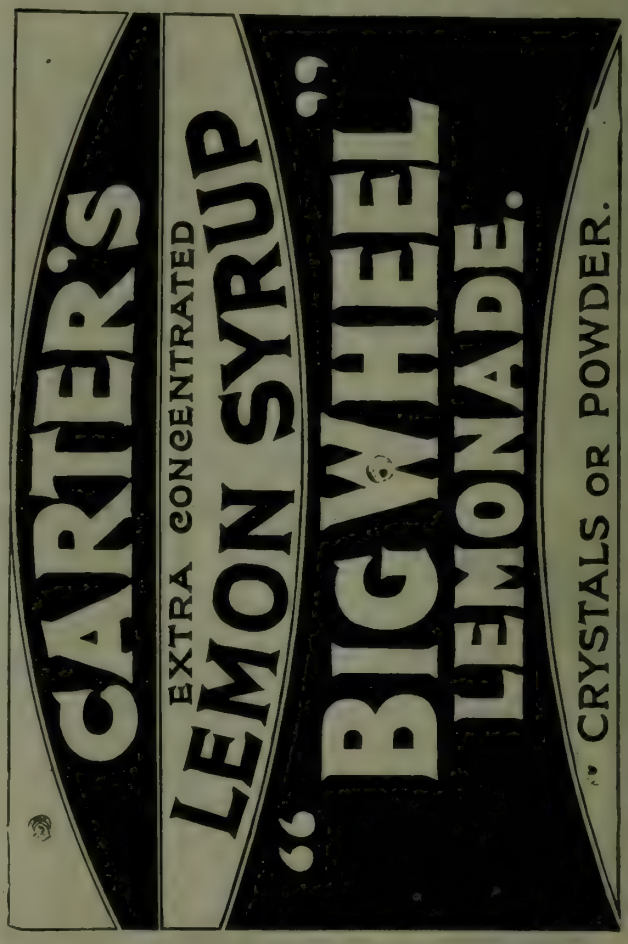
Women want Snowflake Powdered Ammonia, and will accept no substitute, simply because it is the only 5-cent package of powdered ammonia on the market; and because in cleaning efficiency it is positively unequalled.

LAWRASON'S
SNOWFLAKE
POWDERED AMMONIA

in the giant 5-cent package is here to stay. It has obtained the housewife's approval so emphatically that grocers are selling ten packages of Snowflake to every one package of any other cleaning compound.

A word to the wise---quit pushing the dead ones and hook up to Snowflake.

S. F. Lawrason & Co.
London, Ontario



Merchants and Clerks in Every Province of Canada Interested in Competition



UP to the present THE CANADIAN GROCER has received many inquiries from all over Canada for information respecting the competition on *Constructive Salesmanship.*

Have you written for the particulars?

The purpose of this competition is to aid dealers and their clerks in realizing the possibilities at their command to do the following:

- ¶ *To create demand for new goods.*
- ¶ *To raise the standard of quality of staple goods to customers.*
- ¶ *To attract new trade by modern methods, service, etc.*
- ¶ *To hold customers when once they are secured.*

To the winners of the competition *nine* medals will be given. It is easily seen that dealers or clerks having the best methods for creating demand for new lines, for educating the consumer to purchase better goods, for increasing the number of customers and for holding patrons of the store, will be rewarded by a better knowledge of the details of the business in which they are interested.

The competition is divided into three classes: Class A includes dealers in centres up to 2,500 population; Class B, from 2,500 up to 20,000, and Class C, above 20,000 population.

To the three winners of each class a gold, a silver and a bronze medal will be given by THE CANADIAN GROCER.

The competition closes on May 1st, 1911.

Write for further particulars early to

The Editor

The Canadian Grocer

143-149 University Ave.

Toronto

Before Stock Taking

In order to continue to reduce our stock from now until the 1st of February, date of our inventory, we offer to Grocers and General Merchants

SURPRISING REDUCTIONS

on the following lines of goods:

1425	Cases of Imported **Canned Goods**, of the **"Soleil"** Brand, comprising French Peas, Beans, Flageolets, Asparagus, Artichoke Bottoms, Medleys of Vegetables, as well as on the famous Soups of this same Brand.
325	Cases of **Mushrooms** from the firm of A. and L. Lehucher, Lecourt's brand, of Paris, France.
940	Cases assorted **Sardines** in quarter and half tins.
780	Cases Castile Soaps, Superior Brands, pure products, "Soleil" and "Lune" brands. The regular low prices will prevail until the end of the month in spite of the large advance in the price of soaps.
1050	Cases of Vichy Water of the following brands: St. Nicholas, "Neptune," "La Capitale," "Sanitas," "La Savoureuse," and "St. Nicholas" Lemonades.
300	Cases English Ginger Ale, Imported from Belfast, Ireland, **"Trayder's Brand."**
100	Cases of **Sun Ray Mineral** Water, a pure and crystal like spring water.
325	Cases of **French Liqueurs** of superior quality and purity from the firm of P. Garnier.
650	Cases of **Champagne** comprising the following brands PIPER-HEIDSIECK Cardinal, Duc d'Origny, Duc de la Grange; Brut—Extra dry—and Dry. In cases or baskets containing one dozen or one half dozen; quarts, pints or splits.
325	Cases of **Rhine Wines**, all qualities controlled by the firm of Frederick Krote, of Coblenz.
450	Cases Burgundy Wines from the celebrated cellars of Morin Pere et Fils. Large assortment of **Clarets and Sauternes** Wines from Vigneau et Cambours and other brands. **Sherry Wines** of Diez Hermanos, Jerez de la Frontera, Spain. **Port Wines** of the Real Companhia Vinicola. All these wines are put up in cases or casks.
325	Cases **Bacchus Tonic Wine** from the firm A. Sarrazin et Javilliers, of Dijon, France.
500	Cases **Natural Tonic Wine**, from the firm Bartissol, of Banyuls-Sur-Mer.
1000	Cases of **"Gold Finch" Gin**, of Herman Jansen, each bottle bearing a certificate of purity issued by the City of Schiedam, Holland.

Do not delay and take advantage of the extraordinary reduction of prices which we offer until the 1st of February next, on all the above merchandise. Great reductions also on many other lines of goods.

Write or phone or wire to

LAPORTE, MARTIN & CO., Limited

Wholesale Groceries, Wines and Liquors

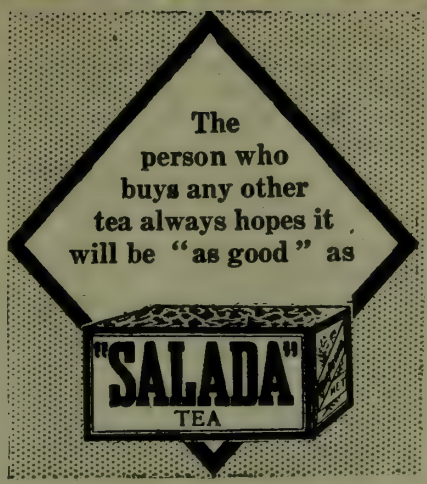
MONTREAL



is high in quality because it is grown on the mountains of Ceylon at an altitude of over 5000 feet.

Sold only in sealed lead packages.

Never in Bulk.





is blended to suit the Canadian palate. Sold only in air-tight packages. A pound of "Salada" makes 200 cups of delicious tea.



This advertising is running three times each week in the newspapers of Canada. We are putting the merits of "SALADA" Tea into the minds of over two million people three times every week. Let your customers see the "SALADA" packages on your shelves — they can't mistake them—and ten to one a sale is made. That means a steady customer at your store for "SALADA" Tea—a customer that the peddler may be serving just now.

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Experiences in Account Collecting

Some of the Troubles a Dealer Met With in Getting in Money During a "Dry" Time—He Wanted $2,000—Professional Man Who Owed $260 Did Not Like Being Dunned—Insurance Man Settled Up, But His Account Was Lost — Other Interesting Experiences.

By Henry Johnson, Jr.

Every grocer who gives credit—and who among us does not?—must occasionally run against a pretty "dry time" in the matter of funds wherewith to do regular business and discount his bills. There are limits to all capitals: and in handling his credits the grocer is an exceptional man who does not extend all the "accommodation" that this traffic will bear. It's another instance indicative of how the "accommodating" spirit will get away with us.

We all have some "good customers" to whom we extend unusual privileges in the matter of carrying their accounts. After a time these get to be many instead of few; and, if we are not circumspect in our ways, we all reach a time when we are unable to turn around for lack of funds held beyond proper time by customers whom we "hate to offend" by even making the suggestion that they should pay up their accounts. Many often say we do not trust a man beyond the thirty-day limit, and we say it honestly, really believing that we don't; but an analytical examination of our accounts, name for name, and a careful scrutiny of the time each has run not only this particular month, but during other months, will, I think, bring almost any of us to the realization that we don't live up to any proper rules in these matters.

The Cause of Many Failures.

There have been many failures which have resulted from the want of such proper handling of the working capital as would enable the owner of the business to command sufficient ready money to go around among his creditors at the time for prompt payment. Many a concern, with hundreds of thousands of money in its business, and nothing seemingly abnormal in the circumstances, has gone under for lack of three or four thousand dollars of ready money at a certain crisis, and a grocer who does business with a capital of even twenty thousand dollars must be careful of his collection or he'll get into trouble some time.

He must be careful of his collections, not only when he needs the money, but at all times, for customers will soon take advantage of any laxity on the part of the merchant in this direction. Then, when the merchant really does need funds, he can't draw on his trade at will.

Ran Against a Dry Spell.

Some time ago I struck one of those dry spells and struck it hard. I had an unusually large stock, futures and purchases in the regular way, all coming together as things often will come, and was short of ready money wherewith to discount bills. I also had more out on accounts than I had ever had up to that time. I looked, therefore, to the resource of making collections for funds. It was about the beginning of the month and I anticipated a pretty flow of "coin" my way as soon as bills should be rendered. Somehow or other—we all know how it is—the funds did not materialize. I looked over the bills as the middle of the month drew near and noted one after another from A to Z whose accounts should be paid but were not.

When I got through with one inspection and found no accounts to speak of which were not what we would consider "good", but so many unpaid, I went back over them again for a closer analysis. I found that, taking only the big ones, those amounting to $60 and over, I had upwards of two thousand dollars of past due stuff right there in the shape of bills which should be in my till in cash by that time. Two thousand dollars would have come in pretty handy right then and I continued my analysis, with some interesting experience in the effort to collect what money I really needed.

Account Went Up to $260.

First was a professional man. His account was, and still is, one of the best accounts a man could wish for from some standpoints. His family is large; they live well; they eat a lot of fine goods; they never fuss about the cost of anything. I figure that the margin on that account is bigger than on any other I have. But, at this time it had run over three months and the total was some $260. I pulled out that account feeling certain that, if asked for a substantial payment on it, I'd get it.

Well, I didn't. When I went to him saying I was a little pinched and needed money, he said he would have been in already, knowing from his monthly statement how much his account was, but he had no money and could not say just when he'd get it. "No," he said, "I have paid you a good deal of money in the past two years and expect to keep right on trading with you; but I cannot be dunned. I'll pay always whenever I can, and always want to keep paid up; but you must not come and ask for payment." That kind of reasoning I did not think quite sound; but I wanted the account more than I even wanted the money; so I took the medicine. Nor have I ever regretted it. The bill goes on today; sometimes bigger and slower, sometimes with prompt payments; but it's strictly a "good" account from all sides For pressing needs, however, at that time it was really no sort of an asset.

Lost a Doubtful Customer.

Next was an insurance man, a man doing a big business, but not so well known as the one before, and one in whom I did not have nearly the confidence. His bill was nearly the ninety-day limit and footed nearly $90. I concluded that I'd rather not have his account than to have it run beyond the thirty-day time. I went to see him and asked him how were the funds. He said pretty thin just then, but he'd pay in full first of next month.

He explained, what I was sure was the case, that many of his notes had not come in as expected and that the total thereof was something like $12,000. A little time after I saw him, promptly on the first of the month, his check came in in full payment. I got no more orders from his family and I have not yet looked him up. Fact is, I don't want any bills that are not pretty secure, and I have my doubts about him.

Had to Pay for his House.

Another bill was for $185. This I took out and found, as the man frankly told me, was past due because he had made too large a payment on his home with money which should have been paid his grocer. There was nothing to do but wait. Meantime, the bill was no resource. Eventually it was paid in full; but it continues now with the strict understanding, made in set terms, that it is to be paid first thing every month. Should there be the delay of five days, I'd be after it.

The next amount was for $135—three months running. That man said at once that I was right to go after him; promised payment and in three days gave me $100.

Always a Month Behind.

Then came another $92 account—three months. This account has a peculiar character. The man pays regularly and early in the month, but always one month in arrears. In carrying his account I have to figure that I invest about $30 as a solid investment, not to be realized upon unless he takes his trade elsewhere. I always thought it worth the investment, so have carried it for four or five years. I thought this a good opportunity to get in a little delicate "prod", so I wrote in about these terms.

"Dear Sir: Not for over two years have I sent you a second statement in one month; and nothing but the pressure of unusual obligations which

must be met in two days from now would induce me to send this one now. I trust you will understand—as I believe you will."

He telephoned me that afternoon, saying that my note had just reached him and that I'd certainly have the money. Two days after I got his check for $31.55, the amount for the first of the three months for which $92 was the total. "Bound to have it his own way, in spite of everything," I said to myself. And I concluded that he was not a man to count on in an emergency.

Two others came along—bills running thirty or forty dollars in the month. Generally they can be counted on for the first day or two in the month. When there's any variation on the one it's an oversight. The other nearly always asks permission to let the bill stand for another month and then pays up with the utmost promptness. Both are jewels—steady, reliable, responsible, prompt. They are the salt of the earth in the way of grocer's bills.

May Do Some Weeding.

I am seriously thinking that some of these days I'll weed out all of those who do not pay the same attention to my bills that they would accord to a note at the bank. I believe I shall be better off even without my pet who runs up to two or three hundred with big profits. I intend to look into this at greater length next week.

Requested Two Needles to Pay for the Big Egg

The following yarn was recently picked up by a traveler who deemed it worth while circulating to illustrate the limit to which some people will go in requesting service :

"A young grocer once started in business and in order to draw trade treated all his customers who liked a "horn" to a glass of liquor, which he also carried in stock.

"One day a customer came in and asked for a darning needle, and handed over an egg in payment. Standing round for some time he hinted to the merchant that he understood he treated his customers when they came to his store.

"Pretending to have overlooked the matter, the merchant at once made an apology and handed him a glass of whisky. Looking at it the customer remarked that he always liked an egg in his whisky and a litt.e sugar. The merchant at once supplied the sugar and broke the same egg he received for the needle and put it in the glass. It happened to be a double-yolked egg. This the customer mixed well and presumably thoroughly enjoyed it. Standing round again as if waiting for something more, he said that he did not think the deal was quite fair. The egg was a double-yolked one and he thought he was entitled to another needle.

WHEN TEA REACHES AMERICA.

Formosa and India teas reach America during August. Japans reach here during July and August. Gunpowders reach here during August and September, Oolongs during September and October, while Ceylons are forwarded during the entire year, production there being continupus the year around.

As the new teas arrive, the chops that are left over from previous shipment would naturally under normal conditions react in price. The first arrivals of new teas should bring full values, but later on prices might react slightly as demand lessens. This year, however, there is every indication of higher prices, for the reason that many low-grade teas have been rejected and shippers are hesitating, therefore, to send forward shipments concerning which there might be question.



A Bright Looking Store Interior.

This is an interior view of one section of R. L. Waugh's grocery store in Winnipeg. A close scrutiny of the photograph shows among the store fixtures and appliances a cash register, receptacles for spices, coffees, nuts, etc., meat slicer, coffer grinder, refrigerator, attractive rest-chairs, a cabinet and counter especially for meats and provisions and neat looking light fixtures.

A Merchant's Creditors Well Protected

New Law in Quebec Province Says That a Purchase of a Stock-in-Trade in Bulk Where The Seller has Creditors, Becomes Annulled Unless Purchaser Has Secured Affidavit—Not Necessary Now for Creditor to Prove "Intent to Defraud" on Part of Purchaser of Stock.

Montreal, Jan. 19.—A new law has just come into effect in Quebec province respecting the disposal by a merchant of a stock-in-trade until his liabilities to his creditors for the unpaid portion of his stock had been satisfactorily taken care of. It is known as "The New Quebec Bulk Sales Act."

It was introduced into the Quebec legislature by men who claimed there were too many traders with dishonest purposes in view. These traders sometimes dispose of their stock in bulk to intending and apparent bona fide purchasers before the former's liabilities have been satisfactorily settled.

By a "bulk sale" is meant any sale or transfer of a stock in trade or of merchandise, including transfers of license, certificates for the sale of intoxicating liquor, made, directly or indirectly, outside the ordinary course of the seller's business, whether the sale or transfer comprises the whole or nearly the whole of such stock in trade or merchandise or whether it relates only to an interest in the affairs or business of the seller.

Buyer Must Get Affidavit.

The New Bulk Sales Act says that any person who, directly or indirectly, buys in bulk a stock in trade or merchandise, shall, before paying the purchase price in cash or on time, obtain from the seller or his agent, an affidavit containing the names and addresses of the persons who have sold him the stock and who have not been paid, and the amounts due or to become due to each of such persons as the price or part of the price.

The affidavit mentioned in this article shall, so far as possible, be in the form of the schedule annexed to this chapter, and the seller, or, if the seller is a company or a partnership, the president, the secretary or the manager thereof, shall be bound to make the same.

Creditors Must be Paid.

Every sale made in contravention of the above if the buyer has not paid the price of the effects or merchandise to the bona fide creditors of the seller, mentioned in the affidavit referred to shall, as regards every such creditor, be null until such creditor is paid or settled with.

The sale, shall nevertheless be valid if the buyer, after having paid his seller, pays the amount of the purchase price to the bona fide creditors of his seller; and in such case he may recover from the latter the amount so paid.

The buyer, after having received the affidavit shall pay to the creditors mentioned in it, out of the purchase price, rateably and in accordance with the contracts between them and the seller, the money which is due them.

The foregoing does not apply:

(a) To sellers whose creditors have renounced the right to take advantage thereof;

(b) To the executors, administrators, liquidators, curators for the benefit of creditors, or other public officers acting under the authority of the courts.

But it shall apply to persons who are commonly known to buy and sell effects which are usually dealt with in commercial transactions, to commission merchants and in manufacturers.

Seller's Affidavit.

The following is a copy of the affidavit which must be given by the seller:

I,——— of———, in the Province of Quebec, seller (or agent of the seller), being duly sworn depose and say:

That I have sold (or agreed to sell, or in the case of a company or a partnership that the —— company or the firm of—— has sold or agreed to sell my (or its) stock in trade or merchandise situate at ——— for the sum of $——;

That the following names and addresses, are the names and addresses of all my creditors (or of all the creditors of the company or firm) who have supplied me (or it) with the effects or merchandise or any part thereof which I have sold or agreed to sell (or which the company or firm has sold or agreed to sell) and that the amounts opposite their names are the amounts which are due to them or which are still to become due.

Names and surnames	Addresses.	Amounts due	Amounts to become due

That I have not (or that the company or firm has not) any other creditors than those hereinbefore mentioned, so far as the said effects or merchandise or any part thereof, are concerned.

Sworn before me)
at , this day)
of , 19 .)

Creditors Well Protected.

It will be observed from the foregoing synopsis of the act that it does away with the necessity of having to prove intent to defraud on the part of a purchaser as has been necessary in the past when a defrauded creditor wished to have a sale of stock-in-trade in bulk annulled as any sale made under this law becomes automatically annulled in the absence of the affidavit.

Similar laws to this have been in effect in British Columbia since 1908 and in Manitoba since 1909.

How the Grocer Loses by Cutting the Prices of Eggs

Vancouver, B. C., Jan. 19.—"Co-operative Methods in Marketing Poultry Products" was the subject of an address at the convention of the B. C. Poultry Association held recently, W. H. Hayward, M.P.P., being the speaker. It was from the standpoint of the producer, and advocated a central egg station in British Columbia, with different districts. It was stated that in the winter producers sold eggs for about 50 cents a dozen, while grocers got 75 cents. It was brought out that grocers in trying to steal marches on one another cut prices and the farmer had to take what he could get.

This statement of cutting prices is not without foundation, and when this is done the grocer handles the eggs almost for nothing. At the best he gets say ten cents on the dozen at 75 cents, and sometimes not that. If he cuts the price, he makes say five cents, which gives a losing percentage.

The famous Rugby school of England, where the rugby football originated, was founded by a grocer, as were several other notable schools in that country.

A BUSINESS MAN'S AGENCY

Vancouver, B. C., Jan. 19.—W. J. C. Hunter, formerly secretary of the Vancouver Retail Grocers' Association, and later in the wholesale and commission business here, has organized a Business Man's Agency, which has its good features. The object is to protect the business man against fake advertising schemes, etc. The proposal is that a merchant pay $1 a month to belong to the agency, and a certificate of membership is given him. The agency will investigate all advertising schemes, and when a solicitor comes into the store, he may be asked if he is endorsed by the agency. Where a similar agency is in operation, in nine cases out of ten that is the last heard of it. It promises to be a saver of both time and money to the dealer.

Grocers are particularly the victims of these schemes, which in many cases are frauds, pure and simple.

A System for the Handling of Drafts

This is Necessary Because These Pieces of Paper Unnaturally Often Cause Unfriendly Relations Between Retailer and Wholesaler—A Method to Prevent Overdrafts at the Bank—Some Cases of Carelessness.

By W. J. Bryans.

There is nothing that works up unfriendly feelings between wholesalers and retailers more than the careless handling of drafts by merchants. How often has the wholesaler's temper been sorely tried by the return of his drafts without any statement of the reason for such action! It is no wonder that the wholesaler becomes riled sometimes and sends a letter to the retailer that at once stirs up unfriendly relations between the two. Not that the merchant who returns a draft in this manner is trying to keep the money from the wholesaler; but in most cases, the merchant having no system, finds that the amount of the draft does not agree with his invoices and at once returns the draft without any statement and leaves it to the wholesale man to wonder what is wrong.

A Slow Process.

A wholesaler relates one case where a draft was returned without any statement. He waited several days and getting no word from the retailer, sent a letter inquiring why the draft was returned. Several days afterwards the retailer replied saying he had returned the draft because the amount was wrong, but gave no further information.

Another letter was despatched to the retailer asking in what particular it was wrong. In due course of time a letter was received stating that the draft was ten dollars more than his invoices called for. After a great deal of time it was found that the retailer had lost one of his invoices, thus causing the difference.

In many cases, the merchant simply marks on the draft "writing" when there is a mistake, which he sometimes neglects to do until he has received an inquiry from the wholesaler.

Of course, the retailer has his side of the question also and wholesalers are often in the fault; but, there there is no doubt that many dealers, up-to-date in other methods have allowed this branch of the business to run along without any system, while by spending a short time at the work, the majority of them could devise a method which would save time in the handling of drafts, would create a better feeling between the wholesaler and retailer and would eventually save money for the merchant.

One Man's System Explained.

A merchant in a town of 2,000 population tells of the method he employs in handling his invoices and drafts:—"When invoices are received they are placed in the invoice box until the goods arrive when each portion of the invoice is thoroughly checked off to see that it is correct. The bookkeeper then goes over the invoice to see that there are no mistake in addition, etc., and if there should be any mistake in the quantity of goods or amount of invoice, the wholesaler is promptly notified. The amount is then entered in the invoice book and the terms set opposite.

"When the statement arrives, the items have only to be checked and added, and if the time on the draft is correct, it is ready to accept. If there should be any mistakes in the draft, particulars are carefully noted on the back and it is then returned.

"I used to waste a lot of time in trying to look after my drafts until I started this system," said the merchant, "but now I can fix up my drafts in a few minutes each day."

How to Prevent Overdraft.

Another merchant tells of his mode of procedure after he has accepted the draft. He first enters how he has disposed of it in the invoice book. He also has an Accepted Drafts and Bank Account" book. In the Accepted Draft section he enters the drafts with amount and date due. On the date on which they fall due he charges them up in his bank account. By this method he is able to tell exactly each day how much money he has in the bank as well as the date on which each draft falls due.

His Accepted Drafts and Bank Account book is shown below. He has accepted drafts due on Feb. 2, Feb. 4 and Feb. 7. These are noted in their proper place with amounts. Then in the bank account we find the balance brought over is $900. On Feb. 2 he deposits $200. Then the draft due on Feb. 2nd is charged up and he finds at the end of the day that he has $1,000 in the bank. When each draft is charged up, a note of the fact is made in the column for that purpose. In this manner he can tell just where he is at any day of the month.

It is just such methods as these introduced into the several branches of the retail business that saves a great deal of time and trouble.

FEBRUARY

1911

Drafts Accepted

Date Due	Company	Amt	Charge Col.
2	Fruit & Co	$100	Chg. Feb 2
4	Wholesaler & Co	$200	" Feb 4
7	Due & Co	$150	" Feb 7

Bank Account

Date	Company	Amt charged	Dep Col	Balance
1	Bal. in Bank			$900
2	Deposited		$200	$1100
2	Fruit & Co	$100		$1000
4	Wholesaler & Co	$200		$800
7	Due & Co	$150		$650

A System Whereby General Merchant Keeps Track of his Drafts and Bank Account.

Booklet Issued to Tell About the Stock

Vancouver Dealer Carries Many High Class Lines on Which Good Profits are Made—These are Named in the Pamphlet Which Was Sent Out to Customers and Prospectives—Have Special Delivery Hours.

Vancouver, B.C., Jan. 19.—A neat little device for calling the customer's attention to the holiday goods in stock, and thereby increasing the Christmas trade, was used this year by Henderson's, Pure Food Purveyors, Pender & Nicola Street.

It was in the shape of a handy, attractive booklet, betokening a quality store and quality goods, even before it is read. In dimensions it measured 6 x 4½ inches, a special ripple finish cover paper being used on the outside, and a high quality paper for the reading matter pages.

The announcement on the front cover enclosed in a dignified border, simply called attention to the fact that the book was the Xmas list for 1910; that it referred to Henderson's goods, and that the address and telephone numbers were so and so.

A brief introductory paragraph on the first page read as follows:

Dear Madam:—

The festive season is with us and we take pleasure in submitting to you this list of some of the goods we have in stock for the Xmas trade.

This is followed up by lists of goods carried, each page being enclosed in a straight rule panel.

The following represents a page from the book, reduced from 3 inches wide:

SPECIAL PASTRY ORDERS.
If you require anything special in pastry, we can make it.
TABLE RAISINS.
Finest Muscatel Raisins in Clusters, from 20 cents to 40 cents.
SPECIAL.
3-lb. boxes finest clusters, $1.00 per box.
CRYSTALIZED FRUIT.
Assorted Fruits in Wooden Boxes.
Ginger, Cherries, Pineapple.
Carlsbad Plums (small boxes).
PRESERVED FRUITS.
Figs in Small boxes
Ginger in Jars
Figs in Syrup
Macedoine of Fruits in Jelly (glass moulds)
Chinois (Mixed China Oranges) in Syrup
Young Stem Ginger in Syrup
Peaches (Sliced) in Syrup
Apricots (Sliced) in Syrup
Cherries in Marasquin
Cherries in Brandy
Morella Cherries
Del-Monte California Fruits,
Bar-Le-Duke Jelly,
Red and White Currants
Strawberries
French Plums in Glass

Ten pages in all are utilized in presenting the entire list. The eleventh contains sereval notices in which are mentioned the various times for delivery. These are 9 and 11 o'clock a.m., and 2.30 and 5 o'clock p.m., and on Saturday nights late deliveries leave at 8 o'clock.

Instructive Talks Advisable.

In most cases throughout the pamphlets the names only of the goods handled are given. In a few cases something interesting is told, and possibly had this been carried to a greater extent more interest might have been aroused. In mentioning Xmas cakes, the following little talk illustrates what is generally concedede to be good advertising: "We will have a nice assortment of cakes, plain and iced. Only the best material used in their manufacture. We know they will give you satisfaction."

Some of the Lines Carried.

A perusal of the book shows that Henderson's carry many high class and out-of-the-ordinary lines. Some of these are: Demerara and Castor sugar; blanched and ground almonds; candied carraways; wintergreen berries; all fancy lines of biscuits, including cheese flake, nursery rhymes, kindergarten, etc., plum puddings; Scotch oat cakes; all kinds of olives; French vegetables in glass; anchovies and herring in oil; sliçed salmon in oil; sardines in glass; all kinds of cheese; cream of rice, cream of barley and potato flour; grape fruit marmalade, tangerine, green fig, ginger and pineapple marmalade; meats in glass; soups in glass; mushrooms, etc.

Henderson's claim that it is on these high class goods of quality that the best profits are made, and they therefore get behind them with a good will.

Tried Cash Business but Discontinued It

St. Thomas Dealer Prefers A Credit and Cash Trade to Cash Alone—His Reasons for Doing So—Makes a Specialty in Coffee and Has Customers who Purchase Nothing Else — Expense of Doing Business and Turnover.

St. Thomas, Ont., Jan. 19.—A credit and cash business, and it carefully watched, is considered by Reeks & Co., Talbot St., St. Thomas, to be the ideal method.

"I tried the cash business for two years one time," remarked Mr. Reeks, "but for various reasons gave it up. That was about 5 years ago.

"In selling for cash only I found it necessary to sell cheaper than my competitors to get the trade and hence the profits did not amount to what they would have under the credit system. Again because customers had to pay cash they were more particular about keeping down purchases within certain limits and so I did not sell nearly as many goods.

"Another reason is that many people—in fact the best class—will not purchase goods from a cheap store. They prefer rather to pay a little more to be absolutely sure of quality and to be able to say that they are dealing at a high class store; and these are the people who buy the higher priced goods which yield good profits and who purchase the most goods also. The poorer class of customer doesn't want expensive goods and therefore by selling for cash one is not always able to gain a high reputation for superior quality."

At the present time he sells at 30 days and watches closely all customers and accounts and by doing this he loses, he claims, but a small percentage of outstanding.

A Seller of Satisfaction.

A dealer to increase his selling power, in Mr. Reeks' estimation, must sell satisfaction and he must give the proper kind of service, and, he added, "he must get his profits no matter what amount of consumer advertising is done on goods." He aims to sell quality goods which bear a fair profit and these are the goods he displays prominently, and talks up to his customers.

One of his methods of getting new customers is by specializing on coffee. He has studied coffee and the trade pretty thoroughly and by stocking brands which he knows sufficiently to recommend to his customers he has been able to work up a large trade in that line.

"I have customers who purchase nothing else but coffee from me simply because they know I understand it fairly well and can sell them coffee that they will like."

"No doubt you eventually get some of those coffee customers to deal regularly with you?" was suggested to him and his modest smile intimated that his thoughts were read.

Increase in Expense.

Mr. Reeks believes that operating expenses have gone up rather rapidly during the past 10 years. One of the chief causes of this was the advance in delivery expenses, and in the giving of better service. Horses were dearer and so were vehicles and repairs, and wages had gone up. He figured that it cost him 10 per cent. to do business in St. Thomas and he worked to obtain a 20 per cent.

A DEAF AND BLIND GROCER.

W. A. Ratcliffe, a Brantford, Ont., grocer is both deaf and blind. Nevertheless that does not hinder him from daily attending to his business with which he is fully acquainted and for which he does all the buying. In purchasing teas, coffee, etc., he follows the sense of smell and in other goods he goes by the touch.

He has two assistants one of whom communicates all statements addressed to him by holding his hand and talking to him on his fingers. He has been in the grocery business for 16 years.

Thinks Profits on Staples Might be Better

A Dealer's Views on the Cutting of Prices and the Three-for-a-Quarter System—He Maintains That Unity Will Cure Many of the Ills of the Trade.

By A. H. Harvey.

Does the retail grocer secure sufficient profit from staples?

Here is one answer to this question as viewed by a retailer: "The great difficulty in the grocery trade arises from the fact that the heavy selling staple lines like sugar, etc. are sold without adequate profit and the retailer has to get a heavy profit on other lines to make up for it."

Grocers know that in handling many articles they are really transacting business under a slight loss rather than a profit. But they were bound down to a suicidal price dictated by some cutter and blindly or possibly necessarily followed by the rest of the trade, whereas there was an opportunity of a good profit if there had been concerted determination not to work for nothing. For this reason it may be safely said that these small profit articles have proved unsatisfactory in the store and yet, as before mentioned, the opportunity for a good profit was not wanting.

Butter and eggs present a different consideration. The retailer has more latitude in his buying and, therefore, his profit possibilities are not so narrowly confined. Similarly with apples, potatoes and other fruits and vegetables, he is in a better position to obtain a decent profit.

The Profits on Staples.

However, a retailer discussing this question declared that the profit from staples considered collectively was not as large as it ought to be and while he tried to get away and keep away from the beaten track of price-cutters, still there was a limit even to this and in many lines he did not get the profit that he might.

Hence, with staples not returning as much as was expected of them he turned to proprietary articles for a profit that would fairly balance his accounts. Here, again there was a certain amount of price-cutting. Profits were diminished by such methods as selling "three-for-a-quarter" when they should be "ten cents straight." Of course, price cutting need not be followed in every case, but there are some articles which if cut by one store practically enforces cutting by the others.

Unity is Advised.

It is not the intention to dwell on how these evils—as they are generally termed—can be removed. One thing is certain, that as long as the trade is disunited they will never be fully remedied. But the grocer whose opinions are given here pointed out that the protected selling price plan had a certain remedial influence that should appeal to the average grocer and enlist his support in an effort to enlarge the field already covered.

Of course this is only one of the trade's views, but it is significant that the method by which he formed his opinion seems to possess at least a surface logic as far as it applies to the average or smaller grocer.

Schedule of Tares to Find Net Weight

When Goods are Purchased Gross Weight This Dealer Has Time Saving Convenience To Arrive at Selling Price—Says He Can Only Sell 98 Pounds Sugar From a 100 Pound Bag—Wholesalers Now Charge Up Weight of Goods When They Leave Their Warehouses and Not Original Weight.

Winnipeg, Jan. 19.—A local dealer has a schedule of tares which he allows on all goods which are bought gross weight. In speaking on the subject he said: "All jobbers have not adopted the practice of selling net weights. When goods are bought net weight, the actual cost is manifest but in cases where goods are bought gross for net weight, I find it necessary to have some schedule whereby I can arrive at the actual cost to me. Now, for instance I find that in both granulated and yellow sugar, while I am charged for 100 lbs., I really only get 99 lbs. of sugar, as the inside and outside bags weigh about one pound.

"In beans, rice, onions and other articles, I find the same thing to occur, so in order to ascertain the actual cost, I find it necessary to have this rate of tares. Of course in weighing sugar, I allow another pound for the weighing process, as I find that on an average I can get only 98 lbs. out of a cwt. bag.

Wholesalers Have Made Change.

"Some wholesale houses used to charge the original weight of many dried fruits, with the result that on account of shrinkage, the merchant paid for more than he received but lately I believe they charge the weight when the goods leave the wholesale house. In cases where they include the weight of the container, it has to be deducted to find actual weight—as in figs I allow 3 per cent. for tare. When wholesale houses charge for net weight only, it is not necessary to deduct tares. I find that the weight of the container, the freight and the amount that has to be allowed for weighing, makes quite a difference over invoice price."

The following is the schedule of tares:—

Lima beans	½	pound	per bag
Beans in 160-pound bags	1	"	"
Beans in 100-pound bags	¼	"	"
Corn meal in 100-pound cotton bags	¼	"	"
Graham meal in 100-pound bags	¼	"	"
Rye meal in 100-pound bags	¼	"	"
Granulated Sugar in 100-pound bags	1	"	"
Yellow or brown sugar in 100-pound bags	1	"	"
Coffee (roasted) in 50-pound bags	¼	"	"
Coffee (roasted) in 100-pound bags	1	"	"
Potatoes in 2-bushel bags	1½	"	"
Onions in 2-bushel bags	1	"	"
California dried fruit in burlap bags	¼	"	"
California dried fruits in cotton bags	¼	"	"
Persian dates in boxes of 60 lbs.	8	"	per box
Fard dates in boxes of about 56 lbs.	7	"	per box
Fard dates in full cases of nine 12-lb. boxes	28	"	case
Fard dates in single 12-lb. boxes	1	"	box
Layers figs in original crates	Actual tare on crate and 12 per cent.ta		
Citron in drums	2½	lbs.	per drum
Figs in 28 lb. bags	3	per cent.	
Figs in 56 lb. bags	3	per cent.	
Sultana raisins in 28 lb. boxes	10	per cent.	
Brazil nuts	3	pounds	per bag
Filberts in bags of 220 lbs.	3	"	"
Almonds	2	"	"
Walnuts	2	"	"
Shelled almonds in bags of about 220 lbs	3	"	"
Peanuts, green	1	"	"
Peanuts, shelled	1	"	"
Lentils in bags of about 100 lbs.	¼	"	"
Tapioca	2	"	"
Sago	2	"	"
Green peas, dried	1	"	"
Split peas, 60-pound bags	¼	"	"
Imported rice in 100-pound bags	1	"	"
Imported rice in 200-pound bags	2	"	"

The Canadian Grocer

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INCIDENTS IN COLLECTING.

Have you ever been cornered for want of ready money to meet your drafts? In such cases what do you do?

If you have ever experienced such a temporary stringency, you will be intensely interested in this week's article by Henry Johnson, Jr., on the collecting of accounts. He tells some of his own experiences in a manner which will probably recall similar incidents of the business lives of every dealer.

Mr. Johnson's article should therefore be carefully read. Besides depicting actual circumstances in collecting, it suggests means of going about this work which will prove of advantage to everyone.

STANDARD WEIGHTS FOR POTATOES.

A bill has passed the committee stage in the House of Commons, Ottawa, to establish a standard for a barrel of potatoes.

The bill provides that if potatoes are sold and handled by the barrel the standard shall be 160 pounds. There is no standard barrel existing to-day. There is a standard for a bushel and in Quebec a standard for a bag, but in the Maritime Provinces potatoes are sold nearly altogether by the barrel.

In some localities there, according to the father of the bill, farmers are asked to furnish 160 pounds; in others 165 pounds and in western New Brunswick 180 pounds to the barrel. Custom practically compels the farmer to deliver 180 pounds to the merchant. The bill will come up in the House for final decision.

There are many retailers in Canada who would like to see a standard bag for potatoes. At the present time it is general to consider that a bag should hold 90 pounds and police court cases are frequent in which the municipal authorities of towns and cities prosecute farmers for selling a bag under that amount.

That a 90 pound bag is too heavy and therefore inconvenient, is also a contention that is growing. A standard bag of 75 pounds is probably the one desired by the majority of those in favor of a standard, and at its last meeting the Toronto Retail Grocers' Association decided to petition the proper authorities to urge the passing of a bill bringing this about.

The opinions of retail dealers on this question would be interesting.

ADVANCE IN BULK PICKLES.

The attention of the retail trade is called to the recent sharp advance in bulk pickles of about 1 cent per pound or 10 cents per gallon. This occurred during the week.

Every effect of this character has a cause, and in this case the advance is due to shortage of supplies. The year 1910 was a poor one in both Canada and the United States for vegetables on account of the drought about which everyone knows. This occurred during the growing season for cucumbers, onions and cauliflower with the result that the crop was much poorer last year than in 1909, which itself was an unproductive season.

Manufacturers claim they cannot get vegetables anywhere and that their stations out through the country are empty. It is from these stations that the manufacturers recuperate their stocks for manufacturing purposes from time to time. Cucumbers they say have increased in cost 100 per cent. during the past season.

Therefore on account of the small vegetable production last year and the increased demand, the prices of bulk pickles have advanced with not much probability of any decline.

CAPITALISING A HANDICAP.

Since the Inspector of Weights and Measures of Toronto has seen fit to accuse grocers of giving light weight and using false bottoms in measures, housewives will be inclined to pay more attention to the goods they purchase.

Now, therefore, is the time for honest dealers to forcibly point out to their customers the reliability of their scales. Advertise the fact in your daily newspaper from time to time; place stickers on all parcels leaving the store bearing the words, "We Give Honest Weight;" whenever an opportunity arises explain it to the store patrons and place it in the circulars.

The inspector also advised housewives to personally visit the grocery stores instead of using the telephone. This is something else that honest dealers will appreciate. They know that women will purchase much more readily in the store than over the telephone because in the store there is in addition to the dealer's personality, persausiveness and suggestions, the power of display in the windows, on the counters and on the shelves which should further attract trade.

It is easy for the honest dealer to make capital out of many supposed handicaps of this character. He should watch carefully the trend of the public mind and if he does this he can frequently make the criticisms of others turn business his way which to the majority would seem to be disadvantageous to him.

A SUGGESTION.

A suggestion which deserves careful consideration has been made to organize clubs in the large centres of Canada for members of the grocery trade alone.

A club room centrally located could be easily maintained where retailers, wholesalers and manufacturers could frequent and talk over trade conditions. Whenever a retailer or wholesaler from an outside place comes to one of these cities he would have somewhere to go where he could get luncheon, feel at home and be amongst friends whose interests were common with his own.

The suggestion was made that these clubs be established in say Halifax, St. John, Montreal, Toronto, Winnipeg, Edmonton, Calgary and Vancouver. The fee could be arranged when an idea of the number of members for each club would be obtained. This fee would only need to be a nominal one for members, say a dollar a month.

Views of the trade on this suggestion would be appreciated.

STOCK HELD TOO LONG.

General merchants throughout the country districts should look carefully to their stock and interior display.

A story is told by a traveler who recently visited a general store in Ontario where he noticed that a piece of calico on a table had actually been worn through by the friction of passing customers. It had been there for a long time and certainly was not conducive to a good opinion of the goods carried and it was representative of a back number in the general store business.

Stocks of any character should not be allowed to spoil beyond its power to attract some purchaser; when it does there results a total loss. Carelessness begets carelessness and eventually leads to failure.

MARKET GARDENERS SELLING TO CONSUMERS

Editorial in Toronto Globe Suggests that the Dealer be Eliminated in the Process of Distribution---Reasons Why the Market Gardener Does Not Find this Practical ---Trade Always Follows the Lines of Least Resistance.

In the course of an editorial on the proposal to establish more market gardens in the vicinity of Toronto; on market fees, and on the cost of living, the Globe, of that city, says:

"If the market gardeners were free to go where they please throughout the city, make their own contracts with householders, and deliver fresh vegetables and small fruits to the consumers there would be a fair prospect of accomplishing much good by not merely reducing the cost, but also improving the quality of perishable garden produce. It might be worth the householder's while to give his own attention and to direct the Aldermanic candidates' attention to the matter on the eve of municipal elections from year to year."

This illustrates how even large dailies who are supposed to know better, in their anxiety to cater to the masses make pretty statements in theory which when put into operation are not at all practical.

As a matter of fact market gardeners are free to do this very thing; they are free to make all the contracts they care to and undoubtedly every one of them in the vicinity of Toronto has tried this plan of campaign.

But how does it work out? The market gardeners find it unprofitable. They go from house to house, waste time and therefore money in dickering with every Tom, Dick and Harry; they open numerous new accounts and many of them small and lose money on accounts of dead-beats of which there is always a superabundant crop in every city. There is also the additional cost in the maintenance of vehicles, for a wagon that has traveled ten miles is five nearer collapse than if it had gone five; the market gardener too, has plenty to do at home every day in attending to his garden and cannot afford to peddle goods all day long. Should he employ assistants, he must always look forward to inferior service, and frequently count upon thefts.

The natural course then to pursue is to sell to the dealer. By doing this he is practically certain of his money; he covers less ground, does business with a few and has time to look after his garden duties. He has found by actual experience that trading direct with the dealer is the more profitable and economic method. That is the method he, of his own free will, desires to pursue.

Occasionally, of course, market gardeners will sell over the head of the dealer to the consumer, because they may in such cases obtain a little more profit. Who will say that the dealer is not then justified in saying: "Well if you sell goods to some of my customers, I refuse to buy from you; you must sell entirely through me or I cut you off?"

The Globe may depend upon it that the market gardeners have discovered the most economic method of disposing of their goods that is open to them. If selling direct from house to house were more profitable, time and labor considered, that would be the system used.

The currents of trade presenting the least resistance are those that are breasted.

Every character student knows the fickleness of human nature. No two housewives are alike in their purchasing; one of ten may desire to have the market gardener call with her vegetables while the other nine would become wrathy over such presumption and waste of time necessitated. They want to purchase at their leisure from their dealers and not at any time during the day or night from a peddler, whenever the latter sees fit to call. It would not be practical either for the housewife to purchase always from the market gardener. At certain times she must have the service of the dealer, and would The Globe or any other paper say she should not be allowed to have it?

The points are these: The consumer in some cases, in fact in most cases, wants the service and convenience of her grocer, and therefore if the dealer goes to the worry, risk and expense of supplying this he is entirely justified in his contention that he ought to have all the business so far as the gardener who supplies him is concerned; the market gardener has discovered long ago that by placing the bulk of his goods through the dealer he is following the currents of least resistance, and in accepting the dealer as his best aid in marketing his products he has no right to sell goods over that dealer's head.

Theory is all right in its place but it's the cold, hard, practical operation of it that counts.

FAVORS DAYLIGHT SAVING BILL.

Editor Canadian Grocer. — Enclosed find P.O. order for $2.

The people of Central Alberta will hail with joy the passing of the Daylight Savings Bill.

J. M. PETERKINi

Wetaskiwin, Alta.

SELLING AT LESS THAN COST.

Retailers in San Francisco are jubilant over the failure of the Universal Grocery Stores there. These stores have been advertising well-known staple articles at less than cost and have had some difficulty in procuring goods as all jobbers would not supply them. While in business they were the means of causing other dealers in the vicinities in which their three stores were located to sell goods at a loss.

Sometimes in such cases the men who fail are allowed to repurchase the stock and fixtures and sell out at even greater cuts than before, resulting in still greater injury to the dealers who carry on their business on a sound basis and who pay the wholesaler 100 cents on the dollar.

The latter class are naturally incensed at such methods because they have a tendency to undermine the legitimate foundations in the grocery trade and to cause trouble and loss to the business merchants who make or break any community.

TO MERCHANTS AND CLERKS.

The Canadian Grocer invites its readers to write this paper about any merchandising topic. Such communications are acceptable at all times, whether they consist of opinions on trade problems or whether questions are asked. Good photographs of good windows dressed by retail merchants or their clerks, and which are their own ideas, are solicited at all times, as well as good photographs of bright, well-arranged store interiors. Photographs should be such that when reproduced, they show up well the details of a window or interior display.

SOCIABLE EMPLOYES.

Over in Guelph, Ont., there is a retail grocery firm the employes of which in both summer and winter enjoy themselves at social functions. Last week they went out one evening on a hayrack sleigh ride and later held a concert and partook of refreshments at the home of one of their number. They were the employes of J. A. McCrea.

Such outings and social gatherings as these often serve to create a greater interest in the business with which the participants are connected. They make one feel that he is a part of the firm and on him is placed a great deal of the responsibility for the success of the business from year to year.

Purchasing Power of Grocers' Association

Twenty of Its Members Averaging Annually $20,000 Amounts to Huge Sum—Attention Drawn to This by President-Elect Miller to Point Out Importance of the Organization — Inspection of Weights and Standard Potato Bag Considered — The Election of the 1911 Officers—Mid-Winter Entertainment next Month.

Toronto, Jan. 17.—It was not until the officers of the Toronto Retail Grocers' Association were elected on Monday night and installation was under way, that the grocers present spoke their minds on trade questions. But before launching out into the ideas expressed, it is well to say that the association was pleased at the larger attendance of members—among whom were some who have recently cast in their lot with this organization—than usual, and it is believed that this is a good omen for 1911. This expressed opinion was substantiated by the applications of several others who will be admitted next meeting night.

The election of officers took place after the general routine business had been transacted and to make a long story short, this was the slate selected:

Past President—D. McLean.

President—W. C. Miller (acclamation).

Vice-President—R. Davies.

Treasurer—Bailey Snow (re-elected).

Secretary—C. F. Thorne.

Executive—D. Bell, D. W. Clark, J. S. Bond, R. Matthews and the above officers.

Trustees—W. F. Johnston, D. Bell, and D. W. Clark (all re-elected).

The Combined Purchasing Power.

W. C. Miller, the new president, in his inaugural address predicted a good year for the association—one that would result in the betterment of trade conditions through their efforts. He showed why the association had a strong influence in the trade from the fact that the purchasing power of the members amounted to so much.

"Just consider," he said, "That, figuring the annual average purchasing power of the members of our association at $20,000, twenty of us buy from wholesalers and manufacturers $400,000 worth of goods in a year. With such a buying power we ought to be able to have considerable to say about trade conditions many of which are disadvantageous to us."

R. Davies, the vice-president, supported Mr. Miller in his remarks about the power behind the Association. "If you take this into consideration," he said, "we will certainly be able to handle a great many of our difficulties."

Secretary Fred Thorne promised "the best I can" in 1911, and Bailey Snow, in a jocular refrain, called attention to the amount of money still left in the strong box which "he had not spent." It wasn't in the Farmers Bank, either.

D. W. Clark pointed out that the Association had been gradually deriving more good from their meetings than formerly. The membership was being rapidly increased, and there was every possibility of having a large attendance throughout the year.

"If we have a large membership," he said, "we will be able to more effectively confer with wholesalers and manufacturers. We should take up something new every night; there are questions connected with the trade which arise almost every week, and if we follow these up we will not only strengthen our Association, but derive benefit for ourselves. I read The Canadian Grocer from cover to cover every week, and there we can find many important trade questions to discuss."

It was a good sign, considered J. S. Bond to see the membership growing so rapidly. There was a great deal of work to be done, and in reading articles pertaining to the grocery trade all should take note and bring them up for discussion at the meetings. "There should be something interesting and profitable brought up here every night," he concluded. Short addresses were also made by D. Bell, R. Matthews, G. H. Gould, S. W. Hall and O. J. Honsberger along these lines, all promising their support.



W. C. MILLER,
A Yonge St. Toronto Grocer Elected President of the Toronto R.G.A. for 1911.

Inspection of Weights.

D. W. Clark called attention to the fact that the Inspector of Weights and Measures had been talking to women on shortweighting on the part of merchants. From the fact that many of the scales which are wrong favor the customer, he intimated that the grocer was not to blame in all cases. Honest dealers did their best to have their scales correct, and he thought the Inspector had little to do in giving a lecture to women on the subject. It was a business proposition with business men.

R. Matthews did not see why the merchant had to pay for the inspection when it was no fault of his that his scales were wrong.

Some of the members ventilated some rumors about a little war in charcoal prices, but the majority considered it best to allow this matter to run its course for a time.

Standard Bag for Potatoes.

D. W. Clark moved that the Association petition the proper authorities to ask the government to pass a bill establishing a standard bag for potatoes. At the present time there was no standard weight, but it was generally considered that 90 lbs. of potatoes went to a bag. This he thought was too awkward to handle, and frequently bags were used that wouldn't hold that quantity. A standard bag of say 75 pounds or 5 pecks would be a great convenience. His motion will be acted upon and other associations will be asked to co-operate.

D. McLean referred to the deputation going to Ottawa to petition against the Co-operative Bills which have been introduced into the House of Commons by three members of parliament. The objects of these bills were discussed and when the date of the deputation has been announced the matter will be further considered.

There will be something in the line of an evening's entertainment held next month, plans for which are in the hands of the executive, and a bowling tournament is also on the winter's programme.

TO MARK NET WEIGHT.

After a conference with representatives of Food Commissioners and the grocery trade, an amendment has been introduced into the United States Congress to the Pure Food Act, providing for the marking of net weight, measure or numerical count on packages. The present law provides only that when the weight or measure is marked on a package it should be accurately stated. The propsed amendment makes such marking compulsory. It is expected that the bill will be considered sometime this month.

SUGAR DOWN AGAIN.

Just at the time of going to press the announcement was made of another decline of 10 cents in sugar. This makes the third decline in 3 weeks, and places sugar below what it has been for more than two years.

The Markets—A Good January Trade

Wholesalers Report a Fair Trade This Month—Pickles Have Been Advanced in Price Again—Tea and Coffee Market Remains Firm—Dried Fruits Including Evaporated and Dried Apples Steady—Sugar Market Still Weak.

See also Provisions, Cereals and Fruit, Pages Following.

ONTARIO MARKETS

POINTERS—
Pickles—Advance.
Tea—Firm.
Evaps—½c increase.
Dried Fruits—Firm.

Toronto, Jan. 19.—Wholesalers report a favorable business so far this month comparing well with the first month in other years. Although most dealers have completed their annual stock-taking, still some are busy yet in making up last year's financial statement.

There has been no change in sugar prices in the past week, although some dealers are looking for a further decline. Total stocks and afloats of sugar together show a visible supply of 3,192,202 tons, against 2,879,223 tons last year, or an increase of 312,979 tons. A further drop in the price of sugar of 5c would put it down as low as it has ever been in 2½ years.

Bulk pickles have advanced in price again, five gallon kegs now being quoted at $2.75, an advance of about 10 cents per gallon. The advances made in pickles have been due to the scantiness of last year's cucumber crop which fell far below the production of other years. However, at this time of the year, wholesalers do not sell a large amount of bulk pickles as they cannot be shipped to country points without a great deal of risk.

Coffee prices have now reached a point that is the highest in 23 years, and lower prices are not to be expected for some time. Tea is soaring in the same manner and is quietly hardening up.

Dried fruits are firm, there being a marked scarcity in many lines, particularly prunes. Evaporated and dried apples are also steady, an advance of ½ cent per pound being noted in these lines during the week.

Sugar.—Although there has been no further change in sugar during the past week, still there is a feeling that it has not reached its lowest level yet, but as one interested person said: "It cannot be far off the bottom price now." While some report only a fair trade, others say that business is active for this time of the year. The quotation for raws in New York is 3.61, which quotation is only a resting place towards the lower quotation made for February shipment at 3.48, indicating a further decline in spot quotations for raws in the not distant future to 3.48. It is the expectation that when this decline in raws takes place that sugar here may be affected. Beet sugar still continues to waver around 9s., which is considered about the cost of production, while the same beet quotations rule for February delivery as for January.

Extra granulated, bags	4 50
" " 20 lb. bags	4 60
Imperial granulated	4 30
Beaver granulated	4 35
Yellow, bags	4 10

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls	4 90
" " 50-lb. boxes	5 10
" " 25-lb. boxes	5 30
Powdered, brls	4 70
" 50-lb. boxes	4 90
" 25-lb. boxes	5 10
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 40
" in 50-lb. "	5 50
" in 25-lb. "	5 70

Syrups and Molasses.—There is a fair January trade in both syrups and molasses, with prices unchanged, although there is a slight easiness in the primary molasses market. The sale of syrups is stimulated no doubt by the fact that apples and dried fruits are high in price.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 55
Muscovado	0 30

Dried Fruits.—Down through the whole list of dried fruits, firmness is still maintained and one opinion was given that the wholesalers would find it necessary to advance their prices in many lines soon as when their present stocks ran out, they will have to pay a big price to fill up again. Wholesalers report that business in this line is keeping up well, considering high prices. The boarding house mistress will regret to learn that prunes are among the list of soaring fruits. A report from California says: "The prune crop of California is almost a thing of the past. Prices have been rising and from now until the new crop, there will be very few prunes to buy here."

The world's supply of prunes this year has been short everywhere. In France, the crop turned out badly and whereas in other years the French exported this line to other European countries, this year they have had to buy prunes from California to supply their own home demand. Raisins are also firm, the supply in Spain now being all out of the hands of the farmer, while the crop in California is better cleaned up than a year ago. An advance in dried apples of ½ cent is also noted this week.

Prunes—	
30 to 40, in 25-lb. boxes	0 13½ 0 13¾
40 to 50 " "	0 12½ 0 13
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 09½ 0 10
90 to 100 " "	0 09 0 09½

Same fruit in 50-lb. boxes ¼ cent less.

Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, "	0 19 0 20
Candied Peels—	
Lemon 0 09 0 11	Citron 0 15 0 17
Orange 0 10 0 12½	

Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		

Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 09 0 09½

Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		

Uncleaned ½c less

Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 15
Valencias selected	0 08½ 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Sairs	0 04½
Dates—	Package dates,
Hallowees— per 1 lb	0 06½ 0 06½
Full boxes 0 05 0 05½	Fards choicest 0 10 0 10½

Nuts.—There is little trade in nuts just now. Prices remain the same.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Spices.—The trade in spices considering the season of the year is favorable. Cloves have put on a little stronger feeling in the primary market on account of a smaller crop and mace is firm but no changes in prices have resulted.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. tin	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	20

Tea.—The tea market still keeps hardening up and it is believed by many that higher prices will soon exist. No kind of tea is in over supply, while some kinds are scarce. The sales in both Ceylon and Calcutta last week brought the highest prices within the past 18 years. Especially is the higher price noticeable in the lower grades and the opinion was expressed that within a short time there would be little tea retailing at 25c, except the lower grade Chinas. The tone of the market is so firm that some holders are not disposed to press sales, believing that better prices will eventually be had.

Coffee.—The coffee market, although prices remain high, is creating no excitement just now, the trade throughout the world pursuing a conservative policy and buying only for immediate requirements. Local dealers state that the consumption of coffee has not fallen off under the advance in price, but that there has been an increase in the amount of lower grade coffee used.

The total visible supply of the world, Jan. 1911, was estimated at 14,165,640 bags, against 16,669,273 bags on Jan. 1, 1910, showing a decrease in one year of 2,503,633 bags. It is said that 1,200,000 bags of valorization coffee will be offered for sale during April. In speaking of this sale, Willett & Gray's Journal says: "Long before these

coffees can be distributed it is a most fair assumption that the world's visible will have decreased much more than 1,500,000 bags, so that the 1911 valorization sale will come at a time when its 1,200,000 bags will be everywhere regarded as a welcome distribution of supplies when the market will best appreciate the relief." The new crop of coffee will not arrive until August. Prices still remain the same.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	....	0 22	Mexican	....	0 25
Maricaibo, "	....	0 20	Gautemoie	....	0 18
Bogotas	0 22	0 25	Jamaica	....	0 20

Rice and Tapioca.—Firmness is noted in the tapioca market, but prices are unchanged. The trade in both rice and tapioca has come fully up to expectations.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 2.90

	Per lb.			
Rice, stand B	0 03½	0 03½	Sago, medimm brown	0 05½ 0 06
Kangoon	0 03½	0 03½	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 05	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	.... 0 06
Carolina	0 10	0 11	Seed	0 05½ 0 08½

Evaporated Apples.—There is a general amount of business passing in dried apples with supplies none too plentiful. The firmness noted in the market last week amounted to a slight increase and wholesalers are now asking as high as 12 cents for "evaps."

Evaporated apples	0 11	0 12

Beans.—A fair trade passing in this line with unchanged prices.

Prime beans, per bushel	1 85	1 90
Hand picked beans, per bushel	2 00	2 10

CANNED GOODS

Montreal.—The market is satisfactory for this time of the year. Prices are firm and demand fair, particularly for lobster and imported sardines of the high grades. There is not a weak spot in any line of vegetables, though some lines are inactive just now. Apples are fairly active in small lots. Prices are unchanged from last report.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 67½
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats, per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, per dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 25	Corned beef hash, 1s	1 50
English brawn, 2s	3 15	Corned beef hash, 2s	2 50
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 00
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2½s	8 50
Roast beef, 2s	3 25	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—Dealers are inclined to let the canned goods question drop for the present, believing that it has held a position of prominence long enough. Still most houses report a fair amount of both canned vegetables and fruits moving out. The fact that the best season for canned salmon is now coming on has had a tendency to strengthen the price of that line, but no advances have been made, although prices are already high, some wholesalers believe that some lines on account of scarcity are worth more than they are asking for them at the present. Early June and sweet wrinkle peas are particularly scarce.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 27½
" " 3's	....	1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 93	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's	....	1 35
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 06
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	5 52½	5 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 77½	1 80
" 2's, yellow, heavy syrup	1 77½	1 80
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices are:		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 40
Pinks	1 30 1 35		
Northern River Sockeye			1 95
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

QUEBEC MARKETS

POINTERS—
Sugar—Weak.
Tea—Strong.
Tapioca—Firm.

Montreal, Jan. 19.—Trade this week was more than was anticipated for this time of the year.

It is the opinion of some that a further decline is possible in the sugar market. Tea and coffee still maintain their firm position; there is a good demand for tea of lower grades, and prices are firm.

The canned goods market is satisfactory; prices are firm and demand is fair. Lobster and imported sardines of a high-grade are in good demand.

Dried fruits still maintain their strong position. There is a shortage of raisins and prices are firm; prunes are scarce also.

Higher prices are anticipated in the Tapioca market, reports showing that the primary markets are steadily advancing.

Most merchants have finished stock-taking now and more activity is expected in the near future.

Sugar.—The sugar market is still on the weak side, and buyers continue to buy sparingly in accordance with their immediate needs. The general opinion is that there will be a further drop in prices before the bottom has been reached.

Granulated, bags	4 40
" 50-lb. bags	4 50
" Imperial	4 25
" Beaver	4 25
Paris lump, boxes, 100 lbs.	5 30
" " " 50 lbs.	5 30
" " " 25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
" 100 lb. boxes	5 20
" 50 lb. "	5 30
" " 25 lb. "	5 50
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 85
" 50-lb. boxes	5 05
" " 25-lb. boxes	5 25
Powdered, bbls.	4 85
" 50-lb. boxes	4 85
Phoenix	4 40
Bright coffee	4 35
No. 2 yellow	4 25
No. 2 "	4 15
No. 1 " bags	4 00

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—There is a good inquiry and a better demand for syrups and molasses, in fact, better than was expected at this time of the year. Prices are unchanged from last report.

Fancy Barbadoes molasses, puncheons	0 34	0 36
" " " barrels	....	0 37
" " " half-barrels	0 39	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 30
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls.	....	0 03
" ½-bbls.	....	0 03½
" ¼-bbls.	....	0 04½
" 50-lb. pails	....	1 70
" 25-lb. pails	....	1 20
Cases, 2-lb. tins, 2 doz. per case	....	2 25
" 5-lb. " ½ doz. "	....	2 60
" 10-lb. " ¼ doz. "	....	2 50
" 20-lb. " ⅛ doz. "	....	2 45

Dried Fruits.—There is no change in the dried fruit market. Raisins are firm, and prunes are still unchanged, prices being high. Large sizes, however, are more abundant, and a shade lower. Currants are firm and in fair demand.

Currants, fine filistras, per lb., not cleaned				0 06½
" " " cleaned				0 07½
" Patras, per lb.			0 08	0 08½
" Vostizzas, per lb.			0 09	0 09½
Dates				0 05½
Figs, 4 crown	....	0 09	Figs, 6 crown	0 11 0 12
" 5 crown	0 10	0 11	9 crown	0 13 0 14
Prunes—				
30-40				0 12
40-50				0 11
50-60				0 10½
60-70				0 09½
70-80				0 09
80-90				0 08½
90-100				0 08½
Raisins—				
Choice seeded raisins				0 07½
" fancy seeded, 1-lb. pkgs				0 08½
" loose muscatels, 3-crown, per lb			0 07½	0 08
" " 4-crown, per lb				0 09½
Malaga table raisins, clusters, per box			2 40	5 50
Valencia, fine off stalk, per lb				0 07½
" select, per lb				0 07½
" 4-crown layers, per lb				0 08½

Tea.—The market shows no change for the week. The demand is fair considering the season. Low grades show a pronounced hardening tendency and will probably advance further within the near future. The entire list will likely show some strengthening as the season advances.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21

Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The coffee market remains firm but unchanged. A fair amount of business is being done, and some of the dealers are buying in excess to their present needs in anticipation of higher prices.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Spices.—The market is quite active. Cloves are moving well and recent reports say the crop is short. Peppers are firm in price, the demand being good.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 18	0 19	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
" ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Nuts.—The demand for nuts is much better and prices are firm. The high price of shelled walnuts is attributed to the heavy demand from all parts of the world. Buyers are beginning as usual at this season to make inquiries for supplies to keep them going until next fall when the new crop will be available.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb	0 11 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 18
Walnuts, Grenoble, per lb	0 16½ 0 19
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb	0 65
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 32

Rice and Tapioca.—Tapioca is firm. Recent reports say the primary market is up ½c. Brown tapioca is scarce, and the demand for this article is somewhat irregular and there are difficulties in shipping unless in carload quantities. At present prices it is worth handling and selling, and it is surprising that buyers do not seem to appreciate its value more. There is a good demand for rice; prices remain unchanged.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 06
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade C.C., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Beans and Peas.—Domestic pea beans are feeling fairly firm, though the market shows no change for the week. Beans are steady and unchanged.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

MANITOBA MARKETS

POINTERS—

Prunes—Advanced.
Filiatras Currants—Reduced.
Beans—Good sale.
Coffee—Strong.
Sago—Declined.

Winnipeg, Jan. 19.—The market this week has changed little since the disturbance of two weeks ago. With the exception of syrup and sugar, the general market is stronger. The heavy output last month both from the wholesale and retail houses everywhere in the country, has created more or less of a scarcity in many lines. Wholesalers find it difficult to bring in goods, and deliveries at the present time in the West are slow, due to the railway blockade. It is believed, however, that many carloads are coming to the west from crop centres and manufacturing centres of the continent, and that the seeming scarcity at the present time will be much relieved in few days. Should the storms continue in the West there will be a serious shortage of supplies in some of the outlying communities.

Satisfactory orders are being turned in by travelers, and they report the trade in general in healthy condition. Regarding general business conditions of the west there is splendid optimism prevailing, and the realty market was never better then at the present time. There are many new towns to be opened during the coming year, which will mean the opening of many new retail stores; in view of this, wholesalers are making strenuous preparations to supply opening stocks, and it is reasonable to expect that there will not be large stocks carried in Winnipeg during the next year if the past difficulty in securing goods is continued.

Sugar.—The market is quiet this week at the following prices, and no further reductions are anticipated. There is a little more activity in the ordering, due to the low prices, and it will not be long until the merchants everywhere are well stocked.

Montreal and B.C. granulated, in bbls	5 05
" " in sacks	5 00
" yellow, in bbls	4 65
" in sacks	4 60
Icing sugar, in bbls	5 65
" in boxes	5 85
" in small quantities	6 30
Powdered sugar, in bbls	5 45
" in boxes	5 65
" in small quantities	5 80
Lump, hard, in bbls	5 95
" " in ½-bbls	6 05
" " in 100-lb. cases	5 95

Foreign Dried Fruits.—The advances of last week are maintained, and new advances are reported. Prunes are all up ½c and may still go higher, as there is little indication that the demand is being satisfied. There seems to be a heavy stock of cleaned, dried, filiatras currants, and the price has come down ¾c. Ordering is good in the whole list, and the general line is firm.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " cleaned, per lb	0 13
California raisins, choice seeded in 4-lb. packages per package	0 07½
" " fancy seeded, in 4-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 07½

Prunes—

25 lb. box, 90-100, lb	0 08½	Prunes, 50-60	0 10½
" 80-90 "	0 08½	Prunes, 40-50, lb	0 11½
" 70-80 "	0 09½	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 10		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 07
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—The reduced price of last week is maintained, and the ordering has been stimulated somewhat due to the good buying price from the wholesalers. Everyone is glad to see the product moving well, and if the movement continues long enough, a much better market will prevail in the near future than has for several months. Bulk syrup has not been changed, and half barrels sell at 3½c. The molasses market is good, but no new prices are quoted.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Only special orders are coming in for nuts, and the following prices are strongly maintained. There is always good distribution for the shelled, and unshelled walnuts have recently become popular on the market and at a price less then one-half of the shelled. Filberts are strong, and some houses are asking 12½c for best quality filberts to-day.

Almonds, shelled	0 33 0 34	Walnuts, shelled	0 38 0 40
Filberts	0 11 0 12	Walnuts, Manchuria, per lb	0 16

Evaporated Apples.—There are no new prices, but the market has been strengthened to such an extent that double prices do not prevail, which means that there has been ½c advance. Stocks are scarce as has been the case for some time, and U. S. stocks are not likely to come in any great quantity, as trial stocks have proved unsatisfactory in quality. The U. S. evaporated apple is coarse and woody, and it is claimed cannot take the place of the Canadian product.

25-lb. box, per lb	0 12
50-lb. box, per lb	0 11½

Beans.—There is better sale for beans now then there was in December, the reason being quite unknown, except that all ordering for special lines put some of the staples in the background for the time being. There is plenty of stock on hand and in crop centres, and goods are going out freely.

3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20

The coffee market is unsettled here, and prices varying from ¼c to 2c. There is no doubt that the market is firm but the quotation of 17c for extra choice is rather high, considering that other houses quote 15½c. It is believed that when stocks are equalized, and after all houses have had their next buying, that they will find the coffee market considerably advanced, due to the action of manipulators in Brazil to protect their favorite production.

Coffee, standard Rio	0 14	Coffee, choice	0 14½
		Coffee, extra choice	0 15½

Tapioca and Sago. — Sago has been reduced ½c and the reason assigned is that there has been practically no demand. It seems reasonable to believe that a product so popular cannot diminish to such an extent as to sell for less than 4½c, and wholesalers are endeavoring to push the commodity so that it will find a better place in the grocery trade.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 04½ 0 04½

Spices. — During the past month the output has been enormous, stocks are low and good trade continues. In comparison to Montreal prices it will be noted that local prices are much higher.

	Per lb.	
Allspice	0 13	0 18
Cinnamon, whole	0 20	0 25
" ground	0 25	0 35
Cloves, whole	0 20	0 35
Cloves, ground	0 25	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 20	0 30
" Cochin	0 17	0 20
Mace		0 75
Nutmegs	0 30	0 60
Peppers, black	0 16	0 18
" white	0 25	0 30

NEW BRUNSWICK MARKETS.

St. John, Jan. 19.—All grades of refined sugar declined ten cents per hundred pounds last week and all grades of Ontario flour advanced ten cents per barrel. In other lines prices are practically unchanged.

Beans, hand picked, bus	2 10	2 15
Beans, yellow eye, bus	2 85	2 90
Cheese, new, lb	0 12½	0 13
Currants, lb	0 08	0 08½
Canned goods—		
Peas, No. 4		1 20
" No. 3		1 27½
" No 2		1 32½
" No. 1		1 80
Peaches, 2's, dozen	1 92½	1 95
Peaches, 3's, dozen	2 97½	3 00
Raspberries, dozen	1 8[illegible]	1 85
Tomatoes	1 30	1 35
Strawberries	1 82½	1 85
Flour, Manitoba	6 35	6 45
" Ontario	5 30	5 55
Fish—		
Cod, dry		5 00
Herring, salt, bbls		5 25
Bloaters, box	0 85	0 90
Cornmeal, bags	1 40	1 45
bbls	2 85	2 90
Oatmeal, bbls	5 15	5 20
Std. oatmeal	5 60	5 70
Buckwheat, west. grey, bag	2 90	3 00
Val. raisins, lb	0 05½	0 06½
Cal. raisins, seeded	0 08½	0 09
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 30	0 31
Butter, dairy, lb	0 22	0 24
Butter, creamery, lb	0 [illegible]	0 26
Eggs, new laid		0 40
Eggs, case		0 28
Ham	0 16	0 18
Potatoes, new, bbl	1 90	2 00
Rice, lb	0 03½	0 03¾
Lard, compound lb		0 12½
Lard, pure, lb		0 14½
Bacon	0 18	0 20
Pork, domestic mess	24 00	25 00
Pork, American clear	24 00	26 00
Salmon, case—		
Red spring	6 75	7 25
Cohoes	6 25	6 50
Baked beans, dozen	1 20	1 [illegible]
Lemons, Messina, per box		7 00
Sugar—		
Standard gran.	4 65	4 75
Austrian "	4 55	4 65
Bright yellow	4 45	4 55
No. 1 yellow	4 25	4 35
Walnuts, lb		0 40

NOVA SCOTIA MARKETS.

Halifax, Jan. 19.—The continued high prices of pork products are causing considerable comment among the local dealers. Hogs this season were considered to be fairly plentiful and the price lower than for some time. At the opening of the season hogs sold at 11 to 11½ but later on the price dropped to nine cents for fairly good stock. This is two cts. per lb. below the figures quoted last season for same class of stock, and yet the grocers who handle a lot of salt pork, bacon and hams, say they have failed to get the benefit of this drop. The local packers claim that they have a demand for all pork products that they can turn out, and it is reported that one firm this week received an order for sixty tons of hams and bacon for the English market. Prices this week remain unchanged.

The grocery trade is not quite so good as usual for the season of the year. This is due principally to the unfavorable condition of the weather. The lumbering industry throughout the province is practically at a standstill owing to the absence of snow and ice. The supplies that are being sent out to the lumber camps are limited, and this fact causes dullness in business.

The dealers in provisions report business fairly good, and there is quite a demand for fruit. Apples continue scarce and high and anything of quality is quoted at $4 to $5. The poorest No. 3's are selling at $2.50 per barrel.

Butter prices are holding firm but some of the dealers say that large stocks are held by some persons, and that they would not be surprised if there was a "break" in the market before long.

Apples, bbl	4 00	5 00
Sweets	2 50	3 50
Butter—		
Creamery prints per lb	0 28	0 29
Creamery solids per lb	0 24	0 25
Dairy, tubs, lb	0 24	0 25
Bacon	0 21	0 22
Bananas	2 00	2 50
Beans, per bus	1 95	2 00
Cornmeal, bag	1 60	1 65
Cream of tartar	0 30	0 32
Canned goods—		
Beans		1 00
Corn		0 97½
Tomatoes	1 15	1 25
Peas, std		1 00
Peas, early June		1 15
Corn beef, 1s		1 85
Corn beef, 2s		2 25
Cocoanuts, 100		5 00
Eggs, case eggs	0 27	0 30
Flour h. wheat per bbl	6 35	6 50
Flour, Ontario blends, bbl	5 15	5 40
Fruits—		
Lemons, Messina	3 75	
Oranges—		
Jamaica oranges		6 00
Cal. navels	3 00	3 50
Pineapples	4 25	4 50
Rolled oats, bbl	4 60	4 70
Pork, American per bbl		26 50
Pork, clear bbl		28 00
Hams smoked	0 20	0 21
Codfish, quintal		5 60
Herring, pickled per bbl		5 00
Lard		0 17
Molasses, fancy Barbados, bbl		0 35
Molasses, fancy Barbados, gal		0 32
Potatoes, bus		0 60
Onions, Spanish per lb	0 02½	0 02¾
Onions, Can., 75 lb. bag		1 40
Raisins, Val		0 08½
Sugars—		
Extra Standard, granulated		4
Unbranded Yellow		4 10
United Empire		4 65
No. 1 yellow		4 25

BRITISH COLUMBIA MARKETS.

Vancouver, Jan. 19.—This week saw quite a cold snap in Vancouver, and though the thermometer was not down to zero, yet it was cold enough to have quite an effect on the price of potatoes. An increase is not yet noted, but quotations are stiff and a rise is confidently expected. Those in close touch with the market declare that the supply is limited, notwithstanding the slight decrease in price a few weeks ago, when it was stated that many potatoes were coming in. The fact that potatoes are being imported from Australia would also lead to the belief that the supply is insufficient to meet the requirements between now and early summer, when the first crop from California begins to arrive. If the cold sends up the price, it will likely go fairly high, as information has reached provincial government officials that there may be Irish blight on the potatoes from Australia. The Provincial Board of Horticulture has been very strict in inspecting potatoes, corn and fruit coming into the country, and if there is any sign of this dread disease in the imported article, the whole consignment may be condemned. Potatoes here have been free from blemish up to the present.

TRADE NOTES.

Roswell and Gordon Johnson, Guelph, have purchased the grocery store of E. Soules on Durham street, and, after enlarging the premises, have put in a combined grocery and butcher stock, dealing in fresh and cooked meats.

M. M. Morehouse, formerly with the Yerxa Grocery Co., at their Woodstock, N.B., branch, is opening a grocery store in Fredericton, N.B.

H. R. Poussette, for some time Canadian Trade Commissioner at Durban, South Africa, is being transferred to Buenos Ayres, South America. Mr. Poussette is now on his way to Canada and before going south will visit the large commercial centres for information.

Eighty-one boxes of condemned figs, weighing more than two tons were recently disposed of at Boston by a United States deputy marshal.

Don't make it a practice to smile only when customers come in; smile also when they leave.

The clerk who stands around and finds nothing to do may soon be looking for a place to stand.

WANT SANITARY CONDITIONS

Guelph, Ont., Jan 19.—An agitation is being made here to have all groceries displayed both inside and outside local stores, properly protected from dust and other impurities. In one store a cat is observed nightly ensconced in the windows among fruit and other edibles,—a feature not highly appreciated by the customers of that store.

GROCERY FOR SALE.

FOR SALE—A substantial grocery business in a county town. Scope for butcher's or other business as a side line. Near several manufacturing firms. Horse, wagon, rig, etc. Ground and adjoining plot of land for sale. Apply KADWELL, Chatham, Ont. (3)

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SYRUP REFINERS

Questions About Tapioca and Glucose

Percentage of Starch and Water in Tapioca — Glucose Made From Corn and Other Things—Used in Manufacture of Confectionery and Leather—Is a Nutritious Food—Not as Sweet as Sugar.

Editor Canadian Grocer—I have been lead to understand that tapioca is chemically much like arrowroot and sago. Is this true? What are the percentages of starch and water in tapioca?

Summerside, P.E.I. CLERK.

Editorial Note.—Chemically, tapioca is almost identical with arrowroot and sago, so far as its chief proximate constituents are concerned. It consists of about 85 per cent. of starch and 15 of water, with small amounts of mineral and albuminous matters. But the starches of the three foods differ in the form of the granules and are readily distinguished from one another under the microscope. Sago, rice and potato starches are the most probable adulterants of tapioca.

What Glucose Is.

Editor Canadian Grocer—Will you kindly let me know how, and from what glucose is made, and what is the difference between its sweetening properties and sugar? RETAILER.

Moose Jaw, Jan. 5, 1911.

Editorial Note.—Used in the manufacture of rat poison, in the tanning of leather, and the claim made that it can be produced from sawdust, chips or shavings, as well as corn, are some of the interesting features of an article which is used extensively in many foods. Such is glucose or starch sugar.

Glucose is an imperfect sugar prepared by the action of acids on starch. There is a wide range in the quality of this article. Wet starch obtained from several articles, mostly potatoes and Indian corn, is boiled in sulphuric acid and water. This causes the starch to turn sweet and the acid is afterwards all taken out with chalk or other clarifier.

Glucose or grape sugar as it is sometimes called is produced mostly in America but large quantities are also made in Germany from potatoes. It is made in both liquid and solid form but most users prefer the liquid.

One writer on the subject says that it does not matter from what material the starch is obtained so far as the quality of the glucose is concerned and that it may be made from chips, sawdust and shavings and the chemical composition is invariably the same. A peculiar fact about its manufacture is that although the acid changes the starch to sugar, it is not affected in the least itself.

Glucose in regards to sweetening qualities is inferior to sugar. There is considerable difference between the different brands of glucose but the ordinary article has only about one-third the sweetening effect of cane sugar. It is used in the manufacture of confectionery, jams, marmalades, and several other commodities which the grocer handles, but in some countries when it is used in these articles, they have to be labelled to denote the fact.

A Nutritious Substance.

As the acid is entirely taken out of the glucose, it is perfectly harmless and even nutritious. It is sometimes claimed that certain brands of glucose contain 80 per cent. of sugar. But if the sweetening qualities of cane sugar was set at 100, the best glucose would only be 30 or 40. The thickest and freest from color is the highest priced.

Common glucose often contains some impurities due to the presence of sulphates, but these impurities are not found in the best makes and none of the large producers would allow the impure article to leave their hands.

Its uses are many and varied, and the amount used is enormous. Some of the things it may be used in making are jam, marmalade, jellies, caramels, condensed milk, meat extracts, alcohol and sauces.

Glucose at the present time is worth about 2¼ cents per pound, which is the lowest it has been in a long period, as corn from which it is mostly made has been a better crop lately.

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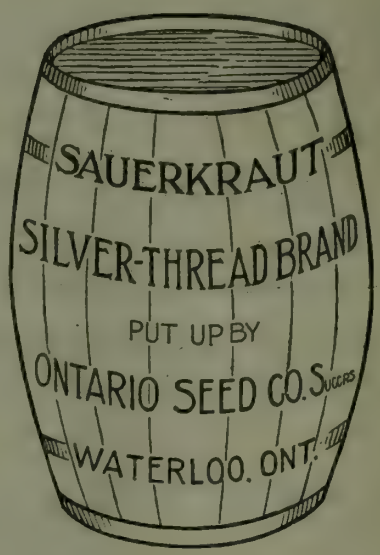
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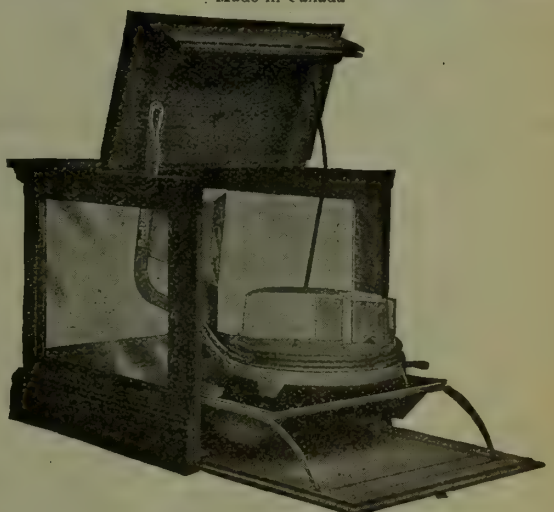
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Hamilton, - Ontario

Practical Methods in Retail Stores

Vancouver Dealer Makes Specialty Out of Poultry—Salesmen of Edmonton Merchant are Nothing Else—Attracting New Business by Serving Tea—Gets Customers' Confidence in Order to Raise Standard of Quality—Ties All Parcels Without Charge.

Makes Poultry Draw Trade.

Vancouver, B.C., Jan. 19.—A method on which T. F. McDowell, Granville St., places a great deal of dependence for gaining new trade is making a specialty out of poultry. He not only thoroughly understands poultry himself, but he has an employe who is also a specialist in this line so that the very best service is guaranteed customers.

After a poultry sale has been made he has an employe who follows it up to the purchaser's house and who dresses and cleans it ready for the oven. For turkeys he charges 25 cents extra for this work, but nothing is charged for chickens.

His grocery stock consists of the higher classes of goods and quality is given a prominent place in everything he sells.

Mr. McDowell's entire methods for increasing sales, retaining trade and for educating customers to purchase better goods than they have been doing will be given in The Grocer in the near future. He has been in business here about 8 years having come from a farm near Owen Sound, Ontario, where he is now on a visit. Before leaving on his trip his employes presented him with a handsome dressing case, showing their appreciation for his interest in their welfare.

Good Clerks are Salesmen Only.

Edmonton, Alta., Jan. 19.—"I never allow my clerks to waste their time during business hours," said a retail grocer of this city," and I never waste the time of my good clerks on petty jobs. I let my cheap help handle the less important work. Last week when I was in a dry goods store the merchant sent his best clerk out to deliver a parcel as the delivery man was busy just at the time, opening up some goods.

"Now I would never do that. While away, that good clerk might have lost a chance to make some valuable sales and the merchant would consequently lose money."

Grocer Serves Tea to Customers.

Middleton, N.S., Jan. 19.—W. H Wilson, a Middleton grocery dealer is paying particular attention to the increasing of his tea trade. The method he employs is by serving tea every afternoon to all who call. This is appreciated by the customers, especially those who drive in from the country.

Mr. Wilson states that he has increased his tea sales to a great extent by this plan.

New Fish Line Took Well.

Regina, Sask., Jan. 19.—"As a special price on a few articles about the store will interest a certain class of customers," said a local dealer, "So do I find that something new or special in goods will interest and create sales among other classes of people. It is therefore necessary that the grocer should not stick to the same old lines year after year. He should introduce new articles, thus interesting the trade and getting the reputation for being up to date.

"I remember an example of this which occurred several years ago in my fish trade. I had been selling only the ordinary lines of herring, cod and white fish. I found the customers were getting tired of the same old lines all the time, so I purchased a shipment of halibut. This was a new line in town at that time and the fish from it's size and appearance, attracted attention. People began to buy to see what it was like. Then they began to come back for more and very soon I had a good trade worked up for this fish.

"The same way in other lines, customers want something new once in a while.

Gets Customers' Confidence.

St. Thomas, Ont., Jan. 19.—If a grocer is desirous of raising the standard of quality of his customers' purchases and of selling them more goods, he has, in the opinion of P. L. M. Egan, of Egan Bros., to gain their confidence.

To accomplish this he must act as an advisory board and must be exceedingly careful not to advertise or recommend any goods to be such that they are not. When customers once know that they can depend on the dealer's judgment, they frequently leave the matter of selecting the brand to him being assured that they will not be disappointed.

Mr. Egan maintains that when his customers have this confidence in him they do not run from one store to another where occasionally they might be able to purchase a bar of soap extra for a quarter or a pound of sugar more for the dollar. As long as the dealer has the goods and the quality and understands his trade sufficiently to know what to recommend, profits of course considered, Mr. Egan believes he will have little difficulty in holding trade, introducing new goods and raising the standard of staples so that better satisfaction will result.

Tie Parcels Without Charge.

Moose Jaw, Sask., Jan. 19.—As a unique advertising method, the T. W. Robinson Co., of Moose Jaw offered during the past holiday season to provide paper and tie up all parcels which people wanted to send away.

In their announcement they said:

"Bring your parcels to Robinson's to be parcelled ready for mailing.

"About 75 per cent. of the average parcels lost through the mails is caused by improper parcelling, and how often around home just when you want a neat box, a clean piece of paper or a good strong string you fall short, then there is the bother and nuisance of hunting these up. During the holiday season bring all your parcels to us; we will parcel them free of charge."

Studies Trade Paper Ads.

St. Catharines, Ont., Jan. 19.—A local retail dealer says that he subscribes to the grocery trade paper chiefly because he wants to study the advertisements it contains. Speaking in regard to it, he said: "The advertisements of manufacturers whose goods I handle are great sources of information. There, a merchant may keep track of the most up-to-date goods, the latest novelties and in this way can find many suggestions for his trade. Besides the advertisements, the trade papers give some valuable suggestions as selling methods and contain advertising phrases that can be used with good effect in many advertisements in the local paper."

Introduced a Poultry Food.

Belleville, Ont., Jan. 19.—A Belleville dealer tells of his experience in introducing a new line into his business: "During the winter months everybody knows that the supply of eggs becomes very scarce and as the farmers are continually complaining about the hens refusing to produce the desired number of eggs, I began to think that it would be an excellent time to introduce poultry food.

"A firm has been trying to sell me a certain brand of poultry food last November and I was pretty firmly convinced myself that it was good stuff, so I put in a stock. I made a display of it in a prominent part of my store with a show card telling of its merits as an egg producer. It at once attracted the attention of my farmer customers when they entered the store. A great many who hesitated about buying, I convinced by a new method. I told them to take a quantity home and to give me half the increased number of eggs during the month and I would not charge them a cent for it. This argument generally convinced them that it would be a good investment and it usually completed the sale."

The Most Rapidly Developing Market in all the World

is that of Western Canada. Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. can find no method of getting into this great market equal to shipping their goods to us. We maintain large track warehouses in the five great distributing points of Western Canada—Winnipeg, Calgary, Edmonton, Saskatoon and Regina. Our connection with the trade is most extensive and our facilities the most complete.

Write us for detailed information about the Western Canada market.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

100% PURE

Here's a recommendation that must carry enormous weight with every housewife on the look-out for "food purity!" And after exhaustive tests

"E.D.S." Brand Jams, Jellies and Catsup

have been found to be Absolutely Pure, which is much above the standard the Government requires of "genuine" preserves.

Not one of the samples of some leading jam manufacturers, who advertise a great deal, was free from dyes, preservatives, and excess of water, but "E.D.S." Goods were absolutely pure in every instance.



Write for Government Bulletin 194, and find out for yourself just how pure "E.D S." Brand is! Then you'll feel more satisfied to recommend and feature this well-known line.

Made only by

E. D. Smith at his own Fruit Farms **Winona, Ont.**

Agents:—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.

GUNNS

MAPLE LEAF BREAKFAST

Appetizing and Satisfying.

It is important to start the day with a Good Breakfast.

Gunns Maple Leaf Ham is always sweet, tender and juicy, while Gunns Maple Leaf Breakfast Bacon, fried to a delicate brown, and served crisp with eggs, makes a dish that will arouse and satisfy any palate.

The House of Quality

GUNNS Limited

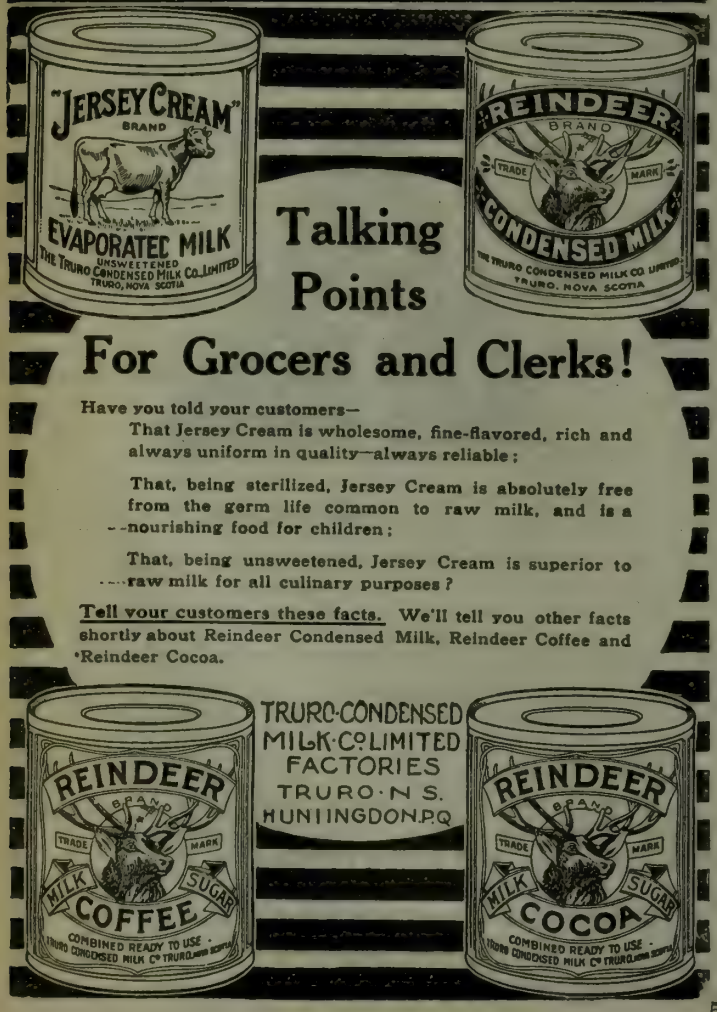
Packers :: West Toronto

HAMS

We wish to draw your attention to the low prices at which we are quoting Smoked, Pickled and Cooked Hams.

Prices are most reasonable and much lower than for either Back or Breakfast Bacon.

F. W. Fearman Co.
LIMITED
HAMILTON



Talking Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.

Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

New Laid Eggs are Now More Plentiful

Better Arrival of These Has Caused a Reduction in Price — Storage Eggs Remain Steady--Butter Has Become Firmer, With Fair Demand—Provision Market Shows Little Change, While Poultry is Easier—Comparisons With Provision Prices a Year Ago.

The upward trend in hogs which took place in several centres last week has become general all over the country. There seems to be a fair supply of hogs with a moderate demand for pork products. The bacon market in London, England, is reported firmer with a slight advance, Canadian bacon being quoted there last week at 60s to 64s.

It is interesting to note the difference between present provision prices and those which existed a year ago. Dressed hogs on the Toronto market, which are now quoted at $10 to $10.25, were $12 a year ago; live hogs at country points now $8.25 to $8.50, were $17 a year ago; lard in tierces now 13c, was 16 to 16½, and long clear bacon, now 12 to 12½ was then 14 to 14½c.

For the time of the year there is a plentiful supply of eggs throughout the country. The hens have evidently started in on their good work a few weeks earlier than usual, so that arriavls have been more plentiful, and consequently sagging prices have been the result. Since January 1st, in most centres, there has been a reduction ranging around 10 cents in new laid, but the price of storage remains about the same.

The butter markets which saw a decline last week is steady again with a fair enquiry. A small lot of Australian creamery butter was offered in the West from Vancouver last week, showing that a shipment of that butter had been made there.

The cheese market has put on a firmer appearance lately. The English market is firm while a report from Montreal says: "The amount of cheese for sale here has been reduced to small proportions, the great bulk of stocks belonging to English houses."

The poultry market shows no improvement, and a slight decrease in price is noted in some quarters.

MONTREAL.

Provisions.—All cuts of smoked meats are steady and unchanged, with the consumptive demand fair for the season. Both pure and compound lard show a slight reduction in price. Barrel pork is not firm, and lower prices are expected.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14
Cases, tins, each 10 lbs., per lb	0 14½
" " " 5 " "	0 14¾
" " " 3 " "	0 14¾
Pails, wood, 20 lbs. net, per lb	0 14
Pails, tin, 20 lbs. gross, per lb	0 13¾
Tubs, 50 lbs. net, per lb	0 14
Tierces, 375 lbs., per lb	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11½
" 5 " " " "	0 11¾
" 3 " " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 12
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11
Tierces, 375 lbs., per lb	0 10¾
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	27 50
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14½
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 15¾
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 17
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	8 00 8 50
" dressed, per cwt	11 00 11 50

Butter.—The butter market is not active. Stocks are urgently offering, and most dealers seem totally unwilling to buy. New York reports show a decline in prices, but the local market remains unchanged.

New milk creamery	0 26 0 26½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—The receipts of new laid eggs have increased considerably during the week, which resulted in a decline of 5 cents per dozen. The future prices depend on the weather and on how largely the production increases. Storage eggs remain firm, as the supply is not heavy.

New laids	0 40 0 45
Selects	0 32
No. 1	0 27

Cheese.—The demand for cheese is not heavy, stocks are large and owners are holding on in the hope of some improvement. Prices are unchanged.

Quebec, large	0 13½
Western, large	0 13½
" twins	0 13¾
" small, 20 lbs	0 13¾
Old cheese, large	0 16

Poultry.—Prices have dropped from 1 to 2 cents all round. The demand for fowl is fair; ducks are in good demand and the supply of turkeys and geese is heavy, with a fair call for them.

Fowl	0 12 0 13	Ducks	0 15 0 17
Geese	0 12 0 13	Turkeys	0 18 0 20

Honey.—The demand for honey is not heavy. Extracted buckwheat is in good quantity, and can be had for 8 cents, one dealer is even selling as low as 7½ cents.

White clover comb honey has a fairly good demand.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—Although there is nothing to boast of in the provision market just now, still there is a fair amount of business. Live and dressed hogs still remain at last week's prices. The delivery of hogs was a little freer last week and prices remain the same except for an advance of ½ cent in light and medium hams.

Long clear bacon, per lb	0 12 0 12½
Smoked breakfast bacon, per lb	0 17 0 19
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16½
Medium hams, per lb	0 16
Large hams, per lb	0 15
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	21 00 22 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 13
" tubs "	0 13½
" pails "	0 13½
" compounds, per lb	0 11 0 11½
Live hogs, at country points	7 00 7 10
Live hogs, local	7 25 7 30
Dressed hogs	10 00 10 25

Butter.—The butter market has steadied up again and prices are firm. Fresh creamery prints are quoted at 28 to 29 cents and dairy prints at 20 to 21 cents. There is a fair supply of butter with a normal demand. Although there are quantities of butter in cold storage, some dealers think it will not likely affect prices, as these supplies will not likely be offered for sale in large quantities until February and March, when creamery butter becomes a little scarcer.

	Per lb.
Fresh creamery print	0 28 0 29
Creamery solids	0 25 0 25½
Farmers' separator butter	0 23 0 24
Dairy prints, choice	0 20 0 21
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 17 0 18

Cheese—The price of cheese remains the same, although the market shows a slight firmness. The demand remains fair.

New cheese—		New twins	0 12½ 0 12¾
Large	0 12½ 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs.—The freer supply of new laid eggs quoted last week still continues, although the market is not overloaded at all. However, one dealer says that eggs are more plentiful just now than they were during February last year. On account of the plentiful arrival, the price has seen another decline, new laid ranging from 34 to 38 cents, but no change has taken place in price of storage eggs. Eggs have been going out quite freely lately.

New laid eggs	0 34 0 38
Selects, storage	0 30 0 31
Fresh eggs, doz., storage	0 29
Pickled eggs	0 28

Poultry.—The poultry trade has not recovered from the holiday depression and has continued dull during the past week. The price of turkeys has seen a reduction, now being quoted at 17 to 18 cents per pound. Prices of other lines remain the same.

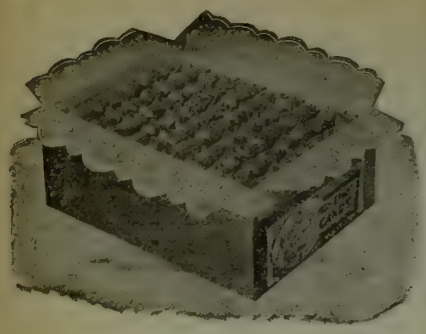
Chickens, dressed	0 13 0 14	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 11 0 13
		Turkeys, dressed	0 17 0 18

Honey—Some houses report a fair amount of business in this line, with prices remaining steady. Buckwheat honey in tins is selling at 7c per pound.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 07

WINNIPEG.

Eggs.—The market is moderate for this season of the year and the cause assigned is that the demand has weak-



It's Your Move

If you are among the few leading grocers not handling CHOCOLATE "BORDO," it is your move. Write us for samples and particulars.

Eat a few

Chocolate "BORDO"

and then eat a few samples of the Chocolates you have been pushing hardest. The difference—the unique superiority—of **Chocolate "Bordo"** will make you **think.**

With you, thought will soon lead to action. You will shoot in a rush order for stock.

And, with Chocolate "Bordo," frequent and enlarged orders come as a matter of course.

Better write that request for samples of CHOCOLATE "BORDO" now.

THE

Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

ened. Candled stock is moving moderately at 31 cents.

Butter.—Butter is firming up but slowly. No immediate advance over 32 cents for creamery stocks is anticipated, most of the local stocks come from the East, and No. 1 dairy is quoted at 30 cents per pound.

Troubles in the Purchasing of E gs

Country General Merchant Has Difficulty in Buying and Claims He Doesn't Get Any Profit in Selling to Commission Men—Query Regarding the Meaning of Quotations in The Grocer.

Editor Canadian Grocer.—I thought I would like to write you about a subject that I think a good many of us country general merchants are all at sea about. I mean the new laid egg question.

We pay the farmers a certain price for new laid eggs and another lower price for held or packed eggs. I think one in about ten will admit their eggs are packed; a few more will admit they are mixed but the great majority will state they are new laid. We candle them and of course separate the grades as well as we can. Here is an instance that occurred today: A farmer's wife brought in four dozen eggs that she said were all new laid but the candle showed them all held. They had been packed in salt and you could taste it on them. This is our first but not our greatest difficulty.

We ship the eggs, sorted out as well as we can, putting all the held eggs in one part of the 30 dozen case and the new laid in the other to some commission house and this is a sample return from a case sent about a week ago:

New laid 22 doz. @35	$7.70
Held 6¾ doz. @ 26	1.69
Splits 1½ doz. @ 18	.27
	$9.66

After deducting express charges of 35 per case and 5 per cent. commission (some houses charge 10 per cent.) you can figure out the net returns per dozen and see how much money we lost, not made, on this case where we were paying the farmers 40c. per doz. for new laid and 30c. doz. for held. Sometimes the returns are not as good as this where there is breakage taken off, which sometimes occurrs in transit.

Last week's Canadian Grocer quoted new laid eggs 45 to 50c. doz., a price we never get. I called the attention of our house to this and they said that the price you see in The Canadian Grocer is the retail price which one or two farmers may get for an odd dozen or two that they bring into the market.

I have no doubt that many of my brother merchants have about the same tale to tell. If they will only speak out, it may result in some benefit to us in the future.

J. M. STEEL.

Clarksburg, Ont.

EDITORIAL NOTE.—In Mr. Steel's letter there are voiced no doubt some of the experiences of many general merchants throughout the country. It seems that most of them cannot depend entirely upon the word of those customers who exchange country produce for groceries and who are frequently disposed to seek the highest price for held eggs by calling them new laid.

But when 40 and 30 cents are paid farmers for new laid and held eggs respectively and only 35 and 26 cents are secured by the merchant it looks as if the dealer were paying too much.

There is evidently a little misunderstanding with regard to The Grocer's egg quotations. All our quotations in every market are those charged the retailer when he comes to purchase. Therefore the 35 and 40 cent quotations in the Toronto market are those paid to the wholesale produce merchants of Toronto by retailers who have to buy eggs in this way. The Grocer never depends on any stray quotation made by a farmer. These are apt to be different; in fact cases are known in Toronto where farmers who have brought guaranteed fresh eggs to the city have secured $1 per dozen at private houses. Therefore if quotations were secured from farmers there would be prices ranging all the way from 35 or 40 cents up to $1. The bulk of the eggs consumed in any large city pass through the hands of the wholesale and retail merchants of that city and it is on this basis that The Grocer secures its quotations which are always obtained from the best of sources.

WATER IN BUTTER.

Grocer Had Over Limit and Was Fined

Montreal, Jan. 19.—A Montreal grocer was recently found guilty under the Inspection and Sale Act on two charges of having offered for sale butter containing more than sixteen per cent. water. He was fined $10 or three months on each charge.

SOURCE OF "ENGLISH" WALNUTS

It is interesting to note that "English" walnuts do not come from England, but are shipped direct to America from France and Spain where they are grown. Many years ago walnuts from France and Spain were shipped to England and from that country they were sent into the markets of the world; but although they are now shipped direct, they are still known as "English" walnuts.

WHAT IS A FRESH EGG?

A California judge defines a fresh egg as follows:—"If the white does not cling to the shell, if it it not shrunken to exceed a quarter or an eigth of an inch, if the yolk is in its place, if the air cell is not darkened or discolored and the white exhibits the natural freshness of an egg when first laid, then the egg is fresh."



Who Stood the Loss?



The following "just as good" "just the same" "ten cents a box less," etc., etc., kinds have come and gone in the last few years:---

TWIN BROTHERS YEAST
IMPERIAL YEAST
NATIONAL YEAST
MRS. MADDEN'S YEAST
MOTHERS' YEAST
SUNLIGHT YEAST
WARNER'S SAFE YEAST
SUNRISE YEAST
CHARM YEAST
BREADMAKERS' YEAST
BARM YEAST
FOAM YEAST
PURE GOLD YEAST, ETC., ETC.

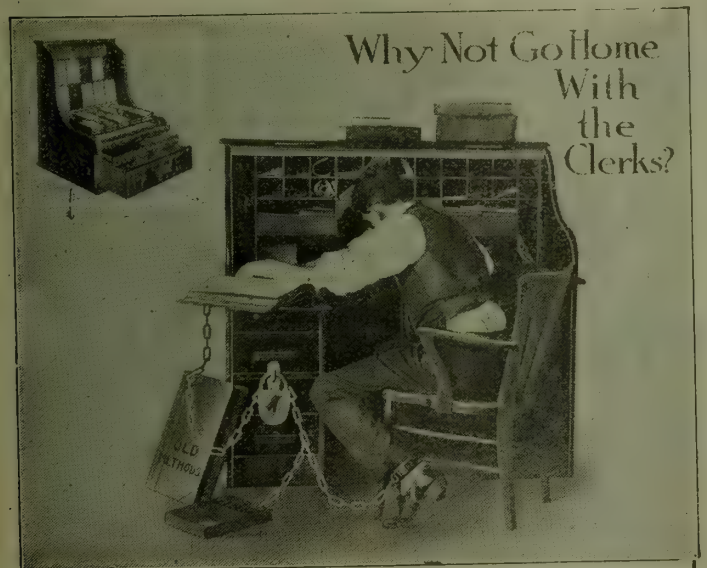
What has become of them?

ROYAL YEAST

has stood the only test--the test of time. Think it over.

E. W. GILLETT COMPANY LIMITED

Winnipeg TORONTO, ONT. Montreal



You can be freed of your book-keeping Burdens!

You can learn more about your business in five minutes with

The McCaskey Gravity Account Register System
(First and Still the Best)

than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the SIXTY THOUSAND MERCHANTS who use it, it will do the same for you. Ask any user, or write

DOMINION REGISTER COMPANY

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

90-98 Ontario Street, Toronto

CLARK'S

Concentrated Soups

(Chateau Brand)

From all over the Dominion, dealers report a good demand for these high-grade soups in tins. Their moderate price, convenience and excellence are attractive to the customers.

Are you supplied?

Jobbers who have not yet secured a stock should communicate at once with

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

The Difference Between Haddie and Hake

Dealers Should be Careful About Purchasing These Fish as They Look Much Alike—Haddie is the Better Fish — Suggestions on Keeping Brine of Proper Strength on Salt Fish—If Sales are to be Large Dealer Must Use Special Selling Methods.

By a Retail Grocer.

The best time to sell fish is from January to April. Vegetables are then scarce and the people in many districts are tired of fresh meat, while Lent affects a large proportion of the people.

With the advantage which is enjoyed in this country in that the weather is cold enough to keep fish without any great expense, the retailer has certainly a chance to increase his sales in this line. Of course, proper methods must be employed in order that the business will pay a profit.

Keep Brine at Proper Strength.

Care should be taken with salt fish to see that they are well covered with brine or they will soon become rusty and stained. Do not pour water in on the brine already in the barrel or other receptacle, but mix it first in a separate dish and see that it is the right strength before pouring over the fish.

It is well to watch that the best quality fish are purchased or there is liable to be a decrease in the fish trade. In buying cured fish, purchase only from a dependable concern. Sometimes petty vendors, finding that their fish is becoming stale, will cure it themselves, and fish cured by some of these small vendors is often unwholesome, the curing merely hiding the defects.

Finnan Haddie, the sale of which is large in some places, in some seasons when they are scarce have Hake substituted for them. They are both similar in appearance, but the consumer, if he be any critic at all, will note the difference. When Hake is served as Haddie it is found to be of a coarse quality and it has not the good taste of haddie.

The only way in which the dealer may tell the difference is that Hake has a black or nearly black streak extending down the back on either side of the back bone, the customer will not likely note any difference in appearance, but will probably think that the dealer is selling a poor quality of Finnan Haddie.

Making a Counter Display.

The method of display has a good deal to do with sales and the merchant should look after this important detail. Fresh fish can be shown to good advantage if placed in flat dishes on the counter. These should, of course be water tight, so that drippings off the fish will not run on the counter. These holders should be cleaned out often, as a cleanly appearance of everything connected with the fish department promotes sales.

Buy in Small Quantities.

It is not wise to purchase fish in large quantities for the public have changeable appetites and while one week there might be a big demand for some particular line, the next week there might be little sale for it. Supplies should be bought oftener in smaller quantities and in various lines, thus keeping stocks fresh and a smaller amount of capital invested.

It must be remembered that putting in a stock of fish will not in itself promote sales. A certain amount of advertising will be necessary in order to get trade in this line running in your direction.

Fig Growers are Not Careful in Handling Fruit

Washington, D. C., Jan. 19.—E. G. Smyth, a scientist of the bureau of agriculture of the United States, who was sent to Smyrna last spring to investigate the situation there with regard to the packing and shipment of figs to America, because of some poor fruit having been received, has returned to Washington. He indicates that conditions have improved and that Smyrna can send clean figs to America if the natives care to. He adds that the State Department and the Turkish Government are drawing up regulations to cover the case.

Mr. Smyth was in the fig belt five months. He camped in the orchards, lived in the packing houses and followed the life history of the moth. He experimented with all sorts of sterilizing devices and found that, owing to their method of construction and the fact that they were always in use, it was not possible to fumigate the packing houses. After experimenting with steam, hot air and hot water, he discovered it was possible to sterilize the figs by boiling them before they were packed.

The packers generally say, according to him, that they are willing to sterilize the figs for the American market, if there is some regulation adopted compelling all of the packers to go to the same expense. It is probable that this will be done and the problem of wormy figs thus will be solved.

Mr. Smyth says there are two crops of figs a year in Smyrna. The first, or June crop, is not very good, and it is allowed to fall and rot on the ground. To a large extent the moths get into these figs, and there they multiply and increase, so that when the figs the American public eats are laid out on mats to dry, there is a moth for every fig, and eggs are laid that ultimately develop into worms.

When the figs are brought into the "khans" or packing houses they are already infested with the worm.

Sanitary conditions he claims have been bad in the packing plants and the figs get infested with other things besides the worms. The Turkish Government recently has taken hold of this end of the business, and now has an inspector-general of agriculture, who is inclined to do his duty, and the "khans" and the workmen are being cleaned up. But this does not affect the fig moths.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Thomas Wood Co., the coffee importing house whose high grade coffees have made such progress in Canada the past few years, have issued a letter to their trade on the market conditions, urging the grocers to maintain the quality of their coffees even at an advanced price, claiming that the higher cost coffees are more economical as well as more delightful. Wood's coffees have an enviable reputation in the States also, where they enjoy a large patronage.

Hugh Walker & Son, wholesale fruit merchants, Guelph, Ont., have just completed a successful prize contest among their customers, which has been in progress throughout the year 1910. They offered for the three customers buying the largest number of boxes of "Golden Orange" brand oranges in the twelve months, a free trip to California and return, including hotel expenses. The distributing territory was divided into 3 districts. J. A. McCrea, Guelph, is the winner of the trip for District No. 1, with a purchase of 654 boxes in the year; John Sandlos, Hanover, Ont., wins the trip for district No. 2, and A. McIntosh, North Bay, Ont., is the winner for district No. 3. George Walker expects to accompany the party, which will leave Guelph about the end of the present month.

By referring to the advertisement of Laporte, Martin & Co., Limited, of Montreal, which appears on another page, it will be seen that this firm is quite decided to reduce its very considerable stock of many and standard lines of goods before February 1st, date of its stock-taking. An inquiry sent to this firm should bring to every dealer a very interesting reply. Write to-day.

W. D. Watson, for many years a retailer in Ayr, Ont., and for the past seven years a western traveler for Foley Bros. & Larson, Winnipeg, has been appointed buyer for the latter firm in succession to A. Badenoch, who takes a similar position with the Hudson Bay Company.

During 1911 the majority of holidays will fall on a Saturday or Monday. New Year's Day was celebrated on Monday; Dominion Day comes on a Saturday, and Labor Day, Thanksgiving and Christmas Day will all fall on Mondays. Good Friday of course comes on Friday and May 24th this year will be a Wednesday.

The dairy and food department have commenced a crusade against dirty and unsanitary stores in Lansing, Mich. They will also see that the sanitary standard in living rooms over stores is raised to a higher level. It is claimed that in many stores the filthy conditions are very bad and the living rooms in some cases worse.

The Flour Market in Uncertain State

A Slight Weakness in Wheat Market Has Made Millers Doubtful in Regard to Flour Prices—A Moderate Demand for Both Flour and Cereals—Some Say Flour Market is Strong, While Others Are of a Different Opinion.

The firmness in the flour market was somewhat weakened on Monday by a slight decrease in wheat quotations, which was brought about by bearish reports from several important centres. Several millers looked for an advance in flour, but whether the easiness in wheat will break up this expectation is a question. No. 1 Northern wheat is quoted at 1.04 per bushel at Ontario bay ports

In regard to what the future of the flour market will be there is a difference of opinion. Some millers have ventured the prediction that even in the face of the slight easiness in wheat that higher prices will be seen in flour. Still there are others who believe that on account of the weakening in wheat and the liberal stocks held in general that flour will remain at the same price. All grades of Ontario flour advanced 10c per bbl. in St. John, N.B., last week.

Reports show that Canadian flour exports to South Africa have increased from $629,285 in 1906 to $1,115,500 in 1909, an increase of 77.3 per cent.

A report from England says. "The flour market ras ruled firm during the past few days and prices have an upward tendency."

A report from Ottawa intimates that Sir Richard Cartwright will appoint a Canadian trade agent to Venezuela, as the outlook for business between Canada and this country is good. Flour is selling in that country at sixteen dollars a barrel, and a great many articles produced in the Dominion should find a ready market there.

A moderate amount of business is being done in both flour and cereals throughout the country, but millers agree that trade would show an improvement.

MONTREAL.

Flour.—The hope of activity in the local flour market is not being realized, although there is a moderate routine business being done from day to day. Some days there is little of this, and others it is quite fair; but of real activity there is none reported.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents bbl		5 10
" strong bakers		4 90
" second "		4 40

Rolled Oats.—Little interest is shown in this market. Prices are unchanged.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated " "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 55

TORONTO.

Flour.—The firmness which characterised the flour market has been somewhat weakened by a slight easiness in wheat prices. Some millers believe that even under the present conditions flour may see a little higher price, while others think that the weakness in wheat will keep the flour market at the present price. There is a fair demand for flour just now, considering the season of the year, as millers do not look for a big trade during the first month.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—There is a fair amount of business passing in these lines. Rolled oats maintain a firm position, while rolled wheat still remains the same in price.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

CUTTING IN FLOUR

A Montreal man, and an authority on the flour market, in referring to the present condition says there is no possible chance of flour advancing over present prices in the domestic market unless foreign markets appreciate in value.

"We are not warranted in advancing present market values on the domestic consumer." he said "until we can place flour for export at a higher price than at present. We would be pleased to see the present quotations for flour maintained, as beyond question there is considerable cutting going on, and booking ahead."

TRADE NOTES.

T. E. Reevely, grcoer, Swansea, Ont., suffered a serious loss Sunday night, when his store and residence were destroyed by fire. The loss is estimated at several thousand dollars.

Abraham Bryan, a general merchant for many years in Whitby, Ont., is dead at the age of 90 years.

Merritt Bros., wholesale grocers, Halifax, N.S., have assigned. The liabilities were declared at about $32,000 and assets at $12,000.

M. O'Donnell & Co., grocers, North Bay, Ont., have moved into a new store. The front is being refitted for better display purposes.

A Canadian cereal company has asked the Railway Commission to reduce the minimum weight of a carload. The company argues that since cereal products are not heavy they do not come up to the prescribed minimum weight, and, therefore, its freight should be figured on the actual weight of the contents.



A LITTLE BIT more care in the making and baking results in Mooney's Perfection Cream Sodas being a good deal better than the next best line

The name "Perfection" was chosen because it represents the standard of quality from which our goods never deviate.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

TAKE OUR TIP!

If in doubt as to what line of Breakfast Food to feature, give a fair trial to

TILLSON'S PAN-DRIED OATS

A FOOD, NOT A FAD!



It is easily the most satisfying, nourishing and palatable cereal on the market, and is prepared from the finest oats in the world—Canadian Oats.

Our extensive advertising has created the steady demand for "Tillson's!" Don't delay. Send along that order to-day.

PUT UP IN 2 SIZES

Premium Family Package, retails at 25c.

Pan-Dried Package, retails at 10c

Canadian Cereal & Milling Co., Ltd., Head Office: LUMSDEN BLDG., TORONTO

The Trained Grocery Salesman

IT should be the aim of every trained Grocery Salesman to spend his spare hours profitably. One very profitable way in which he can spend these spare hours is acting as circulation representative for the MacLean Publishing Co.

This work puts you in touch with all classes of people and is profitable as well as interesting.

We want a representative in practically every town and centre of population to secure new and renewal subscriptions.

Your training in salesmanship qualifies you for this position, and enables you to carry it on enthusiastically and successfully.

Your name and address sent to us will bring you a complete prospectus.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE., TORONTO, - - ONTARIO

TRADE NOTES.

F. W. Hudson of the Canada Brokerage Co., Toronto, sailed on the Lusitania from New York, Jan 18, on a business trip to Europe.

The Canadian Shredded Wheat Company have opened a branch warehouse in Winnipeg in the Bright & Johnston Block. J. H. Duke, late manager of the Quebec section is in charge.

Business schemes should be selected with great care. There are many "schemes" which intelligently used will help in increasing sales. But it must be remembered that there are many more schemes that do harm.

Another shady scheme is reported from Nashville, Tennessee, whereby for $2 a year membership fee, any consumer can obtain special discounts from merchants who have signed an agreement to that effect with the Southern Economy League. Eighteen grocers have entered the scheme.

St. John, N.B.—A meeting of the creditors of Merritt Bros., wholesale grocers, was held last week, and Charles E. MacMichael was appointed inspector. The meeting adjourned until April 16. In the meantime the assignee, H. H. Pickett will collect all the assets and book debts. The liabilities are placed at about $32,000 and the assets, about $5,000.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORREPSONDENCE SOLICITED

MOP STICKS

"The Tarbox Brand"

Made in Canada

Many kinds

FOR ALL PURPOSES

Distributed through practically all of

THE LEADING JOBBERS

Send for Catalog.

Manufactured by

TARBOX BROS. - - *Toronto*

(Established quarter of a century under the same personal management.)

LEITCH ANCHOR BRAND OAK LAKE

Is the bread NOW in your home inviting? Do you like it? If not, you can have it so by using

Anchor Brand Flour

MANFD. BY

Leitch Brothers Flour Mills, Oak Lake, Man.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA

TORONTO

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: O. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.



Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager

LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY

I Always Tell The Buyer To Use More Water

It's funny, come to think of it.

That I should tell the cook how to bake.

But if she has never used a strong Manitoba flour before, she may complain that it doesn't work so easy—gets tighter in the dough.

Because, you see, she doesn't know what to do with it.

Plain ignorance on her part which I find very profitable to enlighten.

Just what I told Mrs. B. this minute:

Madam, said I, when your dough tightens under hand put in *more* water, no matter how little you have been using.

More water and *less* flour — that's where the saving comes in. And you'll find FIVE ROSES works much easier, goes together quicker, closer.

Trouble is you didn't give it *enough* water to work with.

It's because it's so unusually strong, so granular, that FIVE ROSES needs this *extra* water.

The result is you get many, many more pounds of bread from your flour bin than you have ever known before.

That is the economy of FIVE ROSES.

And the extra kneading—if you care to knead it longer—gives you such lofty, close-grained loaves; satin texture, cool and porous crumb that keeps fresh for days.

This makes FIVE ROSES worth much more than the price would indicate.

Customers who take this hint take FIVE ROSES evermore.

The moral, of course, is:

We both make *more* "dough."

Five Roses

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL, "THE HOUSE OF QUALITY"

California Navels
and
Florida Grape Fruit
are both selling well.
Quality is fine.
CALIFORNIA CELERY, FLORIDA HEAD LETTUCE, NEW BEETS, CARROTS, ETC.
Send in your orders. They will have best attention.
McWILLIAM
Mc. AND E.
EVERIST
25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas
Home Guard
PACKER:
FRANC TRACUZZI
If you don't specify above brands when ordering you will find out the brands your jobber wants to sell---The brands that show him the largest profit. But that don't do you any good, so "Be Wise" and insist on "St. Nicholas" in which case the "Big Profit" will be at your end of the line, "Be Wise."
AGENT
J. J. McCABE, Toronto
Puck

Little Change in Fruit Trade Conditions

Retailers are Buying Only for Immediate Needs — Export of Apples from Nova Scotia According to One Estimate will be Only 200,000 Barrels This Year—Supply of Oranges Still Keeps Plentiful.

There are no important features in the fruit and vegetable trade just now, retailers ordering small amounts to supply their immediate needs. Reports of the apple crop from Nova Scotia show that the export of last year's crop will be only 200,000 barrels compared with 700,000 barrels in 1909, and of the crop, 135,000 barrels have already been forwarded.

Oranges are selling well and prices remain the same. It was expected by some dealers that a break might take place in the price of oranges, after the holiday, on account of the large quantities being shipped, but the good quality of the oranges increased sales in all parts of the country with the result that the price has been maintained.

MONTREAL.

Green Fruits.—Buyers continue to purchase sparingly in accordance with their immediate needs. The demand for oranges is good, particularly on the large size.

Apples, bbl.	4 50	7 50	Oranges—		
Bananas crated, bunch	2 00	2 25	California	4 00	5 00
Cranberries, bbl.	11 00	15 00	Pineapples—		
Cocoanuts, bags.		4 25	Floridas, case	3 75	4 25
Malagas, keg		6 50	Plums, crate	2 00	2 25
Lemons	2 75	3 50	Pears, bbl.	7 00	10 00

Vegetables.—The market is still dull, and a brightening up is not expected for some time yet. Sweet potatoes are scarce, and prices have advanced. There is a scarcity of lettuce and prices are advancing. American beans are declining.

Beans, American basket		7 00	Onions—		
Beets, bag	0 75	0 90	Spanish, cases	2 75	3 00
Carrots, bag	0 75	0 90	Red, bag		1 25
Cabbage, doz.	0 40	0 50	Potatoes, bag	1 00	1 10
Cabbage, bbl.	1 00	1 50	New Bermuda potatoes, lb.		0 07
Celery, crate	4 00	4 25	Sweet potatoes, basket	2 25	2 50
Cauliflowers		3 00	Parsley, dozen		0 90
Cucumbers, doz.	2 25	2 50	Parsnips, bag	1 00	1 25
Garlic, 2 bunches		0 25	Radishes, dozen bunches	0 60	0 75
Green Peppers, small basket		1 50	Spinach, bbl	5 00	5 50
Leeks, doz	1 75	2 00	Tomatoes, hothouse, lb.	0 35	0 40
Lettuce—			Turnips, bag	0 75	0 90
Curly lettuce, box	1 60	2 40			
Boston, box.		2 50			

TORONTO.

Green Fruits.—Trade in these lines shows a slight improvement and while there is a fair demand, still dealers agree that things might be brisker. There is still a good supply of oranges with a fair demand. Some dealers believe that apples will rise above the present price.

Apples, bbl.	3 50	6 00	Jamaica, case	3 0	3 50
Apples box	2 00	2 50	Lemons—		
Bananas	1 50	2 00	Messina	2 75	3 00
Cocoanuts, sack	4 00	5 00	Limes, box		1 25
Cranberries, bbl	9 00	9 50	Oranges—		
Cranberries, case		3 50	Tangerines, a strap	5 50	6 00
Malaga bbl.	5 00	6 50	Florida		2 50
Almeria, bbl.	5 00	7 00	Navels	2 50	3 00
Grape Fruit—			Mexicans	2 00	2 25
Florida, per case	3 50	4 00	Pomegranates, doz.		0 75
			Pineapples crate	4 00	4 50

Vegetables.—There is little change either in demand or price in this line. There is a good demand at the present time for California celery and the price is remaining firm at from $4.50 to $5 per case. There is also a fair trade in cucumbers and similar lines. Imported tomatoes have not yet come down to a level that would create much of a demand, the price now ranging at $6 per case of 6 baskets. Lettuce are quoted at an advance. The potato market has been somewhat weakened by the arrival of quantities from New Brunswick.

Beets, Louisania doz.		1 25	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head		0 40
Cabbage, case—			Boston head lettuce, doz.		1 50
Canadian	0 75	1 50	Onions—		
Cabbage, per 100	3 50	5 00	Spanish, large		3 00
Carrots, Canadian, bag		0 50	Spanish, ½-cases		1 50
Carrots, Louisania, doz		1 00	Yellow, per bag	1 35	1 50
Celery, dozen	0 30	0 40	Potatoes, Ontario, bag	0 85	1 00
Celery, California, case	4 50	5 00	Sweet, hamper.	1 25	1 40
Cucumbers, Boston doz		2 25	Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fresh Fruits.—Prices are going much higher and further advances in apples are expected. Cranberries are scarce; new arrivals of oranges are quoted lower. A good trade is going on in all lines.

Apples—			Grapefruit, Cal., case		6 00
Ame. Johnathans	2 50		Cocoanuts, doz.		0 90
Ontario, No. 1, brl.	5 50		Cranberries, Jersey, per bbl.		15 00
Northern Spy	6 50		Lemons, Cal.		5 00
Bananas,	2 50		Oranges, Navel.	2 75	3 50
Grapes, Mal., keg	6 50	8 00			

Vegetables.—A good output is reported on all lines and at stronger prices. Cucumbers are at a record figure. Tomatoes are also high. A splendid trade is going on in cabbage and onions.

Beets, lb.		0 02	Onions, imported		0 02½
Cabbage, new, lb		0 02	Potatoes, bush		1 00
Celery, Cal.		1 00	Parsley, per doz.		0 40
Cucumbers, doz.		3 50	Radish, dozen		0 50
Lettuce, doz.		0 60	Squash, lb.		0 03
Mint, doz.		0 80	Tomatoes, Cal. case		5 00
Onions, green, per dozen		1 00			

FRUIT MEN CONFER.

Toronto, Jan. 19.—On Monday of this week the fruit section of the Toronto Wholesale Fruit and Produce Association entertained wholesale fruit dealers from outside points and Toronto fruit brokers. During the afternoon there was a bowling game in which nearly all participated and showed their prowess over the ten pins.

In the evening a banquet was tendered the visitors at which addresses were delivered and trade conditions and evils talked over with a view to straightening out matters. It is the intention of the fruit men to hold further conferences along this line in the future.

H. Peters, Toronto, left last Sunday on a trip to Florida and the Bahamas.

Kelly, Taylor Co., Ltd., is the name of a new firm which has recently opened a grocery and provision store in Charlottetown, P.E.I. The company was incorporated by letters patent in Nov. 1910.

Annual Staff Gatherings

On Tuesday evening, January 3rd, the Mooney Biscuit & Candy Co., Ltd., Winnipeg, held their annual conference and banquet in the Royal Alexandria. There were present the entire Western traveling staff, and the local office staff, numbering about twenty-five young men. W. C. Mooney, vice-president, and manager occupied the chair, and beside him was J. S. Cooke, sect.-treasurer and assistant manager. An excellent menu had been arranged for, and unique programmes were prepared outlining the menu and toast list. After the banquet, a toast list was run off, consisting of music and speeches from members of the staff. Mr. Mooney in speaking to "Our Company," outlined the history of the Mooney Biscuit Co. since its birth, eight years ago, refering to the business in Stratford, Ont., and the purchase of the new branch in Winnipeg, from Foley Bros. & Larson, last year.

The social gathering, as remarked by Mr. Mooney, was a fitting conclusion to the relationship which existed between members of the staff and all departments of business. Co-operation, he said, was the keystone to all successful business enterprise, and he wished for the year of 1911 that co-operation between all departments and employes, as well as the customers, would be the motto. During the evening, a telegram was read from W. G. Mooney, president of the Mooney Biscuit Co., at Stratford, regretting that he was unable to be present. This message was received with hearty applause.

SAVES MONEY IN FREIGHT.

An Eastern Ontario country dealer states that he can save considerable money in freight and express by combing orders coming from the same place. For instance, last week he wanted a shipment of groceries and as he was also getting some fish from the same city, he had the two orders combined in one shipment, thus saving freight. He also keeps his stock up better in that way as when he runs short on goods handled by a special house, he can have a shipment included with his groceries.

California Celery

Fresh cars arriving at regular intervals.

GOOD CANADIAN CABBAGE—solid hard heads.
1,000 cases SPANISH ONIONS—direct shipment.
MARMALADE ORANGES—sizes, 160's, 200's, 240's.

All the above lines are seasonable.

Add your FISH ORDER—the Largest and Most Complete Stock to choose from.

WHITE & CO., Limited
TORONTO, Branch at HAMILTON

Fresh Arrivals

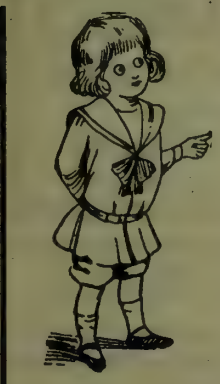
California Celery
EXTRA FANCY, WELL BLEACHED STOCK.

The Celebrated
Golden Orange Brand
Navel Oranges

ALSO A FULL LINE OF
Grape-Fruit, Lemons, Bananas.

The House of Quality

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



LEMONS

are reasonable in price, and what fruit do you handle that shows you more margin of profit? Push the sales of Lemons—your customers want them in the house all the time. Do not be afraid to "hand them a lemon," and for best satisfaction be sure they get "**Buster Brown,**" Canada's most popular Brand.

FOLLINA BROS., Packers W. B. STRINGER, Sales Agent



Fish - Oysters



The Fish Trade in Splendid Condition

A Good Trade in Fish for this Time of the Year—Better Supply of Fresh Fish at Coast—Newfoundland Herring Fisheries Did Not Turn Out as Well as Expected.

The fish trade seems to be in a healthy condition at the present time. Some improvements in arrivals of fresh fish, especially cod and haddock, are noticed at the coast. On account of stormy weather, the catches of lobsters have been small. There are good supplies in nearly all lines of smoked fish. The herring fisheries on the coast of Newfoundland have not turned out as well as at first expected, which has caused a noted firmness in that line.

NOVA SCOTIA.

Halifax.—There is considerable improvement in the receipts of fresh fish at Halifax, several vessels having arrived during the week with fair sized cargoes for the season of the year. The fish consisted principally of cod and haddock for which there is a good demand. Halibut is scarce and no fresh stock is being landed at this port. Reports from along the western shore say that only small catches of lobsters are being made. This is due to the stormy weather that has prevailed along the coast, the fishermen being unable to set their traps. Most of the lobsters that are being taken are shipped alive to Boston, where high prices are obtained.

The local market is now well supplied with smoked fish such as finnan haddies, fillets, and kippered herring. There is a good demand for dry and pickled fish, the stocks of which are gradually becoming smaller. There is a much better demand for fish in the foreign markets, and the shipments are increasing, thus greatly reducing the home supply. One schooner sailing from here recently took away over 4,000 packages for Brazil, the cargo being valued at $35,000.

ONTARIO.

TORONTO—The trade in fish is running along smoothly with a fair demand, especially in sea fish lines. Prices remain about the same. Pickled lake herring in 100 lb. kegs are quoted at $4.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 12
Lake Superior herring	0 04	Smelts, extra	0 18
Lake Erie herring	0 07	Tullibees	0 06
Pike	0 06	White fish, pan frozen	0 10
Pink sea salmon	0 09	Yellow pickerel	0 08½
Round red "	09		

OCEAN FISH (FROZEN)

Herring, per lb	0 04	Mullets	0 04
Flounders	0 05	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 08½ 0 09
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

NEWFOUNDLAND.

St. John's—The latter stage of the herring catch did not prove as successful as it at first promised. A fortnight ago herring were reported plentiful on the west coast but have now apparently gone into deeper waters. Several vessels which were unable to get full cargoes, offered higher prices. Conditions, however, seem to be somewhat better on the south coast. There is a good demand on the United States markets for herring just now. The same prices for this line prevail in St. John's, but there is reason to believe that higher prices may be seen on account of the shortage.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	105 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70

QUEBEC.

Montreal.—Trade in frozen fish is as good as could be expected this time of the year, weather is favorable, and the market does not show the least sign of anxiety. Some lines, particularly haddock and haddies, are more than ample to fill the requirements at present, but there are possibilities of fishing being stopped any moment now on the coast, when the apparent surplus will vanish quickly. Frozen lake fish are in good demand, a rough spell of weather has stopped the fish coming east, but when normal conditions are restored fish will be more plentiful. Halibut and salmon are in good demand, salmon particularly. Pickle and salt fish are beginning to move, holders expect to sell at too big a price and it has a depressing effect on the demand and for this reason the quantities sold will be much below the average. Oyster trade, both in bulk and shell, is satisfactory.

FRESH

Perch	0 08	Market cod	0 04 0 04½
Steak cod	0 05 0 05½	Haddock	0 04½ 0 05

FROZEN

Codfish	0 04 0 04½	Flounders	0 03 0 04
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 05½ 0 06
Haddock	0 04½ 0 05	Salmon, B.C., red	09 0 10
Halibut, per lb	0 08 0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 80 1 90	Smelts, 10 lb. bxs	0 09 0 10
Market cod	0 04 0 04½	Whitefish, large, lb	0 09 0 10
Steak cod	0 05 0 05½	Whitefish, small	0 06½ 0 07
Mackerel	0 12		
Tom cods, bbl	2 00		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 00 9 00	Salmon, B.C., red, bbl	14 00
Labrador herring, bbl	5 50	" " pink, bbl	12 00
" ½ bbl	3 15	" Labrador, bbl	16 00
Labrador sea trout, bbls	12 50	" ½ bbls	9 00
Labrador sea trout, half bbls	6 50	" trcs., 300 lb	22 00
No. 1 mackerel, pail	2 00	Salt eels, per lb	0 07½ 0 08
½ bbls	8 50	Salt sardines, 20 lb. pls	1 00
No. 1 pollock, bbl	6 00	Salt sardines, brls. 200 lbs	7 00
Scotia herrings, No. 2, bbl	4 50	Salt sardines, half brls. 100 lbs	4 00
Lake trout, half bbl.	6 00	Scotch herring	6 50
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

Solid meats—Standards, gal., $1.85; selects, gal., $2.

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10, 11
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

The storm recently experienced throughout the Western Provinces has reached the Atlantic Coast and is affecting the weather conditions there.

CURERS AND PACKERS

— OF —

The Celebrated "Ocean Brand"



Finnan Haddies

First Silver Provincial Nova

Prize Medal Exhibition Scotia

Bloaters and Kippers

First Prizes Provincial Exhibition, Nova Scotia

Also the Special Gold Medal for best exhibit of Food Fishes at the Dominion Exhibition, Halifax, N.S., was awarded to us.

January and February are the two best fish months and it would be advisable under present conditions to assure yourself of supplies at the present prices.

When ordering, insist on **OCEAN BRAND**. If your wholesale house cannot supply you with this brand, write or wire us DIRECT and we will be pleased to quote you by wire.

The Halifax Cold Storage Co., Limited

45 William Street Selling Branch **Montreal, Quebec**



Lots of Fish are constantly rolling towards our stores. This has to be in order to keep our customers constantly supplied with all lines of fresh new stock. If you are not one of them---inquire now and get our prices. **It will pay you.**

D. HATTON CO. - MONTREAL



The Finest Fish Obtainable



Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When next ordering, be sure and get the name right

"BRUNSWICK"

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas, Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Donald says:

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND Co TORONTO

MAKE

Your Fish Trade

WORTH WHILE

YOU can make sure of satisfactory business and excellent profit in your FISH DEPARTMENT if you are handling our full line of Fish Specialties.

We are headquarters for every kind of Fish—Fresh and Salt—and carry the most extensive stocks.

"BEACON BRAND" HADDIE

Every fish tagged as a guarantee of quality. A splendid line of sweet, toothsome, fish that ensures the 'repeats.'

"BEACON BRAND" OYSTERS

Pure, juicy and fresh. They just hit the public taste for this delicacy.

HERRINGS

We have a full range of Labrador and Lake Superior Herrings in kegs and barrels, guaranteed bright 1910 stock.

GET OUR PRICES TO-DAY

The F. T. James Co.,

LIMITED

Church and Colborne Streets

TORONTO

Items Done in Brief for Busy Dealers

Pleasant Odors Should Emanate From the Grocery Store—A Hint to the Order Clerk—Grocers' Association Want Government to Prevent Fake Sales—Small Dealer Having Difficult Time in San Francisco—People Looking More to Quality Than Formerly.

It is claimed that the successful grocery store can be detected by odors, at least in many instances, and that the store which greets the nostrils with a certain glorious combination of odors of coffee, tea and spices is almost always a paying investment.

Orders clerks should remember not to waste time when an order is presented to them by indolently scanning the items and gazing over the orders. Take the first item and start to work and the order will certainly be prepared with greater rapidity.

The Retail Grocers' Association of Spokane will urge, the Washington Legislature to enact a law prohibiting false and misleading advertising such as those of "damaged goods," "bankrupt sales," "fire sales" and the like where merchandise that is not in any way "damaged" etc., is offered for sale.

If the man who works with care, precision, energy and economy cannot succeed, what is to become of the fellow who does not recognize any of these virtues in his business?

During 1909, the Montreal markets disposed of over $200,000 worth of frog legs, 50 per cent. of which were produced in Quebec Province.

The Hartford City, Ind. butchers have by agreement cut out the free delivery of meats, claiming that present high prices have made it necessary for them to curtail expenses. Nearly every shop has heretofore maintained a delivery system.

A letter from San Francisco says:—The small grocer appears to be at more disadvantage in San Francisco than formerly, a marked tendency being noticed of late towards the increase of the large stores' business at the expense of the small competitor. The high class trade seems to gravitate towards a few large grocery establishments even more than in former years, being attracted by fine displays, good delivery service and persistent advertising, while the department stores are picking up a large volume of the cheaper trade.

System is a splendid thing and a virtual necessity to the success of any business. But it should not be carried so far that it becomes burdensome.

People who used to pay a lot of attention to prices are looking for quality now. Don't be afraid to ask the price for high class goods.

Following a decision in favor of protected prices handed down by the Federal court of Northern California, another protected price suit has been brought in the Superior court of that State. This is expected to settle the question of protected prices and the manufacturers' rights in this direction. A retail grocery firm is being charged with cutting the price of chocolate made by the manufacturers in this case. On each chocolate container there is a sticker bearing notice that the goods are sold to the retailer only on the agreement that he sell them at the price fixed by the manufacturer. These are the bare facts of the case which it is believed will be fought to the last ditch and may only be settled by the Supreme Court of the United States.

In Australia the public wants its coffee mixed with a certain amount of chicory. A grocer who was prosecuted for selling adulterated coffee said in court that 99 out of every 100 persons never asked for nor expected to get pure coffee. It was shown that this grocer's coffee contained from five to ten per cent. of chicory, and the court fined the grocer $25 on the ground that the coffee was adulterated.

Bologna sausage is named from the town of Bologna in Italy, where it was originally made.

The salmon pack runs in cycles of four years, there being three "lean" years and one "fat year;" 1909 was a "fat" year while 1910 was a "lean" year.

The honey bee annually produces a crop of honey valued at $20,000,000.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade


WEEKLY TRADE CHANGES.

The Movements of Merchants From Coast to Coast.

ONTARIO.—H. Izzard, grocer, has sold his business at Nepigon, Ont.

R. H. Miller has purchased the general store of James McKenzie, at Union, Ont.

Harry Gill, of Ouvry, Ont., has sold his store to Joseph Simpson of Tilbury, who will take possession on May 1st.

M. A. Malone of Fredericton, N.B., has taken over the management of the Yerxa Grocery Company at Woodstock, Ont.

QUEBEC.—The assets of J. A. Provost, grocer of Quebec, have been sold.

Caille & Lord, grocers, Longueuil, Que., have registered.

Mrs. Jos. Lambert, grocer of St. Barthelemi, Que., has assigned.

Law, Young & Co., general merchants of Montreal, have registered.

WESTERN CANADA.—A. T. Inskip, general merchant, Kerr Robert, Sask., has assigned.

Warowy & Co., have opened a general store at Winnipeg.

J. C. W. Van Blaricom has opened a general store at Calgary, Alta.

P. B. Mortimer has opened a general store at Hamilton Lake, Alta.

Mrs. M. W. Parke, grocer, of Calgary, Alta., has discontinued business.

The general store of L. Sanderson at Edrans, Man., was destroyed by fire.

F. E. Vatustal, general merchant, Wadina, Sask., sustained loss by fire.

The stock of Hub Mercantile Co., at Morse, Sask., has been sold to Ayotte Bros.

Larson & Hanberg have purchased the general store of Mr. Weldon at Kinistino, Sask..

I. D. Chappell will open a general store in township 26, north of Red Deer, Alta.

J. A. Wellwood of Eden, Man., has sold his general store to Linton and Thompson.

Mills & Patterson, grocers of Calgary have dissolved partnership. F. H. Patterson continues.

Vanderburg and Teeple have bought the grocery business of Craddock & Viner, Lethbridge, Alta.

W. L. Brown has disposed of his interest in the firm of Brown Bros., general merchants, Weyburn, Sask. J. E. Brown will continue the business.

HALTING THE DEAD-BEATS.

Story of How Western Merchants Prevent Them Running Up Large Bills.

The following is one example of how Oregon grocers assist one another:—

"Not long ago a family which has been trading with me for some time got offended because I asked them for the money they owed me. It amounted to $25. They transferred their business to another merchant in town. He came to me at once and asked me about them. I told him that they had owed me for nine months and when I asked for my money they quit. We both investigated and found they were not paying their bills. He shut down before his bill amounted to more than $3. They went to another, and he came to us and cut them off quickly. The family is running a bill in a small town several miles down the road now. We merchants get together and talk things over. Competition is good and active between us, but we believe in fair competition."

CALENDARS FOR 1911.

The calendar issued this year in connection with the Intercolonial Railway is typical of the provinces down by the sea. The moose's head occupies a prominent position to the top of the calendar encircled by pine needles and cone decorations. The illustration shows an Intercolonial Railway train passing a beautiful body of water bounded by mountains topped by sunlit clouds. The calendar is indeed an attractive one.

HINTS FOR GROCERS.

To keep tobacco from becoming dry, keep a glass of water in the tobacco case.

To keep cheese, moist and fresh and free from mould, wrap in cloth wet with vinegar.

To prevent evaporation, keep the lid of your coal oil tank tightly closed.

Do not unwrap more than one day's supply of oranges or lemons at a time, as they keep much firmer when wrapped.

If you want your coffee to keep its strength and flavor, see that the container is always kept tightly closed.

Keep molasses and syrup in a place where they will do no damage to other goods if a can should start to leak.

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

NOVA SCOTIA AGENT

wanted by old established well-known English firm of Cocoa Manufacturers on commission basis. Must be a good firm with connection amongst the wholesale and retail trade. Reply with full particulars and references to Box 41, CANADIAN GROCER, 88 Fleet Street, London, England.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

When writing advertisers kindly mention having seen the advertisement in this paper.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Ontario and Quebec Prices.



Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ¼-lb	1 40
" ½ oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

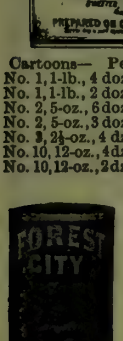
Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
		Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

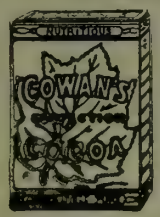
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Supreme, ¼'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ¼'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ¼'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" " ¼'s	0 38
" " ½'s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. ahd 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
¼-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 15
Crushed Java and Mocha whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.

1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb. fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
½	0 32	0 40
1 and ½	0 35	0 50
½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 7 gen	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (In glass Brand), No. 1½, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

Ontario Lantern Footwarmer
Do You Want a Winner?

Scientifically Designed

Mechanically Perfect



Economical and Cannot Damage the Robes.

Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

USE
NEW BRUNSWICK
"KRAFT"
WRAPPING PAPER

ASK YOUR WHOLESALER

The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
81 YOUVILLE SQUARE, MONTREAL

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg



Think It Over!

Isn't it worth while to handle a line that the women want? Such a line is

BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover, there's a 'worth while' margin of profit for you in selling "Black Knight."

F. F. Dalley Co., Limited, HAMILTON, CANADA BUFFALO, N.Y.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb. pkg., $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $3; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

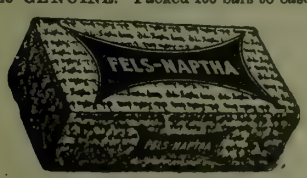
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11½
½-bbls.	0 11½
Tubs, 60 lbs.	0 11½
20-lb. Pails.	2 38
20-lb. tins	2 28
Cases 3-lb.	0 12¾
" 5-lb.	0 12¼
" 10-lb.	0 12¼



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11
Tubs	0 11½
20-lb. pails	0 11½
20-lb. tins	0 11
10-lb. "	0 11½
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50

'Purity" licorice, 10 sticks	1 45
" 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

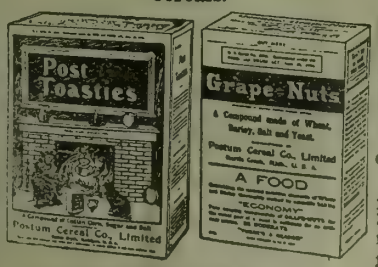
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Cereals.



Grape Nuts—No. 22, 3.00; No.

Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.90
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.

Case of ⅛-lb. containing 120 packages per box $3.00.

Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	2 60
No. 5 Magic soda—cases 100—10-oz. pkgs.	
3 cases	2 [illegible]
4 cases	2 [illegible]

LASCELLES DE MERCADO & CO.

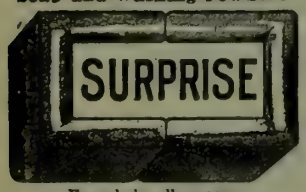
General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



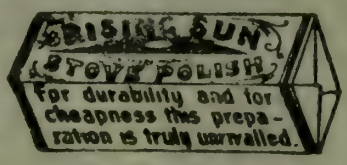
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03½ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

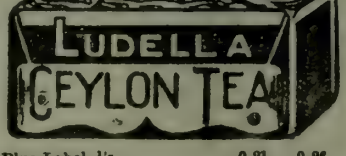
(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 80
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



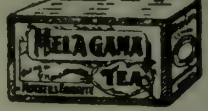
BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters			
Gold Tins, 5's	25c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ½'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retai
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 49	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20	
Black Label, ½-lb., retail at 25c	0 21	
Blue Label, retail at 30c	0 24	
Green Label, retail at 40c	0 30	
Red Label, retail at 50c	0 35	
Brown Label, retail at 60c	0 45	
Gold Label, retail at 80c	0 55	

Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LOOK AT THIS CASE — AND AT THIS



Do you want your product to arrive in a condition that will draw further trade instead of repelling it? Clean and fresh, with attractive, legible label? Then use

H & D Corrugated Fibre Boxes

They will absolutely protect your shipment against water, damp and damages, and trim down your freight bills because of the lighter weight of fibre board as compared to wood.

No matter what you have to ship, we can design a better, cheaper and more satisfactory packing case than you are now using.

Ask for booklet "How to Pack It."

WRITE US TO-DAY

The Hinde & Dauch Paper Co., Ltd.

TORONTO, CANADA





NO MAGIC

just a harmless chemical action which absolutely dissolves every particle of grease, tar, paint or dirt. That's

SNAP

the great hand cleaner, which will not hurt the most delicate skin.

What a chance of profit-making lies open to you in "Snap"

WHY NOT TRY A PARCEL?

Snap Limited, Montreal, Que.

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336	lbs.	Barrels,	336	lbs.
"	224	"	Bags,	224	"
"	112	"	"	112	"
"	100	"	"	100	"

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Winter roads are at their best for hauling SALT.

Don't you want a carload — Coarse and Fine? Laid down prices gladly submitted.

VERRET, STEWART & CO., Limited
MONTREAL

Your Customers Know—
AND WILL BUY
WETHEY'S MINCE MEAT
IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Advertising Manager of what is Probably the Largest Firm in Canada Manufacturing a Grocery Line Writes as Follows : : : : :

"At a time when no salesman could hope to see him the dealer eagerly reads trade news, profit news, news of price changes. And advertising is news. So he reads the advertising too. If he doesn't, then the advertiser is at fault. The Grocer introduces you to its readers—it's now up to you to plead your case.

"Do the merchants read the ads? Well our salesmen report many references to our copy in the course of interviews. Prospects called on for the first time seem familiar with our selling points. Some have adopted suggestions made. This saves selling time, does part of the salesman's work, interests the buyer before he has been called on, makes him impervious to Cheap-Johns because he is a 'knowing' retailer.

"We have received inquiries from British Columbia, from the West Indies even, Prince Edward Island, Newfoundland, Ontario, Quebec, and Canadian parts remote. This is the reach of The Grocer. And it goes where it wouldn't pay a salesman to go unless he were sure of an order.

"Once we had a little booklet for retail distribution. Casually and meekly we mentioned it in The Grocer without the foreknowledge of our own agents throughout the Dominion. Immediately our agencies asked for supplies to meet the demands of the readers of The Grocer. And letters came, and postals came for a month after that issue from people we had never heard of before. Sure The Grocer knew a lot of people we didn't know and a lot of people knew The Grocer who didn't know us, or, somehow, didn't know us exactly as we wanted them to know us.

"Eight thousand interviews 52 times a year for $800. Yes, I consider it an investment of the gilt-edged type.

"But you must stay with it. It is like every other advertising—no place for a quitter. It'a year or nothing. It is even more important than consumer advertising—it secures distribution, without which a moderate general appropriation brings in nothing but bills. And, you know, scratch a retailer and you find a hundred families.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, JANUARY 27, 1911 NO 4.



There's a Constant Demand for

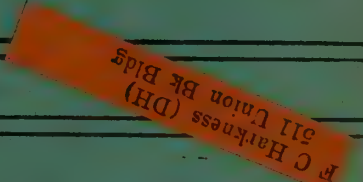
ROBINSON'S PATENT BARLEY

And being a food it is a line you should most certainly handle. There's no more healthy and nourishing food than this, and the profit is a good one. Why not have this profit for yourself?

Write for sample and particulars, or ask your jobber for it.

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada



The Syrup Season is with us.

Are you taking full advantage of this? You will be doing a large and profitable trade if you are handling

"Crown Brand" Corn Syrup

Feature "Crown" Syrup and you will be amazed at the results. It's all anyone could wish for in point of flavor and quality.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal

QUALITY

PROFIT



VALUE

RELIABILITY

INSURE THE CONFIDENCE OF YOUR CUSTOMERS

It is the Confidence of your prospective customer you desire to get.

It is the Confidence your customer has in you that leads him or her to purchase an article that you may draw to his or her attention.

Your customers are going to advertise your business for you, if you see that Quality Products only are sent them.

On the other hand, a poor article sent to a particular customer, and your customers are all particular more or less, means Loss of Confidence, Loss of Trade, and having your business advertised as not being just as it should be.

If you wish to retain the Confidence and Trade of your customers and have them speak of you and your business as you and your business should be spoken of

Stock Products Combining Quality with Profit.

MacLAREN'S

IMPERIAL PRODUCTS

Have the Confidence of Your Customers—Be Wise—Sell Them

IF YOUR JOBBER CANNOT SUPPLY YOU, SEND US YOUR ORDER

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO CANADA

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

CODOU'S MACARONI

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.

Agents

8 Place Royale, Montreal *84 Victoria St., Toronto*



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

George G. Hunt

Broker and Commission Merchant

St. John's, - Newfoundland

Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices.

CORRESPONDENCE SOLICITED.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Car assorted grades Salmon to arrive.

Can give best quotations.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Arrived in store one car

NEW ORLEANS MOLASSES

HALF BARRELS PRICES RIGHT

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Quebec

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.

Promptness and Satisfaction guaranteed. Business Solicited.

J. F. EBY, Pres. HUGH BLAIN, Vice--Pres.

MAPLE SYRUP

Here's your opportunity to "get in."

We are quoting "SPECIAL PRICES" on:

"ANCHOR" brand

for immediate shipment, also for shipment of NEW SYRUP as soon as ready.

Wine Pint, Quart, Half Gallon and Gallon Tins.

Wine Quart Bottles.

IMPERIAL MEASURE, 5 Gallon Tins.

"PANCAKE" brand

Wine pint tins, to retail at - 10c.
" quart bottles " " - 20c.

IN

PURE MAPLE SYRUP

We quote special prices on

"SMALL'S SELECTED"

AND

"PRIDE OF CANADA"

IN ALL SIZES

IT WILL PAY YOU TO BOOK YOUR ORDERS NOW

EBY-BLAIN, LIMITED

WHOLESALE GROCERS

TORONTO



TO CREATE NEW TRADE

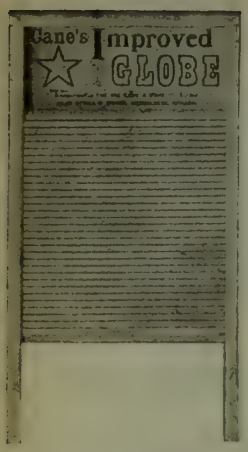
call your customers' attention to CAMPBELL'S SOUPS, which they will find more palatable than they can make; more convenient. "Just add hot water, bring to a boil, and serve;" more economical, because everything but the hot water is in the can; and, it is not necessary to buy several ingredients. All of which points will cause them to buy CAMPBELL'S SOUPS regularly— even to keep a supply in the house if you suggest it, because, among the "21 Kinds" can be found a meal or part of a meal for any occasion. And CAMPBELL'S SOUPS pay you a good profit.

JOSEPH CAMPBELL CO., Camden, N.J.

Rose & Laflamme, Montreal, Selling Agents for Provinces of Ontario, Quebec, New Brunswick, Nova Scotia, and Prince Edward Island.

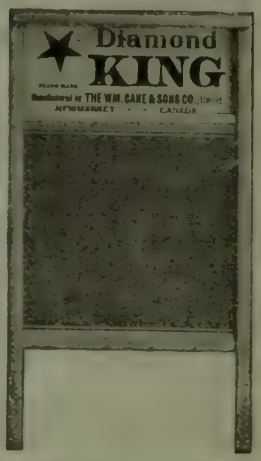
"21 Kinds—Look for the Red-and-White Label."

Campbell's
SOUPS



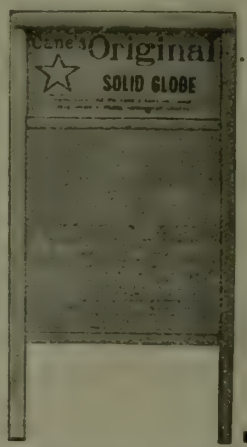
Cane's Washboards

are the Best and Cheapest.



We make this statement without any reservation, because we know that Cane's Washboards are better made, from better materials, than any other line of washboards on the market, at anywhere near the same price.

Three of our Leaders

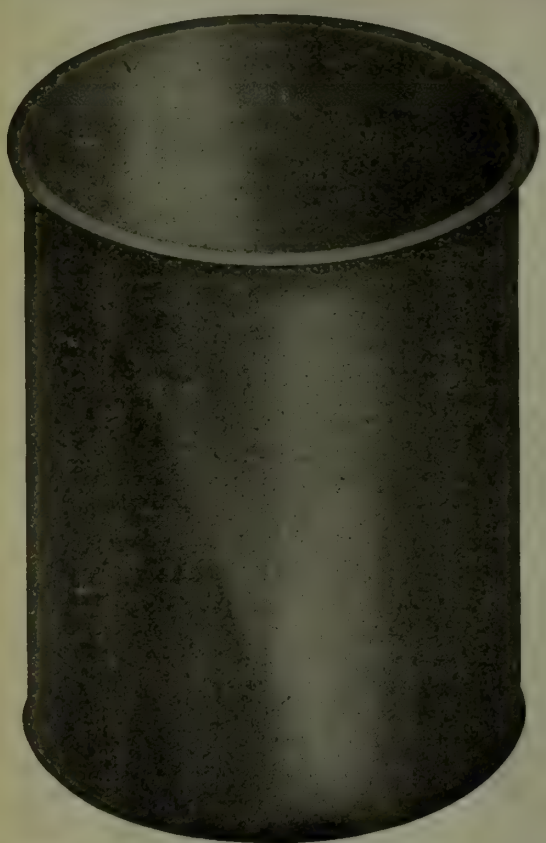


The high-class finish and appearance of Cane's Washboards are in keeping with the soundness of their quality.

Sold by all Jobbers

The Wm. Cane & Sons Co., Ltd.

NEWMARKET, ONTARIO



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"Red Cross" Brand Baked Beans



More for your customers' money—more quality and more quantity.

There is a green label on the top of every "Red Cross" can, telling your customer that it contains more beans to the can than 3's flat sold at higher prices.

And it tells him how to verify it. "Red Cross" Beans are hand-picked from the choicest crops grown in the vicinity of our factories.

The sauces and spices used are chosen with exceeding care as to flavor and purity. Better beans are not packed.

"Red Cross" Beans are supplied also in 1's, 2's, 3's Family and 3's Tall. The 1's are suited for small families; the 2's for families of medium size; the 3's Family for large families; and the 3's Tall for boarding houses and hotels.

Dominion Canners, Limited

Hamilton **Canada**

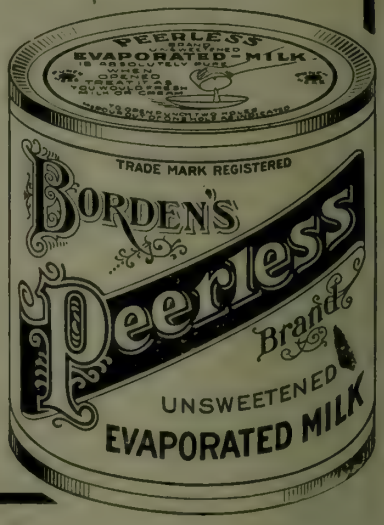


The Original

When You Sell Borden's Brands—

You know when you sell a customer Eagle Brand Condensed Milk or Peerless Evaporated Milk, that you have sold the best the world produces. Merchants all through Canada find it profitable to specialize on these brands, and besides, they get a lot of satisfaction out of it as well.

HAS BEEN BEST FOR OVER 59 YEARS



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Nelson and Calgary.

Save Money on Egg Delivery

You can do it if you will spare a moment to look into

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

They stop all breakage and miscount, save time and satisfy customers. Actual cost of using less than 1-3 of a cent per dozen eggs delivered safely.

Compare this figure with the cost of delivery in paper bags or boxes, which break eggs. Our booklet, "No Broken Eggs," will interest you.

Write us and ask your Jobber.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

A Rubber-Tired Express Wagon Free

With a 25-Box order of

COMFORT SOAP

"It's All Right"

Wagon Box
36 x 18



Wagon Box
36 x 18

Rubber Tires

With a 10-box order we charge $2.00.

With a 5-box order we charge $2.50.

There is a no more useful article in the grocer's equipment than a small delivery wagon.

It is a serious want felt by all grocers at various times and an absolute necessity for grocers who do not maintain a horse-drawn vehicle. Now is your opportunity. Secure one FREE WITH COMFORT SOAP.

Send for our Illustrated price list.

THE COMFORT SOAP CO.

TORONTO CANADA

PERRIN'S



LEMON NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

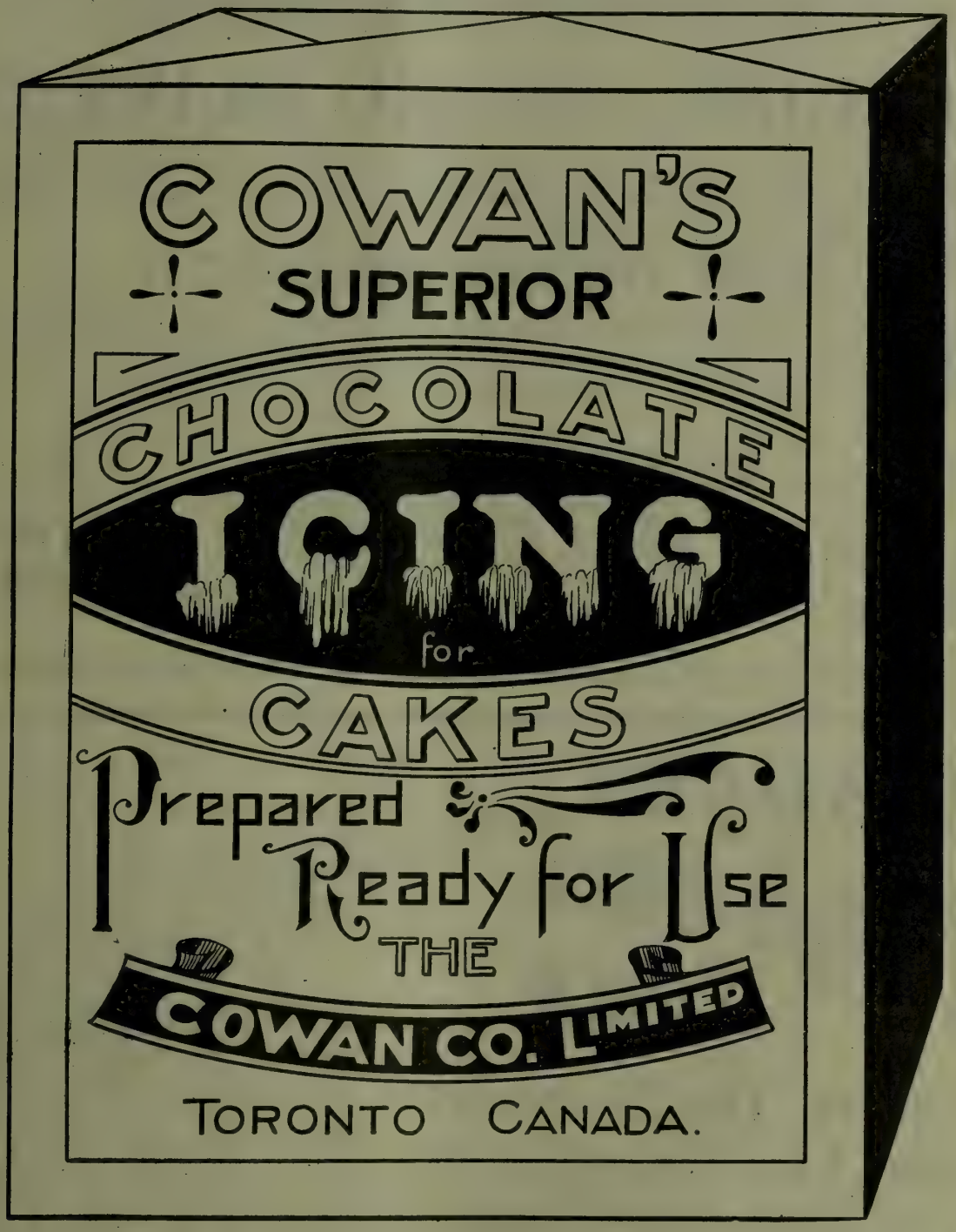
have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., LIMITED, TORONTO

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

DO IT NOW!

Head Office:
Cor.
Church & Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED

Branch:
256 St. Paul Street
MONTREAL

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

IMPORTANT DECISION

New York State Pure Food Law and Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

Hon. William F. Sheehan,
37 Wall Street,
New York City.

Albany, January 11, 1911.

Dear Sir:—

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully,

R. A. PEARSON,
Commissioner.

"TRIAN"
BRAND

STANDARD
OF
QUALITY

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

The Grocer who buys from us gets:—

Choice from a stock as well assorted as any in the trade.

Delivery in from ten to fifteen days less than if the goods were ordered from the East.

The saving in freights of from ten to fifteen per cent. between carload shipments and less than car shipments from point of origin to the Head of the Lakes

The advantages of buying where the right assortment can be secured, along with quick delivery and a saving in freight charges must appeal to every up-to-date business man in these days of strenuous competition.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.

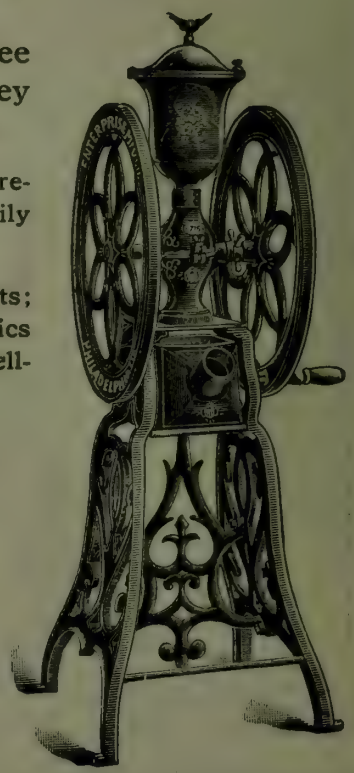


"ENTERPRISE"

"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they ***grind*** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.



We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray St., New York.

544 Van Ness Avenue, San Francisco.

Why Not Order by Mail and Save Time?





REVISED PRICE LIST

RICHARDS PURE SOAP	100 Cakes
RICHARDS QUICK NAPTHA SOAP	100 Cakes
RICHARDS SNOW FLAKE SOAP CHIPS	100 Pkgs.

QUANTITY	PER CASE		PREMIUM
1 Case	4.15	Collect	
5 Case Lot	4.15	Freight Paid	& 20 Bars Quick Naptha Soap
10 Case Lot	4.05	" "	& 40 Bars Quick Naptha Soap
25 Case Lot	4 05	" "	& 1 Case Quick Naptha Soap or Richards Pure Soap

TERMS NET THIRTY DAYS. Subject to Change Without Notice.

THE PREMIUM SOAP IS EQUAL TO DISCOUNT OF 20c. PER CASE.

The Richards Pure Soap Company, Ltd.

Established 1860. WOODSTOCK, ONT.

Sold to retail at 5c per cake straight. Apply direct or through any Wholesale House.

Our mail prices, our Travellers' prices, and the prices quoted by the wholesale trade are all the same, and we guarantee every merchant a square deal.

PURE FOOD!

WILL YOUR GOODS PASS THE GOVERNMENT TESTS?

Our laboratories are devoted to Canners, Packers, Grocers, Bottlers, Millers, Vinegar and Pickle mfrs., Spice mfrs., Sugar mfrs., Salt mfrs., etc.

FACTORY CONTROL A SPECIALTY

Investigations, Reports, Recommendations by Experts.

Write us to-day about our yearly contract system.

KINGSTON ANALYTICAL LABORATORIES

Food Chemists and Bacteriologists

KINGSTON, ∴ ∴ ∴ ∴ ONTARIO

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

Recommends Itself for 5 Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. packet makes 4 gallons of liquid soap.

Try a case. You will be astonished to find how soon it is gone.

Order from Your Jobber.

THE ASEPTO MANUFACTURING CO.
ST. JOHN, N.B.

Agents: Rose & Laflamme, Limited, Montreal

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's. 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED

HALIFAX - - NOVA SCOTIA

HOW DOES YOUR PRODUCT REACH THE CONSIGNEE?

Do you wish it to reach your customer in a broken, splintered case, battered and bruised?

Do you want the first impression to be a bad one?

Are you fond of negotiations over replacement of damaged goods, and return freight charges?

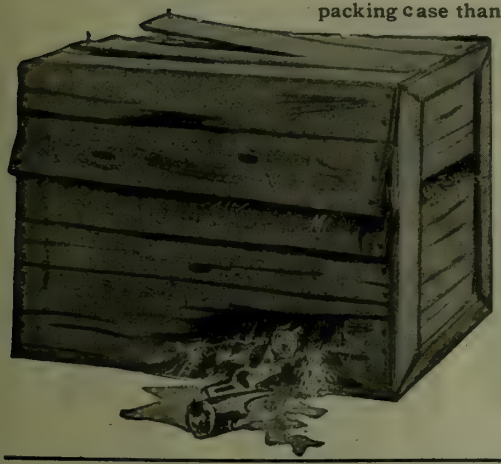
Or do you wish your product to arrive as clean and fresh as when it was packed—a condition to invite further trade?

Don't you want your printed label on the package to be thoroughly legible, and the consignee's name to be clear and readable? Then use

"H and D" Corrugated Fibre Board Boxes

They will surely protect your shipment against water, damp and damage, and will save on each shipment the unnecessary freight expense of wood.

No matter what you have for shipment, we can design a better, cheaper and more satisfactory packing case than you are now using—a case that will save from 10% to 87% in freight charges, 25% to 50% in packers' time, and 90% of your storage space.

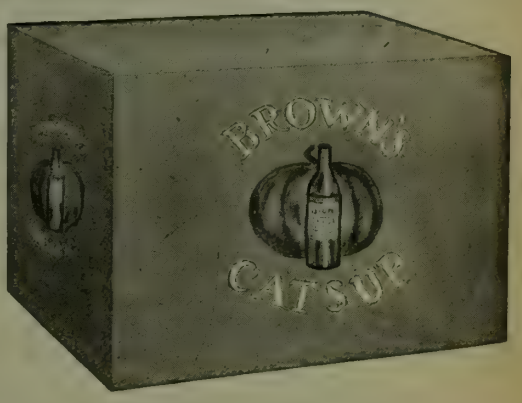


A request to have us design a specimen case specially suited to your needs, will put you under no OBLIGATION. We will be only too glad to do so! Write us what you ship, and ask for free booklet

"HOW TO PACK IT."

The Hinde and Dauch Paper Co., Limited

TORONTO, CANADA



Donald says:

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

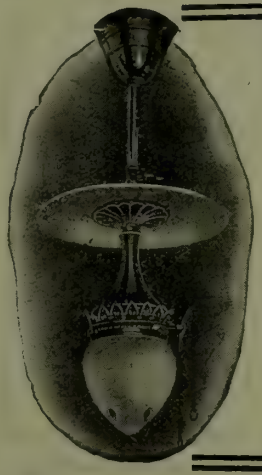
Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL



A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant ¼ cent per hour for 500 candle power.
Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way.
Absolutely Safe, permitted by all insurance companies. **More Light Means More Business.**
Delivered ready for any one to install.
Write now for circular and special price to merchant direct.
For stores, homes, churches, hotels, etc. First class agents wanted.
You save money by buying your mantles and glassware from us.

MACLAREN & CO.,
Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada

To WHOLESALE HOUSES

We still have several lines of suitable JAPAN TEAS left, and will close out at special prices for quick sales.

S. T. Nishimura & Co., - Montreal

Save Freight

There is a great scarcity of MAPLE SUGAR just now, but you have yet time to make good profits.

Order immediately some of our

Maple Sugar Blocks

Our stock will soon be exhausted. They sell for 10 cents each. They are so smooth and creamy that they are in constant demand.

Ask your wholesaler for them when ordering "Cabinet Maple Syrup" or "Kitchen Molasses".

Imperial Syrup Co.
MONTREAL

COLES MANUFACTURING CO.
1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



Quality — Good Packing — Attractive Get-up

THESE ARE THREE OF THE FEATURES THAT HAVE MADE

"King Oscar" Sardines

PRIME FAVORITES WITH THE CAREFUL BUYER

They are uniformly sweet, tasty and wholesome, and they leave a worth-while profit for the retailer

Only the primest autumn-caught fish are used in "King Oscar" Brand, and our factory is a model of cleanliness and sanitary methods.

ASK YOUR WHOLESALER

CANADIAN AGENTS

John W. Bickle & Greening
(J. A. Henderson)

HAMILTON, ONT.

Western Grocers!

We have been appointed Sole Agents in British Columbia and Alberta for

Ridgway's Teas and Coffees

lines that have gained highest favor wherever introduced.

Ridgway's is the Tea that has held pride of place ever since tea became the popular drink of the British nation, and is unequalled in all grades for quality and flavor. Sell Ridgway's! The family grocery trade will surely be influenced to the store which handles this splendid tea.

WE INVITE
YOUR ENQUIRY

Donnelly, Watson & Brown, Limited

CALGARY and VANCOUVER

Sole agents for Alberta and British Columbia.



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



INVALID OXVIL



THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price-protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to

THE HARRY HORNE CO, 309-311 King St. W., TORONTO

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ HEINZ PURE FOOD PRODUCTS are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

NATIONAL COFFEE MILL

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability. Prompt shipments our specialty.

Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co,
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co. Dearborn & Co.
REGINA, SASK.—Campbell, Wilson &;Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario



Why You Can Sell Package Dates

Because they are clean and sanitary, while bulk dates are not.

Because—Speaking now of our own package **Dromedary Golden Dates**—they have been advertised to your customers in the leading magazines; your customers know the name and are only waiting for you to remind them they can get them from you

Fill a window with **Dromedary Dates** and paste a magazine advertisement on the glass. Then see if they sell.

Dromedary Dates keep moist and fresh indefinitely. Your jobber sells them.

We also pack ***Royal Excelsior*** and ***Anchor*** brand package dates.

The Hills Brothers Co., Beach and Washington Sts., New York

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "**Redpath**" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH



Branches:
TORONTO HAMILTON WINNIPEG FT. WILLIAM

ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., = Collingwood, Ont.

Tartan BRAND

TEAS

Our stock is full, anticipating our annual sale.
All lines away below to-day's market.
Our travellers have rare bargains. We will mail samples on application.

Be wise and take advantage of this special sale

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



The Pickle with the Flavor!

There's something delightfully different about

STERLING BRAND MIXED PICKLES

that never fails to appeal to the public taste.

And the reason is not far to seek! We buy only the choicest condiments and vegetables obtainable, and the whole pickling process is one long tale of care, skill, and the most up-to-date sanitary methods.

Feature "Sterling" Brand. It will surely influence business to your store.

Send for our Prices

The T. A. Lytle Co., Limited
STERLING ROAD .:. TORONTO

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.



Have You Seen Government Report?

Inland Revenue Department Bulletin No. 208

Shows

Canada First Evaporated Milk

To be the Richest

Manufactured and Guaranteed by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

IN SUGARS

the name may mean much or little, but if you insist on getting

ST. LAWRENCE

that brand will give to you the highest quality obtainable in

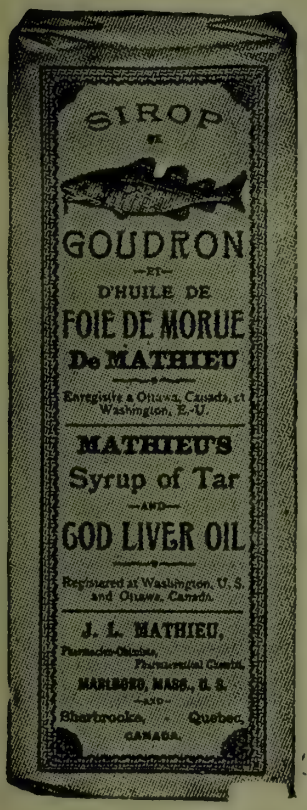
GRANULATED

or

GOLDEN YELLOWS

Packed in 100 lb. bags and brls. (Granulated also put up in 20 lb. Cotton Bags.)

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It isa sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada·

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. **MONTREAL**

KOKOBUT

PURE VEGETABLE MATTER

Unrivalled for Frying, Cookery and Pastry.

THE NEW HOME ECONOMIZER

12 ozs. KOKOBUT = 16 ozs. other cooking materials.

THE HOUSEWIFE
ASKS FOR IT AND WANTS NOTHING ELSE.
NOW IS THE TIME TO STRIKE.

You can double your profits by stocking this easy seller.
Write for free sample and terms

SOLE MANUFACTURERS **COCOA-NUT BUTTERS LIMITED**
206 Papineau Avenue - - Montreal



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., Hamilton, Ont.

Your particular customer wants the best!]



WHITE DOVE COCOA-NUT

because of its purity and quality, is the acknowledged leader in Cocoanuts!

The friend of all who cook!

W. P. Downey,
MONTREAL

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right

FRANK L. BENEDICT & CO., Montreal
Agents

A. C. LANDRY

STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsyke Clover Seeds.

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.

Write for prices.

W. A. LEARD
SUMMERSIDE, P.E.I.

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON
207 St. James St., - MONTREAL

—CLUB— MILK PUDDING

is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well

S. H. EWING & SONS
Montreal and Toronto

Do You Lose Money?

through forgotten charges, disputes, errors, poor collections, or in any of the many ways so common to credit business? If you do, you should try the ONE WAY to avoid them The way that thousands of progressive merchants are using every day.

Allison Coupon Books

point the way to safety. They guard against loss, they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.— No trouble When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

The W. H. ESCOTT CO.

WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

The Biggest Package. The Best Quality.

Here is a combination that means a lot to you---an opportunity to offer your customers bigger value for their money when buying Soda Biscuits.

MEADOW CREAM SODAS

come in the largest package for the money in the trade. And they are as good as care, skill and superior materials can produce.

THE W. J. CROTHERS CO. - Kingston, Ont.

You Can't Go Wrong

if you are featuring—

'Banner' and 'Princess' Brands Condensed Milk



These Brands are prepared solely from the richest country milk, with no addition but that of pure cane sugar. Give them every prominence; they are real business bringers, and profit producers!

In the line of Unsweetened Milk, you should stock and recommend "ST. GEORGE" EVAPORATED MILK.

GET DETAILS AND PRICES.

J. Malcolm & Son

St. George, Ont.

425,000,000 SOLD IN ONE YEAR!

Have YOU Tried

PAT-A-CAKE

BISCUITS?

May we send you our Illustrated Album?

PEEK, FREAN & CO., LTD.

LONDON ENGLAND

Where Knowledge is Power 'tis Folly to be Ignorant!

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS,

Ginger Talks, by Holman	$ 2.00	50 Lessons on Show Card Writing	2.50
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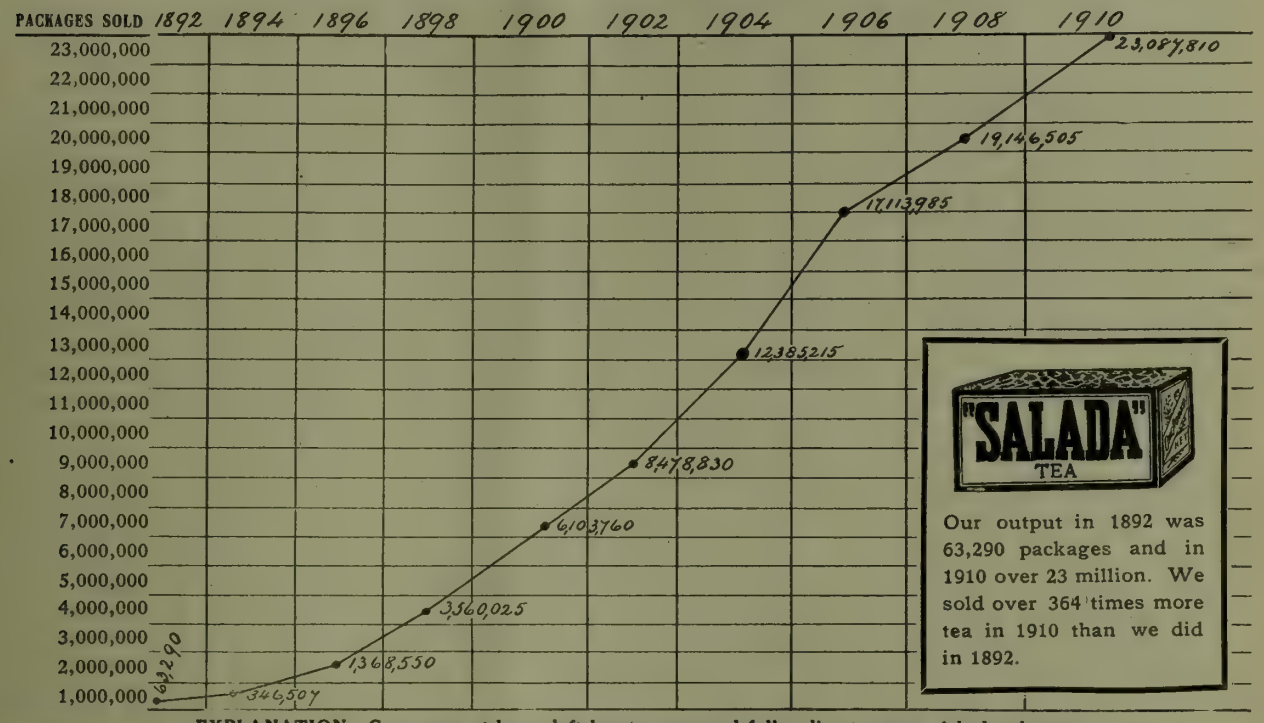
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Why Farmers Should Trade at Home

Treasurer of Ontario Retail Merchant's Association Reasons That This Tends To the General Good of the Country and Tells the Farmer so—Mail Order Houses are Unnecessary Institutions He Claims—The Part the Merchant Should Play in the Distribution of Food Products.

By M. Moyer in Farmer's Magazine.

After an extended trip through the great North-west, studying the conditions of the country and trade conditions in particular, I am more firmly convinced than ever that our methods of supplying the consuming public with their requirements are decidedly unsatisfactory, and that a radical change is imperative if that country is expected to develop into a desirable place in which to live.

We have already decided proof of the ill effects of the lonliness of the prairie, on the health of the people, as shown by the rapid increase of the inmates of the lunatic asylum at Brandon. The tendency is to have large farms, which isolates the settlers from each other, and, therefore, the desirability or the necessity of having towns and villages within easy reach from all parts of the country is evident. These towns are springing up all along the railway lines, but as soon as they are started they are handicapped and crippled by the mail order houses, which do nothing to improve the country or make it more desirable for the people.

One Depends on the Other.

The towns are all suffering, and in proportion as they cease to thrive so will the farms in the neighborhood. I do not think that all these new towns should grow to be cities, but they should be thrifty enough to give the farming community good service, and afford them the convenience of meeting for social and business purposes.

All the farmers, in fact, everybody in the country, desire these towns in which they take considerable pride, and regard them as absolute necessities. While they do this they have, however, never learned to understand their own interests sufficiently to support them for the benefit of the neighborhood. A good town in a neighborhood is what a good house is on a farm, and where the latter enhances the value of the farm, the former enhances the value of the neighborhood. The success of the one is so closely connected with the other that neither can suffer without affecting the other. It is, therefore, important and necessary that the relations of the two are well defined and understood.

If this is done it will be clearly seen that the mail order houses cannot possibly on any reasonable ground claim any support from them. Besides, they are an extra expense, and a destroyer of the means which make for happiness and comfort.

Advises Educational Campaign.

With these concerns, powerful as they are, I believe if the people understood trade conditions and a fair and just division of labor, the trade of the country would soon revert into its natural condition and the business would be done through the retail stores in home towns. A properly arranged educational campaign throughout the country would, in my judgment, right the wrong which now exists. Owing to the unsatisfactory trade conditions the farmers have organized themselves into "Farmers' Institutes," the labor people into "Labor Unions," the retail merchants into the "Retail Merhants' Associations," the wholesale men into the "Guild," and the manufacturers into the "Manufacturers' Association." Each organization seems to have built a fence around itself and within its own limits it tries to improve its own conditions.

While all were doing some good, they were, however, getting more suspicious, as well as more antagonistic to each other, and while the desired results were not fully obtained, they, however, prepared the way to do the great work which now has to be done, and that is to work out the proper relations of the industries represented by these different organizations.

The Distributor Neglected.

The Government has done something to assist the farmers in agriculture, and by protecting the manufacturing industries, but no assistance was given to the distributors of food products. It paid no attention to them, and even some of our legislators considered the wisdom of putting the middleman out of business, and yet the prosperity of the country depends more on these men than on any others. The man who makes or produces a useful article does well, but the man who finds a market for that article and brings profitable returns is a better and a bigger man.

When one essential branch of our industrial fabric has been so badly treated and the others have been petted and fostered, is it any wonder that the former suffered from unfair competition, and that it has fallen into a state of almost helplessness in filling the responsible position it must occupy?

All these industries are essential. The merchants are an important factor in the complete outfit, and must be treated with as much consideration as any of the others. This the merchants demand as their right.

The only system that can give the people complete and satisfactory service is admitted to be, through the wholesale and retail stores, and if this is true, then the consuming public cannot afford to have that system crippled, on which it must depend for its supplies. The people demand the convenience of these stores and, therefore, they must remain and be protected and supported. If this system must remain, is it reasonable to suppose that anything can be saved by the additional cost of supporting mail order houses which can only cripple the stores on which the people must depend, and are not able to render the service they need?

Believing that a double system is too expensive and not in the interests of the people, it is natural to conclude that the people will cheerfully support any effort that will be made to revive and improve the true system, rather than add the expense of a counterfeit which cannot fill the bill. We do not ask for Government aid, we appeal to the people, and ask the people themselves to settle this matter. Business conditions should be investigated and confidence between the consumer and the merchant established.

Merchant and Farmer Should Meet.

Representatives from the Farmers' Institutes should meet with representatives of the merchants. If the merchants expect the farmers and working people to deal with them, they also have the right to say what kind of service they want. Therefore they should meet and work out in dollars and cents the best that can be done for the country.

This movement is in the interests of the general public and not for any one class. The object is to work out the true relations of the various industries and build up a system which will be fair to all and make our country the grandest in the world. The conditions in Ontario and the eastern provinces are somewhat different from the west, but the same unfair, unnatural and deceptive trade conditions prevail, and the same remedy will apply as in the west, and as the east is better organized they should take the initiative.

Every Board of Trade, every branch of the Retail Merchants' Association, and every individual merchant should take an active part in this movement. If this is done, the equilibrium of trade will soon be restored, and the wealth of the country will be distributed among its people and not flow to one centre at the expense of the entire country.

Merchants are Asked to Sign Petition

Concerted Action Against the Co-operative Bills in the House of Commons—Letter and Copy of Petition Sent Out by Dominion Treasurer of Retail Merchants' Association.

Montreal, Jan. 26.—J. A. Beaudry, Dominion Treasurer, Retail Merchants' Association, has been sending out letters to the various trades calling attention to the Co-operative Bills before the House of Commons and urging all to sign an enclosed petition to be eventually forwarded to the House of Commons and Senate if necessary.

Mr. Beaudry's letter reads as follows :

RE CO-OPERATIVE BILLS.

Dear Sirs,—The Co-Operative Bills which have been introduced at the present session of parliament propose to grant special privileges for the formation of wholesale and retail Co-operative Societies, whose object is to do away with the individual wholesale and retail merchants.

The members of our association, all over Canada, are strongly opposed to the adoption of these measures, and to oppose them successfully this year we feel that we want to show the government and the different members of parliament that the great majority of those interested in trade to-day are opposed that special privileges be granted to any one class of the society.

We do not desire to shut out any one from starting into business, but we believe that every one who desires to limit his responsibility should do so according to the Companies Act, under which any can become incorporated, whether they are industrials, merchants, farmers or laborers.

Therefore, will you please have the enclosed petition signed by your employes and return the same at once. The time is short and your immediate attention is requested.

Also please write the representative of your electoral division in the House of Commons and ask him to oppose the measure.

J. A. BEAUDRY,
Dominion Treasurer, R.M.A.
Montreal, Que.

The petition which is ruled for the name, occupation and address is printed in both French and English. It is :

Montreal, Jan. 12th, 1911.

To The Honorable the Senate and House of Commons of the Dominion of Canada in Parliament assembled :—Ottawa.

The Petitioners undersigned, humbly sheweth :

That we, the undersigned, electors of the electoral division of ..... in the province of ..... are strongly opposed to the adoption of Bill No. 29. "An Act respecting Co-Operation," and also Bill No. 11, "An Act respecting Co-Operative Credit Societies," now before the House of Commons as both bills purpose to grant special privileges to Co-Operative Societies and do not offer any guarantees to the investing public, as to the organization and administration of such societies ;

That we hereby support the Dominion Board of the Retail Merchants Association of Canada, Inc. in opposing the passage of the said Bills and pray that you will reject these bills, when they come before you for consideration,

And your Petitioners as in duty bound will ever pray, etc.

A large number of merchants are taking active parts in this opposition and interesting developments are expected.

Suggests Free Lance Arrangement in Buying

Opinion of a Dealer Who Believes in Quantity Price—Advises Clerks to Have Specified Duties—Carefulness Necessary in Sending Out Goods—Running a Special Saturday Sale.

By R. J. E. McCrea.

System in store management should start with the buying end and finish with the delivery service.

Buying should be a sort of free-lance arrangement, the lowest prices and the highest quality, irrespective of friendships with different firms of travelers. When a staple or a sure seller can be bought in quantity it's good buying. An experiment, no matter what the price, should be bought lightly. Every article should have a cheaper price for large quantities.

Travelers are a merchant's best friends and the Trade Paper an invaluable counsellor.

Clerks should all have definite duties ; one ought to be the window-dresser and in charge of the front shelves, another responsible for the cellar and the back shelves, the junior the top flat and back room. One clerk should be responsible for store cleanliness, sweeping, dusting, etc., and where there are four clerks, two should be order fillers and two order takers.

An imperative rule in our store is that all orders be checked by a second party bearing his initial so that in case of error he may be held responsible.

Freight and Want Books Advisable.

A Want-Book should be kept ready for reference for the buyer, and all incoming freight entered in a freight book for invoice checking. Clerks should be encouraged to push the profitable lines, one each day.

A ticketed article is half sold. If clerks could be taught to realize the great importance of sales over everything else and the consideration and courtesy due a customer for giving his trade to you there would be fewer complaints of unobliging salesmen. Their very position and possible increase in salary depends on the amount of sales made and they should realize that every customer confers a personal favor on them by dealing with the store and they should show their appreciation by their manner and pleasant word of thanks.

Special sales are a big help to Saturday's business. Say you buy ten cases of oranges a little cheaper than the regular price—a 28 cent line for 22 cents—fill your window with them alone in pyramid piles, etc., and ticket them something like this :

GET THE HABIT.
Buy a Dozen,
29 Cents,
Regular 35 Cents.
Oranges are Better than Medicine.

A January clean up sale always rushes off the odds and ends besides moving many profitable lines. Advertise your sale well in an ordinary over-the-counter style of talk. Dress your window and display on the counter the advertised line and you will pretty nearly be guaranteed a successful sale. Remember a woman will buy a 49 cent article when she will pass by a 50 cent line.

Pay Drivers for New Names.

Where there is more than one delivery man, the route should be divided and one man go the same trip all the time. One man should be responsible for the horses and the buying of hay, oats, etc., as he can buy cheaper tnan the proprietor since he can beat the farmer's prices better than the merchant. The sellers are likely the dealer's best customers and expect more from him. Drivers should be encouraged to bring new customers in and be paid 25 cents for names of new residents. Above all the proprietor should strictly adhere to all rules and regulations himself as clerks naturally attempt to pattern themselves after their employer.

Some store windows would justify the belief that the real original "old curiosity shop" had been discovered. Although a good variety of articles in a window is wise, there is no necessity for a heterogenious collection of odds and ends. Slovenly confusion of goods will never awaken the desire of possession in the mind of the passer-by.

A merchant's business system should not be like Dickens' Circumlocution Office—the maximum of red tape and detail combined with the minimum of effectiveness. A simple system of bookkeeping is all that is necessary in the average sized store. Nevertheless, it is essential that the books be well kept so that the merchant can always tell where he stands.

Criticism of Two Western Canadian Ads.

Ad.-Critic Sees Many Good Points in Copy Sent From Winnipeg and Brandon—He Considers That Short Talks Telling of Merits of Goods Mentioned is the Most Effective Method of Getting Readers Interested—A Catchy Introduction Advisable.

By A. H. McKay.

The Christmas advertisements contributed for criticism by The W. H. Stone Co., Winnipeg, and Dowling & Reed, Brandon, Man., illustrate that Western Canadian grocers are up to the front in the matter of writing effective copy. On previous occasions we have had the opportunity to congratulate the former company on their ad-writing ability and particularly A. E. White, the secretary, the man who is responsible for them.

As we have frequently before pointed out, the selling power of a newspaper advertisement depends upon its ability to attract attention, its power to hold attention until the prospective purchaser had read it carefully and last, but of the most importance, to make such an impression on the mind of the reader that he or she decides to purchase an article advertised.

Watch Fancy Borders.

In the first place the ad. of the W. H. Stone Co., is set in an attractive and appropriate Christmas border, but it is not overdone. Fancy borders should be carefully and sparingly used. Better use a straight rule than something too fancy which will detract from the ad. itself.

In writing the introduction to this ad. Mr. White used very good judgment. The first part of the opening sentence at once demands attention and just The remainder of the statement and also about the proper sized type is used. of the introduction is strong enough to convince any prospective unprejudiced purchaser.

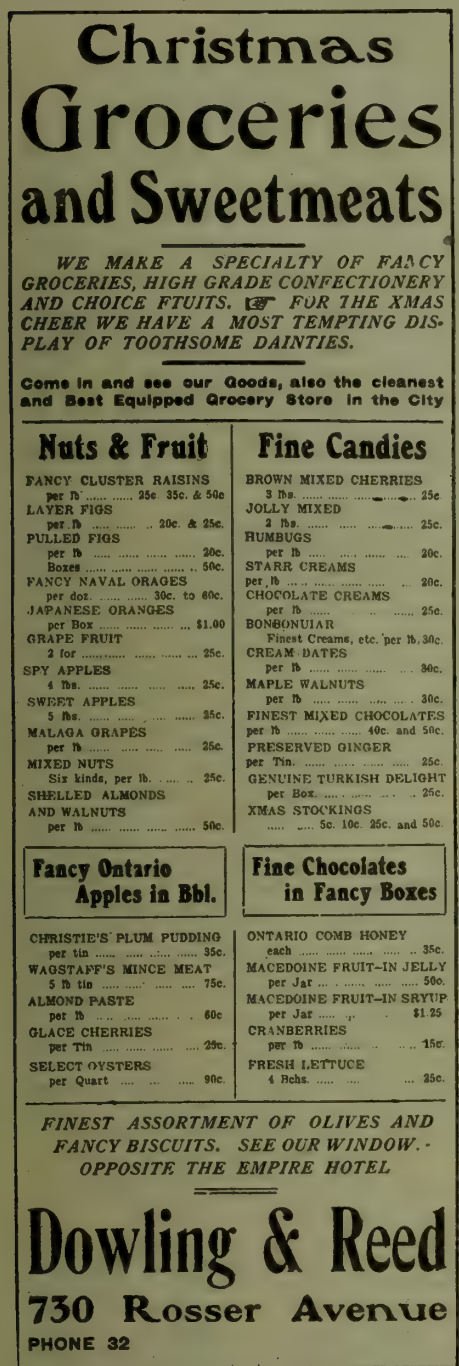
By advertising a list of the goods carried and naming the prices, the company aims to impress upon readers the truth of the statement made in the introduction, that the prices are right. The talks about poultry and mincemeat are the kind that make the mouth water and if similar statements had been made about the dried and green



A Well-Written, Neatly Set Christmas Advertisement of a Winnipeg Grocery Firm.—Reduced from 11 x 9 inch Space.

fruits, the ad. would have been still more effective. If there is anything distinctive to be said about any article advertised it is generally conceded good advertising to say it.

The same may be said about the Christmas puddings. Some critics would



Christmas
Groceries
and Sweetmeats

WE MAKE A SPECIALTY OF FANCY GROCERIES, HIGH GRADE CONFECTIONERY AND CHOICE FTUITS. ☞ FOR THE XMAS CHEER WE HAVE A MOST TEMPTING DISPLAY OF TOOTHSOME DAINTIES.

Come in and see our Goods, also the cleanest and Best Equipped Grocery Store in the City

Nuts & Fruit

FANCY CLUSTER RAISINS per lb ..... 25c. 35c. & 50c
LAYER FIGS per lb ..... 20c. & 25c.
PULLED FIGS per lb ..... 20c. Boxes ..... 50c.
FANCY NAVAL ORAGES per doz. ..... 30c. to 60c.
JAPANESE ORANGES per Box $1.00
GRAPE FRUIT 2 for ..... 25c.
SPY APPLES 4 lbs. ..... 25c.
SWEET APPLES 5 lbs. ..... 25c.
MALAGA GRAPES per lb ..... 25c.
MIXED NUTS Six kinds, per lb. ..... 25c.
SHELLED ALMONDS AND WALNUTS per lb ..... 50c.

Fine Candies

BROWN MIXED CHERRIES 3 lbs. 25c
JOLLY MIXED 2 lbs. ..... 25c.
HUMBUGS per lb ..... 20c.
STARR CREAMS per lb ..... 20c.
CHOCOLATE CREAMS per lb ..... 25c.
BONBONUIAR Finest Creams, etc. per lb. 30c.
CREAM DATES per lb ..... 30c.
MAPLE WALNUTS per lb ..... 30c.
FINEST MIXED CHOCOLATES per lb ..... 40c. and 50c.
PRESERVED GINGER per Tin. ..... 25c.
GENUINE TURKISH DELIGHT per Box ..... 25c.
XMAS STOCKINGS ..... 5c. 10c. 25c. and 50c.

Fancy Ontario Apples in Bbl.

Fine Chocolates in Fancy Boxes

CHRISTIE'S PLUM PUDDING per tin ..... 35c.
WAGSTAFF'S MINCE MEAT 5 lb tin ..... 75c.
ALMOND PASTE per lb 60c
GLACE CHERRIES per Tin ..... 25c.
SELECT OYSTERS per Quart ..... 90c.
ONTARIO COMB HONEY each ..... 35c.
MACEDOINE FRUIT—IN JELLY per Jar ..... 50c.
MACEDOINE FRUIT—IN SRYUP per Jar $1.25
CRANBERRIES per lb ..... 15c.
FRESH LETTUCE 4 Hchs. ..... 25c.

FINEST ASSORTMENT OF OLIVES AND FANCY BISCUITS. SEE OUR WINDOW. - OPPOSITE THE EMPIRE HOTEL

Dowling & Reed
730 Rosser Avenue
PHONE 32

A Good Advertisement from Brandon, Man.—Reduced from 13 x 4½ inch Space.

say that an advertiser was assuming that the general public knew more than they really do when the advertiser simply mentions the brand. A little talk as well about the merits of the article is far better than simply naming the brand even if that brand is actually a name and quality familiar to every householder or prospective purchaser.

Strive for Catchy Heading.

The writer of the Dowling & Reed ad. is also to be commended. Possibly a more catchy and stronger first-introduction could have been secured than, "Christmas Groceries and Sweetmeats," for instance: "You want the Best at Christmas Time," or "To Make Assurance Doubly Sure," and follow up by saying, "purchase your Christmas groceries where quality is made the particular feature, etc." No criticism can be made of the remainder of the introduction as it contains convincing talks and is not too lengthy. The naming of a list of articles with prices is another good feature of this ad. but, as stated above, it is always a good policy to devote a little space describing the quality and other merits of the goods advertised.

Let us suppose there are two advertisements side by side and occupying the same space with exactly similar introductions in a newspapee; but in the one the items are simply mentioned with their prices, while the other has brief, spicy little talks telling about the goodness and good value of the goods advertised. Of course the same number of articles could not be mentioned in the one as in the other but every akvertiser will admit that the latter will produce the best results because it arouses a greater desire on the part of the reader to buy.

MERCHANTS CONSIDER ADOPTION OF UNIFORM SIGN

This Would be for the Purpose of Assuring the Public That at Least These Dealers are Honest—How an Agency Collects Accounts for its Clients—Inspector of Weights and Measures Criticized.

Toronto, Jan. 26.—The Toronto branch of the Retail Merchants' Association held its annual meeting last week, when besides the election of officers for the coming year, some interesting discussions in regard to matters pertaining to the retail trade took place.

The officers who will guide the affairs of the Association for the coming year are :—

President, R. W. Dockeray ; first vice-president, H. Ellis ; second vice-president, G. A. Cooper; treasurer, F. C. Higgins ; secretary, George E. Gibbard.

Delegates to Exhibition Board, J. F. Holloway and George E. Gibbard.

Delegates to Associated Charities, E. M. Trowern and W. J. Hanna.

The association expressed its disapproval of the statements made by J. J. McConvey, inspector of weights and measures, who addressed the Household Economic Association on January 10. In his address he warned the women of Toronto to be on their guard against being given short weight by dishonest merchants. A heated discussion took place and a resolution passed, "that this branch protests most emphatically against any public officers of the Crown being permitted to insult a body of citizens and we call upon the Minister of Inland Revenue to demand an explanation of the charges or a public retraction of the same."

The members of the general executive board were requested to consider the advisibility of adopting a sign or trade mark suitable for placing over the store doors of all members of the association and that advertisements be placed in the leadiog papers calling public attention to the fact that the merchants over the doors of which these signs appear are endeavoring to conduct trade on a fair and square basis.

The opinion was expressed that the city should not charge the merchants on the business street any additional sum on account of the cluster lamps placed there, as a large sum is already paid by the merchants in the form of a business tax.

The attention of members who give accounts to collect to a local agency with head offices in the United States was drawn to the fact that for the first 15 accounts they hand in they will be charged $1.50 each and additional ones, a graded fee and that this amount is deducted from the sum collected. Many merchants it was affirmed were not aware of this fact when they hand in their accounts.

The advisibility of forming a Board of Arbitration to settle disputes among members as provided by the charter of the association was discussed also, while the inactivity of branches of the association throughout the province in urging helpful legislation gave rise to a lengthened debate, so that it was a late hour before all the business had been concluded.

Various lines of future activity were presented, the principal and one for immediate action being that of opposing the co-operative bill introduced into Parliament at Ottawa at the present session.

A keener interest in municipal affairs was recommended as well as the desirability of members taking more active part in municipal life.

The financial statement presented was a detailed report of the operations for the nine months preceding the 31st of December last. This showed that the Executive had been enabled to pay off a considerable amount of the old indebtedness and start the new year with a surplus of $589 of asets over liabilities.

TO OVERCOME ACCOUNT DISPUTES

Woodstock, Ont., Jan. 26.—Several Woodstock merchants have started a system of billing customers every Monday morning. Each customer receives his or her bill. In this way they hope to overcome a great deal of disputing which arises out of long running accounts.

Merchants, particularly grocers, have their troubles regarding delivery. Here several have certain hours for delivery to certain parts of the city. This is appreciated by customers and saves the grocer many an unnecessary trip.

Squeezing the Employer for More Pay

A Clerk's Demands at a Time When he Considered the Business Needed His Services—He was Allowed to go—A Blind Ad. for a Clerk and One of the Replies—He Wanted to Take Home the Spotted Fruit and get off to Play in the Band—What a Good Organization Does.

By Henry Johnson, Jr.

Perfect organization, the kind which builds up a force capable of doing extra work without strain when occasion demands, is one of the greatest factors for betterment a merchant can have in his business. Many times I have thought that my force was such as would just enable me to jog along at an even pace through the daily work, but would not stand any extra push or demand; and I have been pleasantly surprised to find that, on the occurrence of illness, or from some other cause, the gap left by the absent one was filled without seeming to disturb things, and business was done without inconvenience. It's a great thing so to work yourself and so to train others that they will think of the task to be accomplished as much more important than any little matter of personal convenience.

When Phone Wires Failed.

I have just had an experience which illustrates this point. We no longer take orders by means of an order route, finding it a waste of time; but we do have a large business by telephone. A recent storm covered our 'phone wires with sleet and broke down a great many. The damage was so great that in many sections of town there was no 'phone service at all for many days together. But our customers did not suffer for a minute. Immediately on learning the condition of things, I planned order routes for two men and started them out. This served the double purpose of getting the business and notifying all customers in all directions that we were going to care for them. Next day it was only necessary to send out one man; and he has alternated ever since between the two main lines of travel, still continuing to call on those whose 'phones are "hung up."

This matter of taking two men right out of a business which is busy enough every day, might seem to endanger the correct doing of the regular business; but the way things adjusted themselves was very gratifying. No time was lost; no customers were disappointed; things went along much as usual. It all came about through having the men willing and ready. I had simply to assign new pieces of work to each man, in addition to his usual duties, and the gap made by the order men was filled. True, we all had to do some extra hustling, but that seldom hurts anybody.

Clerk Wanted More Pay.

Christmas is the season when some clerks "go on a strike." They seem to reason that it's a good time to "squeeze the old man for a raise." Looking around through the busy store and calculating how things will be during the "Christmas Rush," they figure to take advantage of conditions and get more money. They further reason that, if they fail to get more at the place where they are working, they can get in somewhere else, where extra hands seem to be needed, and maybe they may be able to retain the new job after the holidays. At any rate, it's worth taking chances on, or seems to be worth it, to many of them.

One came to me just before Christmas with this kind of a demand. He made it as smooth and soft as possible, saying he knew I was under heavy expense already and that I could get men for what I was paying him. Said further that he did not want to "do me dirt" and that he had nothing against me or my treatment of him; it was simply a question of more pay and he knew he could get more. He went on to say that he knew also, that this was a bad time to quit; but he felt it needful to look up more wages now, if he were going to get fixed elsewhere for the winter. He ended by giving me two days' notice!

Fifty Dollars Per Month.

I was thinking over matters as he was talking. I reviewed before my mind the kind of treatment he had had. He is a hood clerk; does his work well and with unusual intelligence, and I was truly sorry to have him go back on my expectations of him in that way. He came about three months ago. Being a man of some experience, I hired him for fifty dollars per month. I told him when I engaged him that fifty dollars was probably the limit of wages he could expect to earn in the vacant position. During the time he has worked he has had his check regularly, as all others; and somehow, it seemed to me that, comparing his present position with his situation when he was out of work, he was doing well enough to wait and take chances of betterment right where he was.

As he went on with his remarks (which I listened to without comment), I could not help thinking that he was exhibiting a sad flaw in his makeup in proposing to give me such notice on leaving such a position; and I have found, or think I have, that one can't work out flaws very easily when once they become part of a character. Thus, when he had finished his "little spiel," I simply said that more expense was out of the question with me now, and that I must let him go. As to there being anything particularly "bad" about the month of December as a time for leaving, I did not think much of that, for there were really only two or three days during which it might be "bad," and we could probably plow through that time. I told him I was sorry to lose him; that his work was O.K. and that I had hoped he'd be one of the permanent ones; but, if he felt as he had outlined, it were best for him to go. Then I went into some details of his plans with him, and asked him what he thought of doing; threw out a suggestion or two to help him along, and bade him good night.

Gets His Back Up.

Seems to me that's about the right way to look at these things. I do not mind having a man ask for higher pay providing he asks right and at the proper time. Had this man come to me sooner, or had he waited until the pressure was over, he would probably have gained his desired advance. At any rate, he'd have held a good job, at fair wages, which he may not succeed in doing elsewhere. But whenever a man tries to "squeeze" me I get my back up and am apt to feel that I'll run the store alone before I yield one jot or iota of the demand.

Prosperity is a good thing, but when it comes to paying $40 to $50 per month for work we could readily have done for $25 to $30 a few years ago, it seems to me that something should be definitely expected in the way of conscientiously intelligent service in return. Too often is the clerk ready enough to fix the price of his services without any commensurate idea of what service he will render in return. Thus it many times occurs that this or that piece of work is not "his work" according to the standard he has fixed, as a kind of "mental reservation," for himself.

Should Keep Their Obligations

Such being the situation regarding those who work for us, and they being ready enough to insist on a liberal construction of their side of the contract, I feel that we, as employers, must look out for our side of the bargain with great diligence and hold the young men up to something like a full performance of their duty. Failing this, they should be allowed to slide out any time. As I have before insisted, we must be considerate and kind. We must pay fair wages. We must not be unjust. We must hurt nobody's feelings needlessly. But, as I have also said before, we are poor guardians of the best interests of those under us when we allow them to become careless or indifferent about keeping their obligations of any nature.

While on this subject, I want to consider our obligations to each other, as merchants, in the matter of hiring help. In our town there is a growing sentiment against hiring from one another, though, I am sorry to say, there are still some who disregard ethics in this connection. No matter how we are treated, however, Johnson & Son will not hire a man who is at the time working for a neighbor—if we know it—and this stand not only seems right, but it appears to pay in neighborly good will and further, in the comparative security of our help from outside temptations. But the best intentions fail us sometimes.

The Hiring of a Clerk.

About two months ago I inserted a "blind ad" for a clerk, and got several letters. One appealed to me because I knew the man slightly, though he wanted some things I would not grant. His

demand for $15 per week might be met; but he also wanted to be allowed to take home spotted fruits; to have 10 p.c. discount on purchases; and he belonged to a band and wanted it understood that anytime the "band played" he was to have his time off, with pay—of course. I was considering the proposition with a view to offering him $15 per week and cutting out the rest of it, when he came in and I talked with him. He first said that, had he known I was the advertiser he would have written a different letter and my proposal seemed to please him. But then he said: "But I am working at Jenkins' now, though, as I am getting only $13 per week, I'd be glad to change." I told him that in that case it was all off and I would not care to talk with him at all unless the time ever came when he had actually left my neighbor and came to me unemployed. Well, he went right over and held up Jenkins for $15 on the strength of our interview, and it was some time before I could get Jenkins' good will again, though I was frank in my explanation. However, what might have been expected happened, the fellow left my neighbor in the lurch at a critical time later on, so we reached an understanding again.

Merchant Saves $90 by Taking Discounts

Doing a Comparatively Small Business in a Country Town Store—Savings are Made on Sugar, Biscuits, Tobacco, Confectionery and Vinegar—Necessity of Looking Closely After Purchase of Goods—Every Dealer Should Aim at Development of Salesmanship.

By W. J. B.

A large number of retail dealers do not bring all their available resources into play that help in increasing the profits and giving larger returns on their investment. By more careful attention to the many things that assist in building up profits, most merchants could make more money. For it is a well known fact that the merchants who have not made a success of business are those who have paid little attention to the many things which influence to a large extent, the percentage of profit.

The Buying Problem.

Perhaps one of the most important items in this line is buying. How many merchants have completely wrecked their businesses by poor buying methods? Sometimes this is due entirely to carelessness, merchants ordering goods without ascertaining extent of their stock. Bad arrangement of goods is mostly responsible for this. Articles of one class scattered all over the store, and the merchant thinking he is out of a line will order a stock while he already has a good supply in some other section of the store.

Many dealers think that a big stock is necessary to sell goods and will order any quantity without first making an estimate of their selling ability for that line.

Other merchants buy large quantities in order to get a little better price, while the interest on the money which is invested amounts to more than the difference in price and besides running the chances of being left with a heavy stock of some unsalable article on his hands. Many dealers find that buying often and in small quantities, providing he is situated properly, is the best system.

Thus if a merchant runs against some article that is of an inferior quality and therefore a slow seller, he will not have a large stock to get rid of.

Besides in the grocery business, one of the essentials is that the stock be kept fresh or trade will soon run behind. What is a little difference in price compared with having the goods only when you need them and not having them when you don't want them? Therefore a merchant should be on his guard.

What Discounts Amount to.

Another important detail that helps in increasing the profits, is the taking of discounts. Let us consider the lowest discount, 1 per cent., the amount allowed on sugar for payment within 10 days. Otherwise sugar is net 30 days, and if payment is not made during that time interest is charged. This 1 per cent. does not look very large, but a dealer must remember that he is saving 1 per cent. on his money in 20 days—the difference between 30 and 10 days. If he could keep his money out all the year at the same interest, it would mean about 18 per cent.

We receive, too, 3 per cent. discount on biscuits and confectionery. This is for payment within 30 days instead of 2 months net; 3 per cent. for 30 days means 36 per cent. per year if we kept it going all the time. But even if we turn over the biscuit stock six times per year, it means 18 per cent. on our money.

Although the goods in a grocery store on which discounts are now allowed are somewhat limited, still in a year they amount to quite a sum. Discounts are allowed on sugar, biscuits confectionery, some brands of tobacco, extracts, spices and vinegar.

A Saving of $90.

I know of a merchant who during 1910, kept track of the amount saved in discounts on five items sold in the grocery store. The merchant in question conducts a store in a small country town. On sugar during the year, the discounts amounted to $30; on soda and fancy biscuit, $20; on tobacco of all kinds, $20; on confectionery, $15, and on vinegar, $5 amounting in all to $90.

At one time this dealer did not consider the small discounts of one, two and three per cent. of much importance, but he began to think over the matter, and now looks carefully after all discounts he can get.

Losses From Wastefulness.

Still another avenue of loss in many grocery stores is wastefulness; and under this heading many items may be included. Very important is the weighing of goods and the fact should carefully be impressed upon clerks that they are to give exact weight, no more and no less. Care should be exercised in weighing for although overweight may not be given, quantities of goods are often spilt over the counter and floor.

Another source of wastefulness is unnecessary use of twine, wrapping paper and other articles; for example, using 24 inch paper when 18 inch would do, or 16 lb. bags when 10 lb. would do. The care in using these articles should be increased by the fact that we are all giving them away. It must be remembered that the small things in business count a great deal. Waste of paper, allowing taps to remain untightly closed, breakage of package goods, bad care of stocks all help in decreasing the profit.

Developing Salesmanship.

Of course, all merchants recognize the fact that the way in which to make more profit is by selling more goods. Under this heading may be included all items pertaining to salesmanship and advertising. The merchant should be constantly on the lookout for plans and methods which will promote this important part of the business. He should continually develop higher measures of salesmanship himself and select clerks who can sell goods. He should bring into play every idea or method that will help in the great object.

Each merchant, if he finds after stock taking that he has not made the profits that he should, needs to make a careful examination of affairs, as there must surely be some reason.

Salesmanship Needed to Move on the Old Lines

Smith's Falls, Ont., Jan. 26.—"Don't get tired of showing old lines." Such is the advice of a Smith's Falls grocer. And he is not one of those who purchases a cheap stock and lets it become mouldy for lack of progressive salesmanship methods.

But he claims that the best grocer sometimes gets some line or other that does not find the market he expected and if it persists in remaining on his shelves he becomes discouraged and allows it to drop back and back until some day in going over his shelves he discovers it and wonders how it ever became so completely hidden. In cases such as these he advises redoubled efforts in order to clear the stock away. The grocer should not allow himself to become discouraged. He has more than one means at his disposal of starting the particular goods on the way to the buying public. It is this discouragement, he says, that is responsible for so much old stock on the shelves. There are other reasons, he admits, but this he claims to be one of them.

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THE LOW PRICE OF SUGAR.

The Grocer was on the press a week ago when another announcement of a decline of 10 cents in refined sugar was made. This news, however, was briefly conveyed to our readers in last week's issue.

In two weeks, therefore, sugar declined 30 cents per cwt., placing it lower than it has been for a good many moons. The price is now $4.30 for standard granulated, Montreal basis, which is 5 cents lower than the lowest price of 1909, a year of comparatively cheap sugar.

The market is still weak, due to the abundance of raws, and even in the face of attempts to keep the market on its present feet, there may be cause for another decline next month.

KEEPING TRACK OF ORDERS.

In order to conduct buying successfully the grocer must have some method of keeping track of his orders—unless he may be gifted by a wonderful memory. If he does not he will find himself getting loaded up with too large a stock of some particular article.

A dealer who does quite an extensive business told the writer recently that before he began keeping his order-book he found himself many times with an over-supply of some article. A traveler would call and in his order he would include, say a case of condensed milk. Then, perhaps, before the goods arrived, he would be giving another order, and, noticing that the condensed milk stock was low, he would order another case.

The merchant has so many things to look after that this is liable to happen in many cases. But if he has a system of keeping track of his orders, this will not occur.

Another merchant in describing his system said that he kept an order book in which he pinned a copy of all orders given to travelers. If he ordered goods by mail, he placed a list of articles ordered in this book. When the invoice arrived it was checked over with the order to see that the price was the same on invoice as on order. Besides, he noticed if the seller had neglected to send an article ordered, so that he would be able to get it on the next opportune occasion and not run short. By this method, knowing exactly what he had on order, he was not liable to overstock on any article by ordering twice.

THE PROFIT ON EGGS.

When new laid eggs are purchased wholesale at 40 cents, is a retailer justified in selling them at an advance of 10 cents per dozen?

This is a question which is interesting particularly to the larger cities where retail merchants buy from wholesale provision houses.

Figuring it out on a percentage basis it will be seen that 10 cents on 50 allows a profit of 20 per cent. In these large centres the cost of doing business is generally conceded to be in the neighborhood of 15 per cent. and therefore the retailer is left with a net profit of 5 per cent. minus the broken eggs.

There are not many business men who will claim this to be unfair. The dealer actually makes 2½ cents profit per dozen and from this must be subtracted loss through broken eggs.

GET BEHIND FISH TRADE.

Good Friday falls on April 14th this year. The season for selling fish is, therefore, long, and the merchant who has started or does start now in the development of his fish trade will find a substantial period in which to develop and reap the benefit of his work.

Besides the business from this line itself, it acts as a magnet in drawing customers to the store, thus giving an opportunity to develop salesmanship ability in introducing other lines. This increases business in general. If the dealer has not already got started, now is the time, before a near-by competitor snatches away the opportunity. But even if the trade is already headed in some other direction, there is still plenty of time if the proper methods are employed.

One of the essentials for building up a trade in fish is to have a good assortment. People's tastes vary, and if you wish to interest all, you must have different assortments. As to the kinds and assortment, the merchant must be guided according to those things which affect his trade. One of the main things to remember is to buy in small quantities. In this way a better assortment may be secured, the stock is kept fresh and the dealer is not loaded up with some unsalable line. Display is one of the important factors in selling fish, and it should be carefully looked after. Most dealers cannot devote a window to this line all the time, but occasionally the window should be dressed with fish. When this is done, great importance should be paid to the cleanly appearance of everything connected with the display, and a liberal use of price cards will usually be found a help in attracting sales.

The clerks should be acquainted with the different kinds of fish, know where they are caught, what varieties of fish they are similar to, and all other information which may be useful in interesting the customers.

Good display and proper salesmanship may sell to the ordinary customer, but in order to increase the range, some advertising to back these up ought to be done. A part or whole of the advertisement in the local paper should be devoted to fish, at least for a time, until a trade is worked up. Call attention to the assortment of fish in stock, name several of the varieties carried and the price. Do not confine yourself to working up the trade of the town customers alone, but issue a circular, if necessary, to the farm trade, calling attention to your fish advertisement, and you will find an increase of business from this source.

The handler of fish wants to make as much money by this portion of his trade as possible. More money can be made by handling those brands of fish which pay the best profit, quality considered. It is to the dealer's advantage to always sell the brand which gives the best profit, if it is equal in quality to the other.

A case exemplifying this, and which was recently related by a retailer, will show the point. He said that one time on oyster firm recently started in to advertise extensively to the public. When he decided to put in a stock of oysters, he thought he would purchase this brand. But, on enquiry, he found that a comparatively small margin of profit was allowed, so he looked around until he found an oyster of just as high quality. Although not advertised to the consumer, he was, nevertheless, able to easily introduce it to his trade and

on account of its high quality and the profit concerned, he soon worked up a good business with a good profit.

RESULT OF KNOWING THE GOODS.

A Smith's Falls, Ont., grocer recently told a story of a little feat in salesmanship that is worth relating.

A lady asked for salmon in his store not long ago and he commenced to talk several brands he had on his shelves. He found that she used the best for table use and also for salads. On learning this he pointed out the value of the one as a fish and also emphasized a lower grade as a good salmon for salads.

The result was that while the woman came into the store to buy one can and had a half notion to take a second-grade brand, she actually bought the two cans and felt that she was buying to advantage.

NEARLY A MILLION CATALOGUES.

Do merchants in western Canada realize the importance of the fact that a large mail order concern is distributing 350,000 catalogues throughout that section of the country?

Do eastern dealers note the significance of the fact that this same house is sending out to their customers 400,000?

This makes a total of 750,000 catalogues going to that many families in Canada. Presuming that each of these families spend on an average of $5 with that concern, what is the result?—$3,750,000 going from the country to enrich a single company, which returns little or no good to the sections from which it draws this vast sum.

There is no legislation to counteract this sort of trading. It remains with the retail trade to work hard to prevent as much as possible of this money leaving the country districts to enrich one or two persons in the large cities. Modern store equipment, careful business management, up-to-date methods, the best possible service and salesmanship on the part of employer and employe will do much to alleviate the harm being done. But it means good solid work on the part of every dealer.

HINTS TO GROCERS.

Old newspapers make good glass polishers.

See that the lock on your door works easily. It is often a great annoyance to customers.

If you wish your brooms to be in perfect condition, always keep them in a rack.

Spend spare moments in giving your clerks information about your goods that will help them to make sales.

WHEN FREIGHT IS ALLOWED ON CANNED GOODS

In the issue of The Canadian Grocer of October 14, 1910, there was an article written by the representative of a Canadian canning company on why prices of canned goods would be high this season. In the course of that article he said:

> "Prices appear high contrasted with those of last year, for the reason especially, that this year's prices include allowance for freight, wholesaler's profits, etc., whereas last year's prices were net F.O.B. factories."

There appears to be some misunderstanding on the interpretation of this point which according to a wholesaler is this: "Prices on canned goods include freight allowance and wholesaler's profits in carload lots to Ontario points and in less than carload quantities to all distributing centres—that is, centres recognized as wholesale points.

"But when a retailer who lives elsewhere than at these competing points buys in less than carload quantities he has to pay the existing prices plus freight from the nearest distributing point."

To make his point clear the wholesaler pointed out that supposing he were doing business in Toronto and sold a quantity of canned goods, less than a carload, to a retailer 10 miles west of Hamilton, that retailer would be billed with the price of the goods plus the freight from Hamilton only, since Hamilton would be the nearest distributing or wholesale competing point. But if a wholesaler in Toronto sold canned goods in less than carload lots to a retail dealer in Hamilton, that wholesaler would make no charges whatever for freight, since the retailer could purchase the same goods from Hamilton wholesalers and have no freight to pay.

WANTS SUGAR TO RETAIL AT 22 lbs. FOR $1

Toronto grocers are again incensed over articles which have appeared in one of the daily papers of that city, intimating that their profits are too large on sugar, eggs, etc.

As an example of how little that paper knows about trade, it is only necessary to point out that it permitted itself to make the statement that grocers could now give 22 pounds of sugar for a dollar.

The facts that it should have based this assertion upon were that standard granulated sugar now wholesales in Toronto at $4.40 per cwt., and that the cost of operating a retail business in that city is generally estimated at 15 per cent. on turnover.

Let us analyze these figures. Fifteen per cent. on turnover is approximately equal to 17 per cent. on cost, reckoning at a gross profit of 20 per cent. on the sales. Seventeen per cent. of $4.40 is 74.8 cents, bringing the total cost of a hundred of sugar up to approximately $5.15. If 22 pounds sold for a dollar the hundred pounds would bring about $4.55, assuming that 100 pounds could be actually weighed out of a sack—which really never happens.

It is a simple matter in arithmetic to find the "profit." Did we say "profit?" Yes, well it just means a loss to the business of 60 cents on the handling of 100 lbs.

Let us even suppose that the grocer does business for nothing but his health. The 100 lbs. of sugar would cost him $4.40 at the outset. He loses two pounds on the weight of the sack, plus the loss in weighing, which brings up the cost to practically $4.50. His profit is, therefore, five cents for handling $4.55 worth of goods; for acting as a convenience to the general public; for insurance risk, investment of money; taxes; light and fuel; wages and delivery expenses; adequate service, etc., in all of which expenses that hundredweight of sugar must bear its share.

And yet the daily paper which is so interested (?) in the welfare of the community, through the success of its merchants, allows itself to say that sugar ought to be sold at 22 lbs. for the dollar!

It certainly is a believer in charity with a vengeance.

To clean pencil and finger marks on show cards, use fresh white bread and rub over them. It will make them perfectly clean.

Keep goods that have a tendency to dry out, some distance from the fire.

To make cloth fireproof, take one part sulphate of zinc and one part spirits sal ammonia, dissolve in six or eight parts of water, dip cloth in and then squeeze out and put to dry and cloth will be fireproof.



A Bright-Looking Store Interior Showing a Number of Modern Equipments.

Signing Papers Without Reading Them

How Dealers Suffer Losses Simply Because They Neglect to Study Documents to Which They Place Their Names—See That Express Parcels Are Received Before Expressman's Book is Signed—Alberta Merchant Gets Loaded Up With Flour Because He Didn't Read the Contract.

Everyone knows the evil results that often arise over the haphazard signing of documents ; writing your name without first thoroughly ascertaining what is contained in the article signed. This practice has always been denounced, but the sermons on it have often fallen on stony ground.

It is unfortunate that some of the best merchants in the country are careless about putting their names to documents, a practice which any merchant will find it greatly to his advantage to discontinue.

Receipting Expressed Goods.

Although there are many documents which all persons should be careful about signing, still there are some that pertains to the merchant particularly. Perhaps one of the simplest of these is the signing of the express book without checking off the goods. This is a charge to which many merchants will have to plead guilty. Frequently the express man enters with some goods, collects the charges, gets the express book signed and then his part is over. But not the merchant's; for when he starts to check over the shipment he finds that he is short. When he appeals to the express company, they point to his signature on the express book and while his troubles may be heard the company will do very little to straighten matters.

In this position, the case certainly looks bad against the merchant. If the lost parcel should turn up, he will probably get it and if it doesn't, he will likely suffer the loss. If the parcels are checked up before signing and if there are any mistakes, they will be more readily attended to. Especially should goods be thoroughly checked when several shipments come in together.

Study Contracts Carefully.

Then there is the signing of order contracts without looking the conditions of the contract over. Many a merchant has had things turn out very differently to what he expected when he gave the order. A case of this was related to the writer by an Alberta merchant: "A traveler for a flour and feed firm wanted to sell me a car load of his goods. I told him that I would not mind buying at his prices but that I did not have store room enough to hold a whole car load. He was anxious to make the sale and said that if I would give him an order for a car load that I could get it as I wanted it—say in five ton lots at the car load price.

"This was certainly a good offer so I at once signed the order but without reading it. I found out afterwards to my sorrow that the order said nothing about me getting the goods in small quantities and that I was due to take the whole car at once."

There are many cases similar to the one related by this dealer in which the merchant finds out too late that it is best, to read before signing.

Haphazard signing of contracts with collection agencies has often put merchants in difficult positions. Although there are many collection agencies which are responsible, still there are others that are not. Many merchants have signed contracts which have proved to be entirely in favor of the collection agency, with all the burden resting with the dealer.

While there are many complaints where unrated agencies have collected money of which the merchant never received the smallest portion, still contracts with some companies with a financial rating are very binding.

One merchant tells of an account of $60 which he gave to an agency to collect and after it had tried in vain to collect for over two years, the merchant thought he would attempt it again himself. He succeeded in collecting $40 of the bill but found that he was due to pay the agency their commission of 25 per cent., amounting to $10, as the contract said that even if the money were paid directly to the merchant that the agency must get it's commission.

FIRST DECISION CHANGED.

Interesting Legal Case Under Pure Food Law of New York State.

Some interesting developments have recently arisen from a decision made last November by the New York State Department of Agriculture under its Pure Food Law which has affected Worcestershire sauces.

On the 15 of that month the above mentioned Department of Agriculture issued a circular the import of which was that all Worchestershire sauces not the production of the original manufacturers were imitations and as such must, therefore, have the ingredients stated on the label, excepting in cases where the goods are manufactured wholly in Worchestershire. This matter was taken up by Holbrooks Limited with the Attorney-General of New York

State and the Commissioner of the Department of Agriculture. It was pointed out by them that the use of the word "Worchestershire" became common property by a judgment dated on or about the 26th day of July, 1876, rendered in an action in the Hight Court of Chancery in England.

After considering the matter the Attorney-General expressed his opinion that Holbrooks Limited as well as the original manufacturers were entitled to the unrestricted use of the word "Worcestershire" as the question involved was, in his judgment, similar to the question involved in the case of the original manufacturers as mentioned above, and he found it difficult to distinguish between these cases; that the line of demarkation was indefinite; that, in his opinion, both should be treated in the same way so far as the food law relating to Worchestershire sauces was concerned.

Would this Bill Prevent Giving of Tips?

Member in House of Commons Introduces Bill to Prohibit Secret Commissions—He Declares That Tips are Degrading to Our Country and Cites Case Where Man in England Was Fined for Giving One to Railway Employe

Ottawa, Jan. 26.—Another bill has been introduced into the House of Commons respecting Secret Commissioners. It will be known as Bill 87, and is along similar lines to the one which became law early in 1909, and which has on different occasions been published in The Grocer. It's main provisions are the following:

1. If any agent or employe corruptly accepts, obtains or agrees to accept, or attempts to obtain from any person for himself or for any other person any gift or consideration as an inducement or reward for doing or forbearing to do or for having after the passing of this Act done or forborne to do any act in relation to his principal's affairs or business, or for showing or forbearing to show favor or disfavor to any person in relation to his principal's affairs or business; or if any person corruptly gives or agrees to give or offers any gift or consideration to any agent or employe as an inducement or reward for doing or forbearing to do, or for having after the passing of this Act done or forborne to do any act in relation to his principal's affairs or business, or for showing or forbearing to show favor or disfavor to any person in relation to his principal's affairs or business; or if any person knowingly gives to any agent or if any agent knowingly uses with intent to deceive his principal any receipt, account or other document in respect of which the principal is interested and which cantains any statement which is false or erroneous or defective in any material particular, and which to his knowledge is intended to mislead the principal, he shall be guilty of a misdeameanor and shall be liable on conviction or indictment to imprisonment with or without hard labor for a term not exceeding two years; or of a fine, not exceeding $200 or to both such imprisonment and such fine or on summary conviction to imprisonment with or without hard labor for a term not exceeding four months or to a fine not exceeding $50 or to both such imprisonment and such fine.

2. For the purpose of this Act the expression "consideration" includes valuable consideration of any kind; the expression "agent" includes any person employed by or acting for another; and the expression "principal" includes an employer.

3. A person serving under the Crown or under any corporation or any municipal, county or district corporation, or any board of guardians, is an agent within the meaning of this Act.

Mr. Currie, M.P., who introduced this bill, stated in explanation that its purpose was to prevent minor acts of corruption such as the taking of secret commissions. He pointed out that recently under the English Act a man was fined 20 shillings and costs at Manchester for giving a shilling to a carter of a railway company and went on to show his aversion for tips.

The habit of tipping was a relic of the later middle ages and was, he considered, becoming too common in this country. It was degrading to any man as well as to his family to accept a tip to which he was not entitled.

In just what particulars the above bill differs from the present Act is hard to define. From Mr. Currie's latter remarks one is led to believe that he would prohibit the common, ordinary tipping and if so this would be a radical movement indeed.

However, secret commissions as given by travelers to agents and employes in order to secure business is something that should be prohibited. It is morally wrong as it tends to undermine the foundations of honest business and at the present time is against the Criminal Code.



Note the Attractiveness Given to This Display by the Presence of Flowers.

Practical Methods in Retail Stores

Regina Dealer Emphasizes Importance of Watching Smaller Details—A Suggestion to Give Clerks an Opportunity to Plan Some Sales—Apples Sold by the Pound in a Quebec Store—Praise for an Account Register—London Dealer Demonstrates of His Own Accord.

Watches Twine and Paper Bags.

Regina, Sask., Jan. 26.—One thing to which many merchants pay little attention, is counted as a matter of importance by a Regina dealer. He recently said: "I pay particular attention to the buying and use of twine, paper and and paper bags, more so as the merchant gets no returns on these items. He gives them away. One quarter of a cent a pound on paper may not seem a great deal in itself, but when figured for a year it makes quite a difference to many merchants. Beside the buying end, there is also the use of these articles.

"In many grocery stores there is a large waste in these items. A 20 lb. paper bag costs about ½ cent, and a 30 lb. bag close on to 1 cent, so that it does not take long for the amount wasted in some stores to count up. One of the methods of waste is having no holder for the paper bags. They are carelessly strewn about the store, constantly falling on the floor and being destroyed. The clerk often takes a bag twice as large as is needed, tears off a piece of paper much larger than required and has many other wasteful habits that shave a substantial slice off the profits. My clerks are thoroughly trained to use no more of any of these articles than is absolutely necessary."

Give the Clerks a Chance.

Halifax, Jan. 26.—A retail dealer of this city finds that it is a good thing for the business to get the clerks interested. He has many methods of keeping their enthusiasm up.

As the end of the old year was approaching for instance he went to his clerks and said: "January is generally a pretty dull month. It really shouldn't be, so I am going to give you a chance to show that it can be made a real busy month. You can get together and plan how you are going to promote business. I leave it entirely in your hands as to the method of procedure, the writing of the advertisement and the general management of the whole affair."

As a result, the clerks became enthusiastic over their chance to show what they could do and so far this month they have been making a record showing.

Sells Apples by the Pound.

Quebec, Jan. 26.—Apples are being sold by weight in the grocery store of A. Drolet, Quebec. This is done so that each purchaser of apples will be treated fairly even if one does receive a few larger samples of the fruit than another.

"If a customer wants a dozen big apples," said a representative of this firm, "she pays for those big ones at the same rate as if she received small apples. Sometimes you know, clerks are tempted to supply customers with large fruit first so that eventually only small fruit remains and often losses result in this way.

"In receiving apples we find the net weight of the barrel and then it is easy to make the selling price by the pound so that a sure profit will be realized on the outlay. It would only be guess-work if we sold by the dozen. Generally the selling price is five or six cents per pound.

"Some of our customers think this method strange, but we are able to convince the majority that they pay no more for a dozen by the pound than they would by the dozen.

"If we cannot convince them to believe in our arrangement, it is easy to sell them a dozen of apples without mentioning the price per pound."

LIKES ACCOUNT REGISTER.

Digby, N.S., Jan. 27.—A. A. Shortliffe, a local grocery dealer is well pleased with results which he has secured from a book-keeping register, which he purchased last year.

In speaking of it he said: "The register which I purchased last July is giving excellent satisfaction. I would not care to do a credit business without a account register, and if I could not purchase another I would not sell the one I now have for five times what it cost me. I find with this register, mistakes are not so liable to occur as with our former system; forgotten charges are a thing of the past.

"The price of the register is soon forgotten as the system pays for itself in in many ways. The traveler who sold it to me said that it would reduce my outstanding accounts and I can truthfully say that it has reduced them 25 p.c. in the short time I have had the register. Our customers like the idea of knowing what they owe and I like to have them know that I know what they owe."

A "Taste and Try" Campaign.

London, Ont., Jan. 26.—John Dinrose inaugurated a "Taste and Try" campaign during the last part of last week-Thursday and for the rest of the week folks were invited through the daily papers to call in and sample a particular brand of soup at No. 3 store. Friday and Saturday the products of another firm were on display at No. 2 store. Tomato Soup, Apple Butter, a relish and a variety of pickles were open to all customers who cared to become better acquainted with these lines by the "Taste and Try" method.

A few days ago, the arrival in London of a consignment of so-called "pineapple oranges" was deemed worthy of a descriptive item in one of the daily papers. John Dinrose determined to grasp the undoubted advertising value of the article, and in his next ad. made "pineapple oranges" the leader, explaining (as had the news item) that they were "from the Cuban plantation of Rev. J. G. Stuart, of South London." Coupled with the attractive price of 20 cents per dozen, and the double advertisement sales were created, amounting to an adequate response to this little departure from Mr Dinrose's usual orange advertising.

Meat Slicer Helped Profits.

Ottawa, Jan. 26.—"Although an annual stock-taking is necessary in order that the merchant can accurately ascertain how his business stands," said a local grocer, "still it does not show whether all departments are paying a profit.

"Once in a while I keep account of some particular department of my store to find if it is paying the profits that it should. To do this I first take stock of that particular department, keep account of all goods added to the stock as well as all sales made from this section. In a month's time I take stock again and can tell whether this department has been paying a profit and how much.



T. F. McDOWELL,

A Vancouver grocer who makes a specialty out of poultry and thereby gains new trade.

"This can be done without very much trouble and a merchant need only do it for two weeks if he wishes as that will give him a good idea of how matters are going.

"Last year I kept account of my meat department and found that it was barely paying a profit. After a careful examination as to the reason for this, I changed my method of keeping meats so that they would not dry out while in stock and also installed a meat slicer and when I again looked into this department I found it was paying me a good profit."

The Markets—Price of Evaps. Higher

All Kinds of Dried Fruits are Firm—Sugar is Now Lower Than it Has Been For Over Two Years—Syrups are Selling Good at Present—Canned Goods Continue Strong.

See also Provisions, Cereals and Fruit, Pages Following.

ONTARIO MARKETS

POINTERS—
Evaps—Advance.
Canned Goods—Firm.
Tea—Firm.
Sugar—Weak.

Toronto, Jan. 26.—The decline in sugar briefly noted in the last issue made the third decline in two weeks' time and placed sugar below what it has been for at least two and one-half years. Some dealers are looking for a further decline in the market. The total stocks and afloats at the present time show a visible supply of 3,787,342 tons against 3,215,145 tons last year, or an increase of 572,179 tons. Willett & Gray say in regard to New York refined that the tone and tendency of the refined sugar market is to lower prices, in conformity to the declines in raw sugars, as fast as the latter becomes available for use. Of course it must be remembered that the local market is at present below that of New York. On account of the low price of sugar, there is a larger consumption and this has had a tendency to make sales better.

Dried fruits of all kinds maintain their firm position and it is likely that the consumption on the whole will see a great falling off over other years, although wholesalers report a fair amount of trade at the present time.

There is a noticeable increase in the amount of syrup being sold, due no doubt to the high prices of dried fruits and to the reasonable price of syrup, which is considerably lower than this time last year.

The supply of prunes is running low and the small sizes are very scarce. Along with the other soaring fruits, evaporated apples have advanced again. The stock of currants in the primary market is reported small and prices there have an upward tendency. On account of small sales in this line in the local markets, no great attention is being given to it.

Although the past has been an unsatisfactory sardine packing season in both America and Europe, still there will not likely be any advance at the present to retailers here as holders seem to have sufficient stocks to supply the trade for a time.

Canned goods have not lost any of their former strength and dealers are looking for a "lean" year in all kinds of canned goods. It is predicted that even higher prices will be seen before long.

Sugar.—As announced in last week's issue, the sugar market declined for the third time in two weeks and extra granulated in bags at Toronto is now quoted at $4.40 per cwt. Raw sugar in New York is now quoted at 3.51 per lb. and a further reduction to 3.48 per lb. which is the present quotation for February shipment is expected soon. When this takes place it is possible that a further slight decline in refined sugar may take place here. Although there is a fair amount of sugar, moving, still it is only on the hand-to-mouth basis. One wholesaler pointed to the fact that the consumption of sugar in Canada is gradually growing larger, caused by the increased population and also to the increase in the use of foods in which sugar is used.

Extra granulated, bags	4 40
" " 20 lb. bags	4 50
Imperial granulated	4 20
Beaver granulated	4 25
Yellow, bags	4 00
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	4 80
" " 50-lb. boxes	5 00
" " 25-lb. boxes	5 10
Powdered, brls	4 60
" 50-lb. boxes	4 80
" 25-lb. boxes	5 00
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 30
" in 50-lb. "	5 40
" in 25-lb. "	5 60

Syrups and Molasses.—Under the high prices of dried fruits, there is a large sale for syrups in both the maple and corn product, and most houses report a larger sale in this line for January than ever before. There is a slight easiness in molasses but the price has not been affected.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 62
Muscovado	0 30

Dried Fruits.—No changes have taken place in the price of dried fruits but the market still maintains its firmness. Retailers are not buying to any great extent under the high prices, but it is said that when wholesalers' present stocks run out that prices will have to advance. Prunes are among the scarce fruits and the stocks of small sized are running low.

Prunes—	
30 to 40, in 25-lb. boxes	0 13½ 0 13¾
40 to 50 " "	0 12½ 0 13
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 09½ 0 10
90 to 100 " "	0 09 0 09½
Same fruit in 50-lb. boxes ¼ cent less.	
Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17

Figs—	
Elemes, per lb.	2½ " 0 11½ 0 12½
1½ inches	2¾ " 0 11½ 0 13½
2 " 0 08 0 10	Umbrella boxes 0 12 0 14
2½ " 0 08½ 0 10½	
2½ " 0 09½ 0 12	
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 09 0 09½
Currants—	
Fine Filiatras 0 07½ 0 08	Vostizzas 0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 15
Valencias selected	0 08½ 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Sairs	0 04½
Dates—	Package dates,
Hallowees—	per 1 lb. 0 06½ 0 06¾
Full boxes 0 05 0 05½	Fards choicest 0 10 0 10½

Nuts.—For January, a fair amount of business keeps passing in nuts. Prices remain firm and unchanged. Peanuts have shown a slight advance in the primary market.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Spice.—The spice market is following its usual course for this time of the year. Mace is a little firmer due to a scarcity of supplies while cloves have also put on a stronger position on account of a short crop, as the present crop is reported to be only about half the normal yield. No changes have taken place in prices.

	Bbls.	Pails or Boxes	Tins	¼ lb. pkgs. ds	¼ lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	
Curry powder			0 25		
Ginger	0 22	0 24	0 26	0 80	0 90
Mace			75		2 75
Nutmegs			0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 15	0 18	0 75	0 75
Turmeric			0 15		
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Tea.—The position of tea is still as strong as ever and while no reason is visible for any material setback in the price of low and low medium teas, still it is thought that these grades are on as high a basis as the situation warrants. As the high grade teas have not been affected to the same extent as lower, it is suggested that the trade make an attempt to sell the higher grades, thus relieving the situation to a certain extent and introducing a better class of tea which will be beneficial to all concerned.

Besides the decrease in crops, there are other reasons for the advance in tea,

The duty on tea going into Russia is so great that a slight differenece in the original price of tea does not matter much to the Russian buyers who when they want the tea outbid the buyers from the minor markets. Russian and Australasian buyers have taken some 15,000,000 lbs. more than they bought last year. If they had not done this there would have been enough left for other buyers, as there has been no expansion in the total amount of business done in Colombo and Calcutta with other countries and there cannot well be until production increases.

Coffee.—The present situation of coffee offers no idea of lower prices. The Brazil crop is rapidly nearing an end and yet at the present time the World's visible supply is only 445,009 bags larger than on July 1st last and nothing but a decrease in the visible can be expected from month to month for the next six months. The world's visible supply decreased during December 573,336 bags figuring a total on Jan. 1 of 14,165,640 against 16,669,273 on Jan. 1, 1910. Willett & Gray say that the trade proper have fought the advance vigorously, but to-day, the same as months ago, they are without adequate supplies and in no position to defend themselves. "It is here and there suggested that prices have gone high enough, forgetting the main fact that the advance is natural, founded on a short crop and sustained at each step by decreasing supplies, the few holders who have stocks exercising their right to name values in keeping with the situation, knowing that consuming markets must buy the merchandise."

Trade locally is not brisk, retailers buying for immediate needs only.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted		0 22	Mexican		0 25
Maricaibo, "		0 20	Gautemole		0 18
Bogotas	0 22	0 25	Jamaica		0 20

Rice and Tapioca.—A fair amount of business is being done with prices unchanged.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Evaporated Apples.—On account of the high price of all kinds of dried fruits, evaporated apples have taken another rise in price and are now quoted at 12 to 12½ cents. It is hinted that stocks of this line are none too plentiful and for this reason, the market is firm at the present price.

Evaporated apples	0 11	0 12

Beans.—There is nothing of importance in the bean market. A fair amount of business at unchanged prices.

Prime beans, per bushel	1 85	1 90
Hand picked beans, per bushel	2 00	2 10

CANNED GOODS

MONTREAL.—Demand for canned goods is quiet in general with the exception of salmon, for which the demand is fairly good.

Canned fruit has a fairly good demand, while other lines are a little below the average. It is expected that February will see a brightening up of this market, with a better demand for all lines of canned goods.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 67½
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats, per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 60	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 [illegible]
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 60
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 3s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—High prices still rule on all lines of canned goods and such is liable to be the case for several months. One wholesaler believes that corn which is reported so plentiful will be higher in price before long. He says that under the high prices existing on tomatoes and peas, that a much larger quantity of corn is being used and that evidently stocks will become so scarce that the price will be forced upward. Tomatoes and peas are scarce and one dealer passed the remark that he could sell to a wholesaler at the same price as he is now quoting to retailers. A fair amount of business is being done in both canned vegetables and fruit, while salmon is going out freely.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 [illegible]
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 27½
" " " 3's	....	1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 93	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's	....	1 35
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz. 1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz 1 87½
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			Lobsters, halves, per dozen 2 65 2 75
Humpbacks, doz	1 30	1 35	Lobsters, quarters, per dozen 1 60
Pinks	1 30	1 35	
Northern River Sockeye			1 95
Chicken	4 08		Soup, 2's 1 90
Turkey	4 00		Soup, 1's 1 40
Ducks	4 00		

QUEBEC MARKETS

POINTERS—
Molasses—Reduced.
Cloves—Advanced.
Prunes—Firm.
Sugar—Weak.

Montreal, Jan. 26.—Most dealers have completed their annual stock-taking. Business is favorable for this time of the year, and will compare favorably with the corresponding time of other years.

One of the leading local coffee dealers declares that it is many years since the coffee market has shown so much strength. One merchant showed The Canadian Grocer samples of coffee which he had picked up when visiting different merchants throughout the Province. "I don't know what brand this is," he stated, "but as far as I can see it is a combination of coffee, chicory, beans and roasted peas. This is what makes it hard for us to sell the purest stuff as this adulteration can be handed out at lower figures."

Only a fair business is reported in the sugar market. The reduction on Thursday last did not have much effect on the buyers. One of the leading wholesalers here thinks that the readjustment of prices will go further.

There is a decline in the price of molasses in sympathy with the sugar market.

The demand for canned goods is not what might be expected, with the exception of salmon, the demand is quiet.

Sugar.—The reduction in sugar Thursday did not have a very stimulating effect on the market, only a fair business being reported. Dealers are going slow on purchases for the present, realizing that the readjustment of prices might go further, though temporarily the markets may be steady.

Granulated, bags	4 30
" 20-lb. bags	4 40
" Imperial	4 15
" Beaver	4 15
Paris lump, boxes, 100 lbs	5 20
" " 50 lbs	5 20
" " 25 lbs	5 30
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 00
" 100 lb. boxes	5 10
" 50 lb. "	5 20
" " 25 lb. "	5 40
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls	4 75
" " 50-lb. boxes	4 [illegible]
" " 25-lb. boxes	5 15
Powdered, bbls	4 55
" 50-lb. boxes	4 75
Phoenix	4 20
Bright coffee	4 35
No. 3 yellow	4 15
No. 2 "	4 05
No. 1 " bags	3 90

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—The demand for molasses is fairly good. Prices are reduced in sympathy with the sugar market. The supply of desirable molasses is none too large and present prices are quite firm. Prices of syrups are firm; business done is only moderate.

Fancy Barbadoes molasses, puncheons	0 32	0 34
" " " barrels	....	0 35
" " " half-barrels	0 37	0 39
Choice Barbadoes molasses, puncheons	0 29	0 31
" " " barrels	0 32	0 34
" " " half-barrels	0 34	0 36
New Orleans	0 25	28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03
" ½-bbls.	....	0 03½
" 1-bbls.	....	0 03¾
" 2½-lb. pails	....	1 70
" 20-lb. pails	....	1 20
Cases, 2-lb. tins, 2 doz. per case	....	2 25
" 5-lb. " ½ doz. "	....	2 60
" 10-lb. " ¼ doz. "	....	2 50
" 20-lb. " ⅛ doz. "	....	2 45

Dried Fruits.—There is a general business passing in dried fruits. Dates are scarce and prices show a slight increase. Prunes retain their firm tone, and the demand is only, fair. Raisins also hold their strong position, as there is a scarcity in some lines.

Currants, fine filatras, per lb., not cleaned	....	0 06¾
" " cleaned	....	0 07¾
" Patras, per lb.	0 08	0 08¾
" Vostizzas, per lb.	0 09	0 09¾
Dates	....	0 06
Figs, 4 crown	0 09	
Figs, 5 crown	0 11	0 12
" 5 crown	0 10	0 11
" 9 crown	0 13	0 14
Prunes—		
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10½
60-70	....	0 09¾
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08½
Raisins—		
Choice seeded raisins	....	0 07¾
" fancy seeded, 1-lb. pkgs.	....	0 08½
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.	....	0 09½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	....	0 07½
" select, per lb.	....	0 07¾
" 4-crown layers, per lb.	....	0 08¾

Tea.—It is many years since the tea market has shown so much strength. There is no special features, but reported enquiries are more numerous, indicating that the activity expected after the turn of the year is being realized.

Choicest	0 40	0 50
Choice	0 30	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 41	0 45
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The coffee market continues firm with a fairly good demand. There is an increase in the amount of lower grade coffee used, on account of the present high prices. It is not expected that the break in prices in New York will affect the local market.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Spices.—The trade in spices is good, in fact much better than was expected this time of the year. Nutmegs and gingers are firm, while peppers are less active. Cloves are scarce and higher prices prevail.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace	....	0 75
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60
" ground	0 25	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Nuts. — The demand for nuts is quiet, with the exception of peanuts, for which the demand is fairly good just now.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb.	0 11	0 12
" Barcelona, per lb.	....	0 10½
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 16½	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-Crown " "	0 32½	0 35
" 2-crown " "	....	0 31
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.	....	0 60
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Rice and Tapioca.—Tapioca market is firm, but demand at present is rather slow. Prices are not expected to decline at all. Attention is again called to the relative cheapness of brown sago in comparison to tapioca. There should be more demand for this article than there is. Rice is firm with prices unchanged.

Rice, grade B, bags, 200 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade C.C., 200 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½

Beans and Peas.—There is a slight increase in the demand for beans, and a fair volume of business is being done at last week's prices. Peas still hold their firm position.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

BRITISH COLUMBIA MARKETS.

Vancouver, Jan. 26.—Foreign sugar is still coming into Vancouver. It is sold by large dealers in competition with that sold by a large departmental store. The latter firm sell local sugar at five cents per pound, though the wholesale price is more than that, and the China article is sold at the same figure.

Since a local milling company offered its flour direct to the retailer, objection was raised to the Grocers' Association by manufacturers in the east. It was pointed out that in Winnipeg, the home town of large flour manufacturers that flour was sold direct to the retailer, and it was not unfair that the same thing should be done in Vancouver by a Vancouver concern.

Apples, cooking	....	1 00	Prunes	0 07½	0 11
Apples, local	1 25	2 75	Currants	0 08	0 10
Beans, per lb.	0 03½	0 04½	Dried apricots	0 15	0 18½
Butter, Eastern dairy in tubs	0 30	0 31	Eggs, Eastern	....	0 35
Butter, Eastern dairy, choice	0 28	0 29½	Eggs, local	0 45	0 50
Butter, local creamery	....	0 35	Flour, Standard, bbl.	....	6 50
Bacon	0 26	0 32	Tapioca, per lb.	....	0 05
Canned Goods—			Evaporated apples	....	0 11
Peas, Early June	....	1 37½	Ham, cooked	0 18	0 20
Tomatoes	....	1 52½	Lard, pure	....	0 16½
Corn	....	1 20	Lard, compound	....	0 13½
Apples	....	3 95	Potatoes—		
Strawberries	....	2 02½	Ashcrofts, ton	....	40 00
Raspberries	....	2 02½	Potatoes, local	....	30 00
Canned salmon	....	6 85	Rice, per ton	62 50	75 00
Cornmeal, p. 100 lbs.	....	2 40	Sugar, standard granulated	....	5 35
Cornmeal, local	....	2 60	Sugar, Imported	....	5 25
Cheese, Ontario	0 15	0 15½	Sugar, light yellow	....	4 70
Dried Fruit—			Sugar, dark yellow	....	4 60
Val. raisins, lb.	....	0 05			
Cal. " "	....	0 06¾			

NEW BRUNSWICK MARKETS.

St. John, Jan. 26.—Sugar declined ten cents again last week, bringing the price down to $4.45 and $4.55 for standard granulated; $4.35 and $4.45 for Austrian; $4.25 and $4.35 for bright yellow and $3.95 and $4.05 for No. 1 yellow. The market seems to have a downward tendency and a further reduction would not be surprising. Ontario flours advanced twenty cents per barrel, making the price now, $5.20 to $5.65. Hennery eggs declined ten cents per dozen, as a result of the recent snowfall which has allowed the countrymen to get into the city with supplies.

Beans, hand picked, bus.	2 10	2 15	Cal. raisins, seeded	0 08½	0 09
Beans, yellow eye, bus.	2 65	2 75	Prunes, lb.	0 08	0 09
Cheese, new, lb	0 13	0 13½	Molasses, Icy. Barbados, gl	0 30	0 31
Currants, lb	0 08½	0 09	Butter, dairy, lb.	0 22	0 24
Canned goods—			Butter, creamery, lb.	0 24	0 26
Peas, No. 4	....	1 20	Eggs, new laid	....	0 30
" No. 3	....	1 27½	Eggs, case	....	0 28
" No. 2	....	1 32½	Ham	0 16	0 18
" No. 1	....	1 80	Potatoes, new, bbl.	1 90	2 00
Peaches, 2's, dozen	1 95	2 00	Rice, lb.	0 03½	0 04
Peaches, 3's, dozen	3 00	3 05	Lard, compound lb.	....	0 12½
Raspberries, dozen	1 85	1 90	Lard, pure, lb.	....	0 15
Tomatoes	1 35	1 40	Bacon	0 16	0 20
Strawberries	1 85	1 90	Pork, domestic mess	23 50	24 50
Flour, Manitoba	6 35	6 45	Pork, American clear	24 50	27 00
" Ontario	5 20	5 65	Salmon, case—		
Fish—			Red spring	7 00	7 50
Cod, dry	4 50	5 50	Cohoes	6 50	6 75
Herring, salt, bbls	....	5 25	Baked beans, dozen	1 20	1 30
Bloaters, box	0 85	0 90	Lemons, Messina, per box	3 00	3 25
Cornmeal, gran.	4 65	4 75	Sugar—		
Cornmeal, bags	1 40	1 45	Standard gran.	4 45	4 55
" bbls.	2 85	2 90	Austrian "	4 35	4 45
Oatmeal, bbls.	5 15	5 20	Bright yellow	4 25	4 35
Std. oatmeal	5 60	5 70	No. 1 yellow	3 95	4 05
Rolled oatmeal	5 10	5 20			
Buckwheat, west. grey, bag	2 90	3 00			

NOVA SCOTIA MARKETS.

Halifax, Jan. 26.—The hard weather during the week has improved the roads throughout the Province, and there is now considerable activity in the lumber camps. As a result trade is a little brisker, the volume of orders going out showing a considerable increase.

There is only a light demand for eggs and the receipts of fresh laid stock are small. The choicest fresh laid stock is selling at 35 cents per dozen. Case eggs are quoted from 26 to 28 cents.

There is a slight improvement in the receipts of butter and the price is a little easier but the expected break has not yet come to hand.

Sugar prices this week show no change standard granulated going to the trade at $4.50.

Pork prices remain unchanged. There is considerable activity in the molasses trade and some small shipments of new stock has arrived. From now on it is expected that shipments will increase. Several vessels have already left here loaded with empty puncheons for Barbadoes and Trinidad. There is no Trinidad molasses on the market. Fancy Barbadoes in barrels is quoted at 30 to 31 cents, and tierces at 31 to 32 cents.

Apples, bbl. Winter stock	2 50	4 50	Fruits— Lemons, Messina	3 00	4 75
Butter— Creamery prints per lb.	0 28	0 29	Oranges— Jamaica oranges	....	5 50
Creamery solids per lb.	0 26	0 27	Cal. navels	3 00	3 50
Dairy, tubs, lb.	0 24	0 25	Rolled oats, bbl.	4 80	4 90
Bacon	0 21	0 22	Pork, American per bbl.	....	26 50
Bananas	2 00	2 50	Pork, clear bbl	....	28 00
Beans, per bus.	1 95	2 00	Hams smoked	0 20	0 21
Cornmeal, bag	1 60	1 65	Lard	....	0 11
Cream of tartar	0 30	0 32	Molasses, fancy Barbados, bbl.	0 29	0 31
Canned goods—			Potatoes, bus.	....	0 75
Beans	....	1 00	Onions, Spanish per lb.	0 02½	0 02½
Corn	....	0 97½	Onions, Can., 75 lb. bag	....	1 40
Tomatoes	1 15	1 35	Raisins, Val.	....	0 08½
Peas, std.	....	1 20	Sugars—		
Peas, early June	....	1 25	Extra Standard, granulated	....	4 50
Corn beef, 1's	....	2 00	Austrian granulated	....	4 40
Corn beef, 2's	....	3 35	United Empire	....	4 40
Cocoanuts, 100	....	5 00	No. 1 yellow	....	4 00
Eggs, case eggs	....	0 28			
Eggs, fresh	....	0 35			
Flour h. wheat per bbl.	6 25	6 30			
Flour, Ontario blends, bbl.	5 15	5 40			

Pyramid Fly-Catcher

Place your order now to ensure early delivery

This German device is the best selling Fly-Catcher in the world. We introduced it last season on the Canadian market, and it took so readily that we were deluged with jobbers' repeat orders throughout the Fly Season, and could not supply one-tenth of the demand.

Mr. Wholesaler—We can assure of prompt delivery—in time to fill your early spring orders, if you will anticipate your requirements and place your import order NOW.

Cases contain forty cartons
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Retail List $3.50 yer hundred

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GALLON GOODS

This will more than likely be a particularly good year for gallon canned goods. The fact that nearly all lines of fruit were a short crop, and apples especially so, will make a heavy demand for the canned article of which there is only a very limited supply—we quote

Gallon	Apples	$3.25
"	Blueberries	4.25
"	Tomatoes	3.75

DRIED FRUITS

For the same reason that canned fruits will be wanted, so will the dried article. This spring should see the greatest consumption of foreign dried fruits that has ever been experienced in this country—we quote

Monarch	Seeded Raisins, ...	1 lb.	8c.
Griffin	" "	"	8 "
Easter Lily	" "	"	7½
Jay Eff	" "	"	6⅞
Thompson Seedless Raisins, ..		50 lb. Boxes	7½
Luscious " Muscatels		"	6¾
Rowley's Select Valencies		"	7¾
California Dried Peaches, ...		choice 25s	8¾
" " "		" 50s	8½
Natural Figs, choice, ...		Bags 28s	4¼
Natural Figs, macaroni packing,		Boxes 28s	6½
Hallowee Dates.....			4⅝

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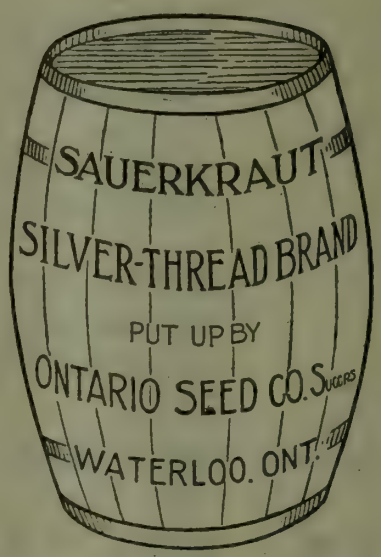
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ONTARIO SEED CO., Successors, **WATERLOO, ONT.**

ONE ON THE TRAVELLER

(SHOWING WHICH WAY THE WIND BLOWS)

Jan. 21st, 1911.
T. H. Estabrooks, Esq.,
Toronto, Ont.
Dear Sir:—
Please send me with the order I gave your traveller, 20 lbs. of your Black Tea to retail at 40c., best you can for the money.
10 lbs. in 1 lb. packages.
10 " " ½ " "
20 lbs. in all, to try the 40c. tea this time.
Hoping this will reach you so it will be included with the rest,
I am, Yours,

Sale of the 40c. Grade of Red Rose Tea increased 34½% in 1910 over 1909.

Are you getting your share in the enormous increase in the sale of better teas, or are you leaving that choice and increasing business to some bright competitor while you try to push the 25c. stuff?

Why not start to-day determined to sell good tea? It means more and better satisfied customers; more profit per pound, and more pounds. If you try the 40c. grade of Red Rose in your home, you will know why

Red Rose Tea

"is good tea."
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And we help you sell it. We are spending $10,000 in advertising this great silver cleaner, **WONDER-SHINE.** Your customers are reading these advertisements. Do not miss a single sale—have **WONDER-SHINE** in stock for the first enquirer.

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At the School of Physiology, DUBLIN, Ireland, a series of independent experiments were made last year to ascertain the feeding value of Bovril. The results of the tests proved (see "Times" report, September 3) that Bovril is a valuable food and that it helps the system to assimilate ordinary diet. Under the tests the body weight increased 20 times as much as the Bovril consumed, and fell back again when Bovril was discontinued.

BOVRIL is a genuine body-builder and stands in sharp contrast against a crowd of would-be imitators.

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EVERYWHERE

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ANY merchant or clerk who enters The Canadian Grocer's competition on **Constructive Salesmanship** will in the future know more about the details of his selling organization than before. He will become more thoroughly acquainted with his several methods used to dispose of goods other than those he would be asked for if he made no effort whatever to sell above actual demands.



To the three winners in each of the three classes a medal of the above design will be given---gold, silver and bronze. The primary object of the competition is to aid dealers and clerks in realizing their selling power, and the winner of a medal can always point with pride to the fact that it was the result of his ability as a salesman.

Do not delay in writing to-day for further particulars to

The Editor

The Canadian Grocer

143-149 University Avenue, - Toronto

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Having a most extensive connection with the grocery trade of Western Canada, and exceptional facilities for developing business, we are anxious to get acquainted with manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. Our large track warehouses are situated in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina. We thoroughly understand the business conditions of the West and can successfully place deserving grocery lines.

If you are interested, write us, and we will send you detailed information about the West and its enormous commercial possibilities.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

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in recommending a line of foodstuffs to your particular customer will carry the same weight as PURITY, and in this respect

"E.D.S." Jams, Jellies and Catsup

stand alone! They are, in fact, absolutely PURE—much above the standard the Government requires of so-called genuine jams, and they contain no dye, preservative or other admixture, and carry no excess of water. The same can not be said of some leading makes that are largely advertised.

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Appetizing and Satisfying.

It is important to start the day with a Good Breakfast.

Gunns Maple Leaf Ham is always sweet, tender and juicy, while Gunns Maple Leaf Breakfast Bacon, fried to a delicate brown, and served crisp with eggs, makes a dish that will arouse and satisfy any palate.

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We wish to draw your attention to the low prices at which we are quoting Smoked, Pickled and Cooked Hams.

Prices are most reasonable and much lower than for either Back or Breakfast Bacon.

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Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

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ARE ALWAYS RELIABLE.

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AND ALL KINDS OF FARM PRODUCE.

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Pork Packers and Wholesale Produce Merchants

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Provision Trade in Good Condition

Dealers are Looking Forward to a Good Year—Arrival of Eggs Continues Plentiful—Storage Eggs Brought From United States—New Laids Make Another Drop — Creese Market in Better Condition.

The provision and produce trade throughout Canada seems to be in a healthy condition at the present time and an extra good year is being looked forward to by dealers. In the face of this expectation, dealers are busy in preparing plans that will assure them a good-sized portion of the trade.

The arrival of hogs during the past week has been plentiful, but no large changes have taken place in prices. A report from the English market says that the bacon trade is quiet, the late advance having curtailed demand. Canadian bacon is quoted there at 62s. to 66s.

The arrival of new laid eggs continues free and further reductions have taken place in prices. In the United States market, egg prices have taken a big tumble and some Canadian dealers say they are bringing in storage eggs from that side of the line. A further decline in eggs is looked for in some centres if the hens do not call a halt in their supply of the new laid article.

Prices of butter in the United States have also dropped a great deal, but in Canada the market is keeping steady. The duty on cream is much lower than that on butter, so that an enormous amount of Canadian cream was imported by United States firms, and the butter manufactured from it on the other side of the line is said to be held at a cost of about 5c per lb. more than can be realized to-day. Cream equal to 150,000 boxes of butter was imported, so that the Canadian market has been greatly relieved by it. The opinion has been expressed that all the supplies of butter in Canada will be needed within the next three months and probably at a little higher price.

The cheese market on the whole shows a better state, there being some improvements in export business for England during the past week at steady prices. The market in England continues firm with an upward tendency in prices, Canadian cheese being quoted at 59s. to 61s.

MONTREAL.

Provisions.—There continues to be a moderately steady market in compound lard. Small sized hams are scarce and prices show a slight increase. Bacon also shows an increase in price. The rise in prices is attributed to the heavy demand. Business is good, and still better is expected during the coming month.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14
Cases, tins, each 10 lbs., per lb	0 14½
" " " 5 " "	0 14½
" " " 3 " "	0 14½
Pails, wood, 20 lbs. net, per lb	0 14
Pails, tin, 20 lbs. gross, per lb	0 13¾
Tubs, 50 lbs. net, per lb	0 14
Tierces, 375 lbs., per lb	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 11 0 12
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 12 0 13
" 5 " " " "	0 11¾
" 3 " " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 12
Pails, tin, 20 lbs. gross, per lb	0 10¾ 0 11½
Tubs, 50 lbs. net, per lb	0 11 0 12
Tierces, 375 lbs., per lb	0 10¾
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	26 50
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	7 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14½
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17½
Breakfast bacon, English, boneless, per lb	0 17½
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	8 00 8 50
" dressed, per cwt	11 00 11 50

Butter.—The market is fairly firm, and the demand not heavy. The demand for fresh creamery is a little better. It is believed that lower prices will soon prevail in all lines of butter, as the supply is quite heavy, and demand light.

New milk creamery	0 26 0 26½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—Sagging prices have been the result of the plentiful supply of new laid eggs throughout the country. Storage eggs have also ttarted on a downward tendency. If present weather conditions continue it is expected that still lower prices will prevail.

New laids	0 35
Selects	0 30
No. 1	0 27

Cheese.—There is a slight firmness in the cheese markets. The demand is fair although it might be better. Prices remain unchanged.

Quebec, large	0 13½
Western, large	0 13½
" twins	0 13½
" small, 20 lbs	0 13½
Old cheese, large	0 16

Poultry.—The demand for fresh unfrozen poultry remaining good. There is a big supply of frozen poultry on the market, and dealers are disposing of same to canners at reduced prices.

There is a better demand for turkeys this week, at 20 to 21 cents.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Honey.—There is no change in this market and prices remain the same. There is still a fairly good demand for white clove comb honey. The demand for other lines is normal.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—Wholesalers are well pleased with the amount of business that is being done in provisions and predict a good year for this line. Live hogs, the arrival of which has been quite satisfactory during the past week, have shown a slight advance in price, being quoted at $7.10 to $7.15 at country points and $7.40 to $7.45 locally. However, long clear bacon shows a slight reduction the price now quoted being 11½c to 12c, while pure lard has been reduced ¼c per lb.

Long clear bacon, per lb	0 11½ 0 12
Smoked breakfast bacon, per lb	0 17 0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½ 0 13
Light hams, per lb	0 16½
Medium hams, per lb	0 16
Large hams, per lb	0 15
Cooked hams	0 21
Fresh shoulder hams	0 13
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 15
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	21 00 22 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 12¾
" tubs "	0 13
" pails "	0 13½
" compounds, per lb	0 11 0 11½
Live hogs, at country points	7 10 7 15
Live hogs, local	7 40 7 45
Dressed hogs	10 00 10 25

Butter.—Although there are no further changes in the price of butter this week, still a little easier feeling seems to exist. The arrival of fresh butter is plentiful and the large amount on the market of course has a depressing tendency. Choice dairy prints are now quoted at 20c to 21c. The opinion was expressed by a local dealer that even with the large arrivals at the present time and the amount in storage, that all would be needed within the next three months to supply the demand and probably at higher prices than now exist.

	Per lb.
Fresh creamery print	0 28 0 29
Creamery solids	0 25 0 25½
Farmers separator butter	0 23 0 24
Dairy prints, choice	0 20 0 21
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 17 0 18

Eggs.—The price of eggs still keeps on the downward course and for the past three weeks the quotations have gradually been growing lower. The arrival of more new laids this week has caused another general reduction and new laids are now quoted at 30 to 35 cents compared with a price of 50 to 55 cents one month ago. Most local dealers state that their stocks of storage eggs is low, but it has been hinted that some have good reason in some cases to at least wish that to be the case. Some storage eggs from the United States are being brought in by local firms this week and it is intimated that on account of the recent tumble in egg prices there, that eggs may be imported from there and sold below the prices of Canadian storage eggs.

New laid eggs	0 30 0 32
Selects, storage	0 28 0 29
Fresh eggs, doz., storage	0 24 0 27
Pickled eggs	0 26

Cheese.—Although trading in cheese locally is a little dull at the present time, still the firmness which was noted last week has amounted to a slight rise in prices of some lines, large new cheese and new twins being quoted at an advance of ¼ cent per pound.

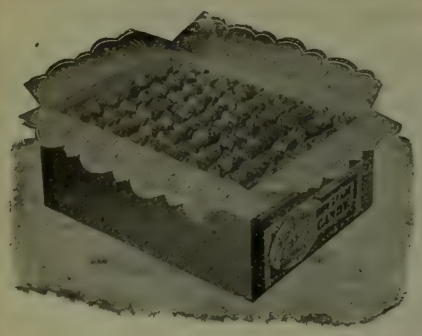
New cheese—		New twins	0 12¾ 0 13
Large	0 12½ 0 12¾	Stiltons	0 14
Old cheese	0 14 0 15		

Poultry.—Prices of all kinds of poultry remain the same as last week, and while trading in this line is dull in general, still some firms who have put forth a little extra efforts, report that their sales are good considering the month of the year.

Chickens, dressed	0 13 0 14	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 11 0 12
		Turkeys, dressed	0 17 0 18

Honey.—There is little trade being done in honey and prices remain the same.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2
Buckwheat honey, lb	0



When you are ready

to place an order for **Chocolates**, you naturally want the best that money can buy. Everybody claims to have the best; but how many can "make good"?

One of our Chocolate Specialties is called "Bordo" (registered), and up to this date it has never been equalled. We want you to know something about it, and let you be the judge; you know what pleases you best, we don't. We do know that no greater care can be taken by anyone in the selection of materials than we take. We are proud of our efforts and success with "Bordo" (registered), it has "made good," and makes friends wherever introduced.

Now, you as a progressive, modern Merchant, want something different to what is usually offered.

Note this special introductory offer; open until February 15th. We are going to give you an opportunity to get a 5-lb. box **"Bordo" chocolate absolutely free.** We are giving away during the next 15 days 100 boxes (5 lb. each) **to Merchants who have not previously sold this line.** Write us to-day, your letter will be numbered when received and **one free box goes Express Prepaid** to every tenth (10 h) letter received. You have an equal chance, so **don't delay.** We wish you to test this line at our expense.

THE

Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

General Merchant Thinks He is Loser

Claims That Commission Man Pays Him According to Quality and Condition of the Eggs Received—The Returns he Received From one Case—An Objection Voiced Against Egg Circles.

Editor Canadian Grocer.—We have read with interest the letter regarding the egg question, from the Clarksburg merchant, and can say that our experience is just the same. We have not taken the trouble to candle as he has done, but just to show what kind of eggs are brought to the store, we herewith give you the details of one of our account sales received lately:

1 Case Eggs.—New laid	10 doz.	@	40
Held	7 doz.	@	28
Stale	3 doz.	@	24
Cracked	1 doz. & 2 eggs	@	20
Broken	6 eggs	@	10
Bad	4 eggs		...

Some time ago we noticed an article giving this loss through bad eggs as the cause for the high prices to the consumer as if it were the commission men who stood this loss. But we can say that if it is with others as has been in our case, it is the country merchant who has to bear the loss since the commission men deduct for all stale, held, bad and broken eggs as shown by the above table.

We have been thinking of trying the ';circle" idea, but one party speaking about it thought that the honest producer, would be at the mercy of the dishonest consumer, for, he reasons, although the eggs may have been gathered and shipped promptly, some time might elapse before they were consumed and meanwhile the freshness would have gone; or if they were very much inclined towards dishonesty they could declare that they were not good, when they were all right.

Re Drafts.—The article in last week's issue by W. J. Bryans, gives some good ideas; but we have no bank here and papers come through all the banks in Barrie and Stayner. The best way we think would be for us to have an account with some one of them and make all the paper payable at that one, and have such a book as mentioned in the article.

THE A. RONALD CO.
Minesing, Ont., Jan. 25, 1911.

EDITORIAL NOTE.—The Grocer appreciates a great deal such letters as the above and the one from the Clarksburg merchant which appeared in last week's issue and it is to be hoped that other merchants will let us know more about the exact conditions existing and the difficulties with which they have to contend.

OVERSTOCKED MARKET BRINGS DOWN PRODUCE PRICES

New York, Jan. 26.—At a recent meeting of wholesale egg and butter dealers here, the retail trade was mildly criticized for the present prices of these articles to the consumer.

One of the members submitted the following schedule of prices from wholesaler to retailer showing the decline in their prices from a year ago:

BUTTER

	Jan. 14, '11. Pound	Jan. 15, '1 Pound	Decline
Creamery specials	2[illegible]c	3[illegible]c	8c
Creamery extras	2[illegible]c	35c	9c
Held specials	26½c	33½c	8c
Process specials	22½c	29½c	7c

EGGS

	Doz.	Doz.	
Fresh, extra firsts	29c	40c	11c
Firsts	28c	39c	11c
Refrigerator firsts	23½-24c	25½-27c	3c

CHEESE

Fancy colored	Sept.	15½c	17c	1½c

In discussing the question one of the wholesalers made the following statements:

"Values have increased steadily for the last five years, and until this year the advance seemed to be justified, because at the end of each previous year the goods were cleaned up by the consumer. In other words, when the season was closed the consumer had not paid more for the goods than the conditions warranted.

"The present season in both products opened in eggs last March and in butter last June at high prices at the producing points, and there was sufficient demand for the products to maintain the pace at which they started.

Decrease Consumption.

"But the effect of high prices is twofold. While they encourage production, they decrease consumption. Gradually there piled a burdensome stock of holdings. As the season now draws to a close these holdings have to be disposed of. These large stocks are in the city. The demand is not sufficient to absorb them and they have to be sold regardless of cost.

"The consumers should get the advantage of these conditions very shortly. In justice to the retailer it should be stated that he has not been robbing his customers. These lower prices have just arrived, and we would be unjust to give the housewife the impression that the retailer has been charging her unjust prices.

"Still there is no reason why the finest eggs should not be retailed at 35 cents, and there are grocers who are still getting from 40 to 50 cents for them. Good eggs can be sold at 26 to 30 cents, leavng the retailer a fair margin. With the finest butter on the market retailing at 33 to 35 cents and good butter at 26 to 30 cents, there is no reason why any one should eat oleomargarine as a substitute for but-

Mr. Grocer: It is more profitable for you to encourage the sale of a well-known and well-advertised brand of Baking Powder that you know will please your customers than to try to substitute some cheap kind that may cost you a few cents less per dozen but which may result in the loss of a good customer. Think it over.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.



E. W. GILLETT CO. LTD.

TORONTO, ONT.

Montreal Winnipeg

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, **anything,** is by the use of

The McCaskey Gravity Account Register System

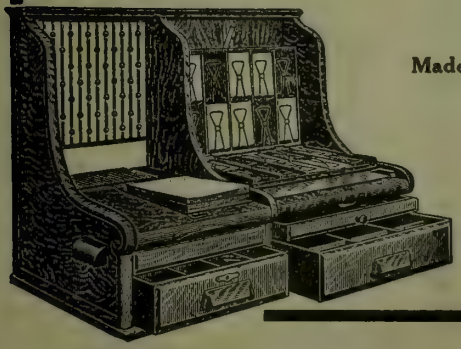
which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over sixty Thousand in use. Ask any user or write.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

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Made in Canada.

FIRST AND STILL THE BEST

A National Dish

Pork and Beans are a standard article.

CLARK'S Pork and Beans

have shown Canadians how delicious, digestible and wholesome baked beans can be. The wise dealer keeps a full supply on hand.

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

ter, since good, cheap butter is within the reach of any consumer to-day.

"There is simply a readjustment of values going on in all food commodities. The producers have been the only gainers for the last five years, while the merchant, the jobber and the retailer have been the sufferers. The dealer has had to pile away his goods at high prices and is now selling them at a considerable loss."

Flaked Tapioca, Package Held Too Much Dirt

St. John, N.B., Jan. 26.—The importance of a grocer keeping goods in a clean place and of not allowing any goods to go out of the store that are not perfectly clean and salable was emphasised by an instance that occurred recently with one of the local dealers.

A customer purchased a pound of flake tapioca and on opening it when it arrived at the home it was found to be full of dirt of various kinds. There were evidences of mice having been around and bits of bird seed, indicated that it had been kept in a drawer or bin, alongside of some such goods, where the divisions were not tight enough to keep the goods divided. The result of the examination was that the package was thrown out and the customer went elsewhere to get clean goods.

Because a merchant does not hear of a complaint is no reason for supposing that no ground for complaint exists, as many people do not take the trouble to complain when they find things are not satisfactory, but go elsewhere. Grocers cannot be too careful in seeing that goods are kept in clean places and that nothing is allowed to leave the store that is not first class in every respect.

Association Has Conferences to Settle Disputes

Vancouver, B.C., Jan. 26.—Grocers in this city are beginning to appreciate the advantages of co-operation. Time was, and not very long ago, when they were not particular whether they belonged to the association or not. After the aggressive work during the past year or two, when it has been shown what results may be obtained, things have gone along well under the management of R. D. Dinning, the secretary.

During the last six months, there have been no backsliders among the members, and several new ones have come in. Matters of interest are taken up promptly. These do not consist of theoretical discussion of trade topics, but the adjustment of complaints. For instance, when prices are not maintained, the parties are interviewed and perhaps got together, and if a settlement is not reached they at least understand each other.

Along the line of organization, after doing the mainland, E. J. Wall, of Victoria, T. S. Fletcher, Victoria, and Fred Welch and R. D. Dinning, of Vancouver, will shortly visit Duncans and Nanaimo to confer with the merchants there, in connection with the provincial organization.

A TIP TO CLERKS.

It is a poor clerk who cannot keep busy. If you would succeed, you must not be idle during business hours. It creates a much better impression on a customer to enter a store where the clerks are busy than where they are idling about. If you cannot find anything else to do, pull down a counter or shelf display and rebuild it again. Time may be spent to good advantage by clerks in preparing show cards. Especially in a grocery store, where there are so many little things to look after, the clerk should always find something to do.

E. B. Tracey, retail grocer, corner of Jacob and Grafton Streets, Halifax, N.S., has assigned to George E. Faulkner. It is stated that his liabilities will total $6,000. A meeting of the creditors has been called for next week.

Wholesalers--Notice !

Do you want to carry a stock out west in best shipping point? Premises suitable for stock of Groceries, Graniteware, Furniture, Hardware, or Fancy Goods, etc. Could look after shipping personally. Write

Charles T. Woodside, Grocer
Portage la Prairie, Man.

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
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Compound
See Advertisement of
Canada Maple Exchange
This Issue. "It will Interest you."

FELS-NAPTHA SOAP

is a store-brightener for grocer and work-lightener for women; proved by the daily experience of grocers and their customers.



Dullness in the Flour and Cereal Trade

Price of Flour Remains Unchanged — Wheat Market Continues to Fluctuate—Flour Market is in Uncertain State—Present Prices May Rule for a Time — Cereal Trade is Not Overly Brisk, With no Immediate Price Changes in Sight.

With the price of wheat moving up and down within a small margin, as it is affected by reports from day to day, it is exceedingly difficult to gauge the position of the flour market at the present time. Some are inclined to believe that it will likely remain at its present level until the wheat market has settled down to a definite position. The flour market in general showing some dullness, although there has been some improvement in inquiry for Canadian flour from European markets.

While present prices are expected to rule at least for a time, still there are millers who see it in a different light. One Ontario miller remarked this week: "I believe that flour is good buying at the present time and that wheat is at as low a point as it will be for the balance of the crop. I would not be surprised to see an advance in flour before very long."

The wheat market in England continues to fluctuate as in other parts of the world, while the flour market remains quiet, Canadian patents being quoted at 27s. 9d. to 28s. 3d. ex-ship.

Beerbohn in his report of Jan. 6 says that under all the circumstances, a moderate level of prices, such as the present one, ought to draw sufficient wheat to satisfy requirements up to the time when some idea can be formed as to the probable outturn of the winter wheat crops of America and Europe. With the exception of Russia, present conditions are not so favorable as at this time last year, although there has been a general, even if only moderate, improvement in prospects compared with a month ago.

Rolled oats are not very active at the present time as retailers are no doubt cleaning up their stocks after the New Year. The oat market is firm, causing a steadiness in rolled oats at present prices.

MONTREAL.

Flour.—The flour market here is fairly active, the demand being better than it has been for the past few weeks. Prices remain steady, but there is a difference of opinion in regard to the future of the market.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents, bbl		5 10
" strong bakers		4 90
" second "		4 40

Rolled Oats.—The demand for rolled oats is increasing, and a fair amount of business is being done. Prices remain steady and unchanged.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated " "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 55

TORONTO.

Flour.—While trade in this line is reported rather dull at the present time, still some millers state that they are doing a fair trade for the season. While it is stated that the market is quiet and no changes likely to take place in the price of flour just at the present, still one company have advanced their prices in markets east of Montreal and believe that prices here may follow before long. Ontario flour is reported steady at present prices.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—Some mills report trade in cereals rather slow this month, due no doubt to the fact that retailers are clearing up their present stocks. They state that the far approach of spring which usually has a depressing effect on the trade is not the cause of the present lull. The rolled oats market remains steady and while most mills do not anticipate any change in price, still one mill has advanced its price for export and intimates it may advance it here in the near future. Rolled wheat is firm under the present high price of wheat.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

CALENDARS FOR 1911.

The civic authorities in Winnipeg have recently issued a unique calendar portraying the advantages of that city as a place of opportunity. One of the features of the calendar is "An Open Book" which tells in brief the facts about its electric power, building growth, manufacturing, etc., which is all the more interesting through its conciseness. The calendar also includes a map illustrating the location of Winnipeg and picturing it as the "Bull's Eye City of America."

Findlay, Speer Co., general merchants, of Sealsgirth, Man., have sold to Spear, Gregg Co.

W. J. Parkes, who has for a number of years conducted a grocery store on Ontario St., St. Catharines, Ont., has disposed of it to James Marshall, who has been in his employ for about 3 years.

A report comes from London, Ont., that many retail dealers there have large supplies of apples in their cellars while there is little demand for them. Apples were scarce last autumn and there was a considerable scramble for them, but the high prices have apparently taken the edge of the sales.

R. M. A. ANNUAL MEETINGS.

The annual meeting of the Quebec Provincial Retail Merchants' Association will be held in Montreal on February 14 and 15.

The Ontario Provincial R.M.A. will hold its annual convention in Guelph, on February 28 and March 1 and 2.

SOME PEOPLE

are prone to declare that there can be little or no difference in quality between one line of Soda Crackers and another. But if such people will just compare the lightness and crispness of a Mooney's Perfection Cream Soda with any other make of cracker they will realize at once that there is a big difference in favor of Mooney's.

Try it.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

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Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

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NATIONAL LICORICE COMPANY
MONTREAL, CANADA

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

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Jos. E. Huxley, Winnipeg | Tees & Persse, Calgary | Johnston & Yockney, Edmonton
Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

By Royal Letters Patent

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POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

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Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

You show good judgment when you recommend

Shirriff's True Vanilla, for your customers would prefer to use Shirriff's if they realized its superiority over extracts that are Vanilla in name only. After they have flavored their sauces, puddings and cakes with Shirriff's True Vanilla they will feel very grateful towards you indeed.



Shirriff's True Vanilla is the REAL thing. It is made from the finest Mexican first-quality Vanilla beans. It is aged until its strength surpasses all others. Shirriff's has a wonderful delicacy of flavor and richness—a rare bouquet. Every bottle you sell of

Shirriff's TRUE VANILLA

brings you a good profit—the same holds true on each and every one of the more than ninety flavorings which comprise the line of Shirriff's Extracts. If you believe in supplying your customers with goods of the best quality—and we believe you do—you'll give Shirriff's Extracts good space in your store.

Imperial Extract Co.

TORONTO CANADA

Well-advertised goods are half sold!

If for no other reason, you should handle



Our new flake ---

Open a package and see it. Then prepare some for breakfast and you will vote Tillson's the most delicious oats you've ever tasted.

Pan-Dried

A food—not a fad

Cooks in 15 Minutes

Two sizes: 10c. and 25c. Each 25c. Package contains a handsome piece of English Semi-Porcelain Tableware.

Canadian Cereal and Milling Co., Limited
Toronto, Ontario

Tillson's Oats

Tillson's PAN-DRIED Oats

because we are creating an exceptional demand for this Breakfast Cereal by our extensive bill-board and consumer advertising.

We aim by this publicity to make TILLSON'S known in every home, and we KNOW that its purity, exceptional flavor, and body-building qualities will bring "repeats" along for you with unfailing regularity.

The above cut is a reproduction (very much reduced) of one of our many striking newspaper ads. now running.

Make a generous provision for TILLSON'S.

Put up in two sizes, retailing at 10 and 25c.

The Canadian Cereal & Milling Co., Ltd.

Head Office, Lumsden Building
TORONTO

SHORT TALKS TO CLERKS

By An Ex-Clerk

Loyalty.

When I get on this question of loyalty, I sometimes get very enthusiastic, and I wish I could instil into everyone within hearing, the real inner meaning of loyalty. Loyalty is one of the greatest assets any house can have from its employes, and loyalty is one of the best things any employe can have. Show me the man who is loyal, and I will show you the man who has the right kind of material in him.

So important is the question that I will say either be loyal to the house you are working for, or you quit the house or you will help to wreck it. The man who is loyal is, in the vast majority of cases, successful. Nature will help a loyal man. If you are careless, slipshod, indifferent, nature assumes that you wish to be nobody and will grant your desire. A man must be true to his art, to his business, to his employer, and to himself. Loyalty is a quality woven through the very fabric of one's being, and is never a thing apart. Loyalty makes the thing to which you are loyal, yours.

Keep the Grouch Under Cover.

Don't come to the store in the morning showing that you are out of sorts, showing that you have a "grouch." If you have one, keep it to yourself ; don't impart it to others. Don't go noising around that this doesn't suit you. Remember, YOU have no capital locked up in the store ; YOU are taking no chances. You have got a sure thing—small, probably, but yet sure. The proprietor of the store has many things to think of besides you, and the first-class retail clerk will cause him no thought at all—will be of great assistance to him. And if one clerk will show a firm, determined loyalty, it will be contagious and it helps the others.

Remember what I told you before—your employer sees everything ; and if you are loyal to him, he feels that he can depend on you ; can rely on you taking care of his interests at all stages. You know that if you are careless (which many clerks are) giving customers overweight, spilling sugar or tea on the floor, letting the syrup barrel overrun, it means you are not loyal because you do not watch your employer's interests. All these little losses are a drain on the business. In other words, you are disloyal to the man you are working for. If YOU owned the business, what a different view you would have of it. The retail clerk, as a rule, stops but little to think of the many losses in a retail store, the great majority of which he is directly or indirectly accountable for.

Every nation in the world depends on the loyalty of its individual men. What would England and Canada be if it were not for loyalty ? When our nation gets in trouble, does not its whole population rise up as a unit ? That is loyalty—and loyal is what you and every clerk—no matter how small or big the business is—should be at all times. So, without question, I believe we will all agree that to be loyal shortens the road to success.

Behind Iron Bars.

The hospitals, jails and asylums are full of disloyal people—people who have been disloyal to friends, to society, to business, to work—disloyal to their employers.

How often have you heard, in a retail store, an employe criticizing an action of his employer ? I was in a store some while ago and there was being delivered there a large shipment of a certain cereal, some hundreds of boxes ; and one of the clerks—a junior—remarked : "Gee whizz ! Look at the stuff coming in here ! It's all one kind !" And the older clerk, standing right in front of me, replied : "Well, what do you think of that ? The proprietor must be crazy. We'll never sell that stuff in a thousand years,"—and he never would, with that disposition.

Wasn't that fine ? I tell you it made my blood boil. What business was it of his how much the boss purchased ? Did HE have to pay for it ? No ! Did he have to pay rent to store it ? No !. Yet the proprietor must be crazy. And I suppose when that clerk made the reply to the junior clerk, the latter thought that what was told him must be true—and so it goes on down the line.

The Proper Spirit to Show.

Instead of taking hold of the shipment of goods with a whole-heartedness, seeing that it was properly displayed, and saying to himself and the rest of the clerks : "That's the stuff—we will sell it like hot cakes"—backing up his employer's judgment in its every sense. My, what a difference there is between the right way and the wrong ! Now, you boys know that what I am saying is true. It happens every day.

Another case I call to mind was where a retail merchant had just purchased a certain wagon, and drove it up to the door. No doubt the clerks had heard of it and were waiting to see it. On looking at it, one of the clerks immediately said out loud : "Why, that rig will never do ; that won't suit our business. I can't make out what the boss is thinking of, doing these things."

I tell you it is bad enough to have a grouch, but it is worse to impart it to other people. Remember what I told you one time before ; and if the employer bought a pair of mules, there is only one stand to take—that is a dandy pair of mules, that is the best pair of mules in the country !

Approves of 75 lb. Standard Potato Bag

Retail Grocer Expresses His Opinion on the Proposal Mentioned in Last Week's Issue—His Reasons for Considering This a Good Standard—Says Farmers Would Then Purchase Sugar Sacks, Which are Now Too Small — What do Others Think?

Editor Canadian Grocer,—I noticed in last week's issue of The Grocer an article headed "Standard Weight for Potatoes," and also that you requested opinions on this question. I am of the opinion that a 5 peck 75-pound bag should be made the standard for a bag of potatoes. My reasons are that besides being easier to handle, we grocers can dispose of our sugar sacks to the farmers to a much better advantage than at present, because now a sugar sack will not hold much more comfortably. They are just the right size for that quantity.

As it is now farmers do not want them. A few have been fined for selling them as a bag of potatoes and therefore are very reluctant about having anything to do with them since they do not hold the 90 lbs. generally recognized as a bag. Therefore if we had a standard potato bag of 75 pounds, farmers would soon become aware that they could make good use of sugar sacks. At the present time they freqdently have to use good grain bags for potatoes.

Bags Not all Same Size.

Then again many of the bags in use vary as to size. There are some 2 bushel grain bags and a farmer, onto his job, will not fill these since unless they are tied down close they are awkward to handle, and if they are not tied down they do not look full even if there are 90 pounds in them. Such being the case disputes arise as to the quantity they contain. Some people are particular in getting the 90 pounds ; I am not, so long as I know I'm getting 6 pecks of salable potatoes, as I do not sell them by the pound. It is an easy matter to get 100 lbs. of potatoes into the large bag and 85 lbs. into a sugar bag if there are plenty of small potatoes. I usually tell the farmer to keep his little "spuds" at home, because he is only giving them away by mixing them with the large ones.

Not long ago I surprised a farmer by telling him that he still had a bag of potatoes by measure after taking out almost a peck of small ones. The remainder were large and the small potatoes served to fill in the holes between. When he saw the operation performed he was astonished that he had not noticed the circumstance before. Around here farmers usually sell by the measure, therefore they would be considerably in pocket if they only sold the large potatoes.

If we were to sell by weight in one and two peck lots—15 and 30 lbs.—keeping out the smaller potatoes we would often find we only could get 75 lbs. from the 90.

While on this subject I might say that last week I purchased from a farmer a bag of apples, apparently in a nice clean bag, but on emptying them into a box I found that the bag contained, along with the apples about 2 quarts of sand, chaff, buckwheat and other dirt. What would this have done to a nice sample of wheat ? It certainly caused me a lot of extra work cleaning the apples for display. This shows we must look out for ourselves.

J. M. DONOVAN.

Peterboro, Ont. Jan. 25, 1911.

It Has Been a Revelation— An Eye-Opener

That I'll readily admit.

And my best advertising agent bears the name "FIVE ROSES." It has been my strongest business puller in the past year—full of varied selling points—pleasing each cook in a different quarter.

And each new housewife that comes into the fold grows delightedly enthusiastic over her oven consequences, bursting with the pride of creation she burns to unbosom herself to envious friends of the burden of her success secret.

This is human nature — to share with others our joys and triumphs.

And where is the woman who does not delight in showing the way to baking happiness.

Cooking is as much their profession as selling is yours. This kitchen talk is good business. If I counted all the new faces that FIVE ROSES has brought me—smiling faces—customers I would have given almost anything to secure. All this whispering about FIVE ROSES excellence has been grist to my mill.

The cheapest advertising—the most effective.

Never apologies to offer—never humble pie to consume—nor costly salve to be applied on wounded feelings.

And sales *keep* piling up.

Five Roses

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

MARMALADE ORANGES

The crop is very short this season and stocks will be picked up quickly.

California Celery, Florida Head Lettuce, Pineapples, Tomatoes, Cucumbers, Egg Plant, New Carrots, Beets, etc.

California Oranges, Valencia Oranges, Florida Grape Fruit, Almeria Grapes, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Line Up

PACKER:
FRANC TRACUZZI

These are peaceful days in the Lemon business. Nearly everybody is handling

"St. Nicholas" AND "Home Guard"

and are satisfied.

AGENT
J. J. McCABE, Toronto

Line Up

Marmalade Oranges Arrive This Week

Prices of Bitter Oranges are Quite Reasonable—Big Season in California Oranges—4,250 Cars Shipped From Southern California From Nov. 1 to Jan. 9—No Heavy Buying by Retailers.

Supplies of California oranges remain plentiful with excellent quality and a good demand. Shipments of oranges from Southern California from Nov. 1 to Jan. 9 amounted to 4,250 cars, compared with 1,931 cars last season up to Jan. 10. The latest estimate of the present season's California citrus crop published in Southern California gives a total of 48,000 cars. The number of cars of oranges for Southern California is placed at 38,200 cars; lemons, 6,800 cars; north of Tehachapi oranges, 3,000 cars. This is nearly 8,000 cars larger than the record citrus crop of 1908-1909.

Marmalade oranges have arrived and a good season's sale is looked forward to, as prices are reasonable.

A Montreal report of the apple situation says that there is not much change in the market there. Stocks are light and so is the demand. A few mixed cars are being offered from the west where, it now turns out, they are less scarce than reported some time ago.

Trade in most lines of vegetables could show an improvement over present conditions, but dealers report that potatoes are moving quite freely this month.

MONTREAL.

Green Fruits.—There is little activity shown in this market. Prices for California oranges are on the decline, and the demand is fairly good. The prices for bananas are lower, and more activity is expected. Lemons maintain their firm position.

Apples, bbl.	4 50	7 50	Oranges—		
Bananas crated, bunch	1 75	2 25	California	2 75	3 75
Cranberries, bbl.	11 00		Pineapples—		
Cocoanuts, bags.	4 25		Floridas, case	4 50	5 00
Malagas, keg	6 50		Plums, crate	2 00	2 25
Lemons	2 75	3 50	Pears, bbl.	7 00	10 00

Vegetables—There is little change in the demand in this line, the market remaining somewhat dull. The supply in many lines is not heavy, and prices show an increase. Beets, carrots and cabbage have all advanced in price. There is a good demand for new Bermuda potatoes, considering present prices:

Beans, American basket		6 00	Onions—		
Beets, bag		1 00	Spanish, cases	2 75	3 00
Carrots, bag		1 00	Red, bag		1 25
Cabbage, doz.	0 50	0 60	Potatoes, bag	1 00	1 10
Cabbage, bbl.	1 00	1 50	New Bermuda potatoes, bbl		9 00
Celery, crate	4 50	5 50	Sweet potatoes, basket	2 00	2 25
Cauliflowers, Cal		3 00	Parsley, crate		3 25
" Florida.		5 00	Parsnips, bag	1 00	1 25
Cucumbers, doz.	2 50	2 75	Radishes, dozen bunches	0 60	0 75
Garlic, 2 bunches		0 25	Spinach, bbl		6 50
Green Peppers, small basket		1 25	Tomatoes, hothouse, lb.	0 35	0 40
Leeks, doz	1 75	2 00	Turnips, bag	0 75	0 90
Lettuce—					
Curly lettuce, box	1 60	2 40			
Boston, box.		2 50			

TORONTO.

Green Fruits.—Trade is drifting along in about the same channels, and although there have been no exciting splurges, still a fair amount of business is being done. The first shipment of bitter oranges for this market arrived this week. The price is about the same as last year, ranging from $2.50 to $2.75 per case. The wholesalers are looking forward to a good business in marmalade oranges as soon as trade in this line gets under way. California lemons are being offered ar $3.50 per case of 300's. So far the lemon trade is reported excellent, the quality of the stock being good, except in the best lemons which showed a slight falling off in quality. The heavy selling season for lemons is now approaching, as they are used in making marmalade and the lemon market has taken on a little firmer appearance. Grape fruit is going out quite freely. Malaga grapes which are getting scarce are quoted at a higher price, while cranberries are also a little dearer.

Apples, bbl.	3 50	6 00	Jamaica, case	3 0	3 50
Apples, box		2 00	Lemons—		
Bananas	1 50	2 00	Messina	2 75	3 00
Cocoanuts, sack	4 00	5 00	Limes, box		1 25
Cranberries, bbl	9 00	10 00	Oranges—		
Cranberries, case	3 50		Tangerines, a strap	5 50	6 00
Grapes—			Florida		2 50
Malaga, bbl.	6 50	7 00	Navels	2 50	3 00
Almeria, bbl.	5 00	7 00	Mexicans	2 00	2 25
Grape Fruit—			Pineapples crate	4 00	4 50
Florida, per case	3 50	4 00			

Vegetables.—A fair amount of trade continues in this line for the time of the year. Potatoes are staying at their high price and most dealers are quoting them at $1 per bag straight. Choice stock of New Brunswick potatoes on the local market are bringing $1.05 and $1.10 per bag and trade in this line is reported good. There are no heavy supplies of onions on the market just now and Spanish are quoted at $3 per case and yellow at as high as $1.50 per bag. There is a good demand for California celery at present prices, while cabbage and lettuce are selling fairly well.

Beets, Louisania doz.		1 25	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head		0 40
Cabbage, case—			Boston head lettuce, doz.		1 50
Canadian.	0 75	1 25	Onions—		
Cabbage, per 100	3 50	5 00	Spanish, large		3 00
Carrots, Canadian, bag		0 50	Spanish, ½-cases		1 50
Carrots, Louisania, doz		1 00	Yellow, per bag	1 35	1 50
Celery, dozen	0 30	0 40	Potatoes, Ontario, bag	0 90	1 00
Celery, California, case	4 50	4 75	Sweet, hamper.	1 25	1 40
Cucumbers, Boston, doz		2 25	Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

A Dealer's Idea of the Value of the Fruit Trade

Sherbrooke, Que., Jan. 26—A local grocer believes that the fruit department besides being a profit payer itself, brings customers to the store who buy other goods also, and is therefore of double value. In speaking of how he conducts this department he said: "I find that the greatest asset in selling fruit of all kinds is proper display. Fruit, unlike the staple lines of groceries such as sugar, must be shown in order to be sold. A merchant would sell little fruit if he placed it in some dark corner and waited for customers to ask for it.

"Of course fruit must be displayed properly in order that the best advantages will be reaped. The merchant should therefore make a careful arrangement of his fruit stock and use

plenty of price cards if he wishes to get the best results. Without carefulness, there is a big chance for most of the the profit being lost on this line. The buying has to be well looked after or the merchant will find himself at times confronted by big losses. The stock has to be well looked after also. No more fruit should be opened up than will be sold within a couple of days as unwrapped fruit soon becomes soft.

"Each morning, the stock should be assorted and all bad fruit picked out. If a dealer wants the continuance of a customer's trade, he must be particular about the quality of fruit sent out to customers as nothing spoils the trade like poor quality goods."

STANDARD FOR QUEBEC BAG.

Potatoes There Are Bought and Sold With 90 Pounds to the Bag.

Editor Canadian Grocer.—I notice in last week's issue of The Grocer you say in the course of an editorial on a standard bag for potatoes that in Quebec a standard exists. I would like to know what it is. I might add that I find your paper not only exceedingly interesting but a first class investment.

HAMILTON GROCER.

Hamilton, Ont., Jan. 26, 1911.

EDITORIAL NOTE—The standard weight of a bag of potatoes in Quebec Province is 90 lbs. On the Montreal markets, however, farmers are allowed to use an 80 lb. standard.

A delegation of vegetable growers from Quebec and Ontario recently visited the capital and asked for the following standard weights :—Potatoes, 80 pounds; onions, 75 ; turnips, 70 ; artichokes, 75 ; beets, 70 ; carrots, 70 ; parsnips, 60.

An interesting address was given to the Canadian Club at Montreal recently, by H. B. Ames, M.P., on the subject of Canadian Trade with Australia. Mr. Ames in the course of his remarks pointed out that the geographical position of Canada as the antipodes of Australia, with its seasons also at opposite, offered magnificent facilities for an exchange of such products as apples, etc. At the time of year when our apples were becoming a scarcity, Australian apples—which by the way are said to be fully equal in quality to the luscious Canadian product—are just beginning to come in plentifully, and vice versa.

Butter—Special

We offer this week 300 Boxes Finest Creamery Solids, 56 lb. Boxes, 23½c. lb. This is a genuine bargain on high quality Creamery Butter.

WHITE & CO., Limited

Wholesale Fruit, Produce and Fish

TORONTO, Branch at HAMILTON

Fresh Arrivals

California Celery

EXTRA FANCY, WELL BLEACHED STOCK.

The Celebrated

Golden Orange Brand

Navel Oranges

ALSO A FULL LINE OF

Grape-Fruit, Lemons, Bananas.

The House of Quality

HUGH WALKER & SON

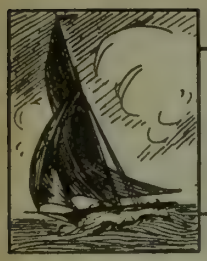
(Established 1861) GUELPH, ONTARIO



LEMONS

are reasonable in price, and what fruit do you handle that shows you more margin of profit? Push the sales of Lemons—your customers want them in the house all the time. Do not be afraid to "hand them a lemon," and for best satisfaction be sure they get "**Buster Brown,**" Canada's most popular Brand.

FOLLINA BROS., Packers W. B. STRINGER, Sales Agent



Fish - Oysters



Fish Trade Still Remains Steady

A Fair Amount of Business is Being Done in Most Centres—A Shipment of Halibut has Been Made From Alaska to Nova Scotia—Weather on Eastern Coast is Cold and Stormy and Receipts of Fresh Fish Were Small Last Week.

Reports of the fish trade throughout the Dominion are favorable and it looks like a good season for this line. During the past week, halibut has been imported from Alaska to Halifax as none of this fish has been landed by the eastern fishermen at that port. This is the first shipment from Alaska, as stock was brought before from British Columbia in case of a shortage. The weather on the eastern coast is cold and stormy and the receipts of fresh fish during the past week have been small. Bank cod, stock of which is scarce, has reached the highest price in years. The lobster catch continues small.

Supplies in most lines are not over plentiful and will be required for use before the end of the season.

NOVA SCOTIA.

Halifax.—Haligonians are now eating halibut from Alaska. For the first time in the history of the Maritime Provinces halibut has been imported from Alaska. During the present season there has been a marked scarcity of halibut on the local market, no fish being landed by the native fishermen, so the dealers had to look elsewhere for a supply. Heretofore some halibut has been imported from British Columbia. Local dealers state that the Alaska fish is of a splendid quality. Despite the fact that the Halifax firm has had to pay heavy transportation charges and also duty, the halibut is selling at the same price as was charged for local caught fish. The past week has been unusually cold and stormy along the coast and the receipts of fresh fish were small. All kinds of fresh fish, with the exception of halibut, are now scarce, while the lobster catch is also small. Advices from Oporto say that prices are firm, and a vessel is now loading a cargo here for that port. The wholesale price of bank cod in Lunenburg is now $6.25 per quintal, the highest price for many years. Stocks are getting low, and prices will remain firm, but it is thought that they have about reached their limit. Pickled herring and alewives are advancing, and the spring catch of the latter is about used up. Few herring are now coming from Newfoundland, the season's imports being about over. Prices quoted now are :—Large shore cod, $7.75 to $8; medium, $7 to $7.25; large bank, $6.75; haddock hard shore, $5.25 to $5.50; western, $5; hake, $4.75 to $5; pollock, $4.50. These prices are ex-store.

ONTARIO.

Toronto.—The trade in all lines of fish on this market remains brisk and the amount of business passing compares favorably with that of other years. Under the favorable weather conditions, frozen lake fish have been in good demand, while a big trade is being done in salt fish. Oysters are selling well for the time of the year. Prices for most lines remain the same but there has been a drop in the price of smelts, No. 1 dropping from 12 to 10c., and extra from 18 to 15c.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 10
Lake Superior herring	0 04	Smelts, extra	0 15
Lake Erie herring	0 07	Tullibees	0 06
Pike	0 06	White fish, pan frozen	0 10
Pink sea salmon	0 09	Yellow pickerel	0 08½
Round red "	09		

OCEAN FISH (FROZEN)

Herring, per lb	0 04	Mullets	0 04
Flounders	0 05	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 08½ 0 09
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

QUEBEC.

Montreal.—There is sort of speculation in the market just now in many lines, due to two principal causes,—The lateness of Lent and the weather.

Fishing on the Atlantic is closed for the season, frozen herring fishing is also at an end. The catch in both these lines has been above the average, but as the absorbing power of the market is getting greater there is no fear of a surplus in any line.

As anticipated, halibut is advancing steadily in price, the visible supply running low. Frozen fish such as Tom cods, smelts and herring, are the bulk of the demand just now. In the pickle, prepared, and salt lines the market is quiet, and the supply is not over needful.

Oysters, both shell and bulk, are a little quieter now.

FRESH

Steak cod	0 06	Haddock	0 05 0 06

FROZEN

Codfish	0 04 0 04½	Flounders, brl	2 00
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 06 0 06½
Haddock	0 04½ 0 05	Salmon, B.C., red	09 0 10
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 90 2 00	Smelts, 10 lb. bxs	0 09 0 10
Market cod	0 04 0 04½	Whitefish, large, lb	0 09 0 10
Steak cod	0 05 0 05½	Whitefish, small	0 06½ 0 07
Mackerel	0 12		
Tom cods, bbl	2 00		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 50 9 00	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 15	" " pink, bbl	12 00
Labrador herring, bbl	5 50	" Labrador, bbl	16 00
" ½ bbl		" " ½ bbls	9 00
Labrador sea trout, bbls	12 50	" " trcs., 300 lb	22 00
Labrador sea trout, half bbls	6 50	Salt eels, per lb	0 07½ 0 08
No. 1 mackerel, pail	2 00	Salt sardines, 20 lb. pls	1 00
½ bbls	8 50	Salt sardines, brls. 200 lbs	7 00
No. 1 pollock, bbl	6 00	Salt sardines, half brls. 100 lbs	4 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
Lake trout, half bbl.	6 00	" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 [illegible]
Haddies	0 07 0 07½
Herring, new smoked, per box	0 [illegible]
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60

Solid meats—Standards, gal., $1.85; selects, gal., $2.

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10, 11
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NEWFOUNDLAND.

St. John's—There has been no improvement in the herring fisheries on the west coast, but the catches on the south coast have been satisfactory of late. The weather is growing cold and the United States fishermen have left for fear of being caught in winter's grip and compelled to spend the winter here.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

SEASONABLE

Weather conditions are just right for handling Frozen Fish. We have the largest and most varied assortment in Canada. Stock carried in our new Cold Storage is in perfect condition and has not been affected by recent mild weather.

We guarantee quality of all our goods and solicit a trial order

A FEW SEASONABLE LINES

Frozen Cod, Frozen Haddock, Frozen Salmon, Frozen Halibut, Newfoundland Sea Herrings.

New Shipment just arrived.

Haddies, Kippers, Bloaters.

Fresh Cured Stock direct from our own Smoke Houses.

PRICES RIGHT SERVICE PROMPT QUALITY RIGHT

NEW PRICE LIST MAILED ON REQUEST

Largest Fish Warehouse in Canada

P.O. Box 639.
Five Long Distance Telephones.

LEONARD BROS.
Montreal and St. John, N.B.

Branches:
Montreal
St. John, N.B.
Grand River
Gaspe, Que.

Headquarters for Fresh and Salt Fish

"BEACON" BRAND HADDIE

Sweet and Tasty

Every Fish Tagged

You can make sure of a Bigger and more Profitable January and February Fish Trading than ever before if you are handling our full range of Fresh, Smoked and Salt Fish.

We sell nothing but the choicest kinds, and as we buy in very large quantities, we can give you the benefit of the closest prices.

ON HAND—A full range of Labrador and Lake Superior Herrings in Kegs and Barrels, guaranteed bright 1910.

Better send along that trial order to-day

"BEACON" BRAND OYSTERS

Fresh

Juicy

Prime

Condition

The F. T. James Company, Limited

Church and Colborne Streets
TORONTO

Bay of Islands is frozen over and a temperature of 25 below is registered.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 00
Cod Oil, hardwood casks, tun	105 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70

NEW BRUNSWICK.

St. John.—The severe cold weather last week practically tied up the fishing business at this port. Heavy gales and the thermometer below zero made it impossible for the fishermen to do anything and there was not an arrival during the week. Some of the retailers in order to get supplies brought shipments in from Nova Scotia by rail. A few Gaspereaux were offered last week. They were taken through the ice on the St. John river.

Haddock and cod are selling at 3 cents per pound. Smelts are scarce and are quoted at 9 cents per pound. Frozen mackerel, from Canso, are bringing 27 cents each and lobsters are selling at 10 cents for small sizes and 35 cents for larger ones. British Columbia frozen salmon and halibut are on the market, the former at 15 cents per pound and the latter at 10 to 11 cents.

Items Done in Brief for Busy Dealers

Medicinal Qualities of the Orange — Large Area in Texas Onions—How the Banana is Attended to in Transit to Markets of the World—Enormous Business Done in Chicago Mail Order Houses.

An eminent lord chancellor of England (Baron King) served his apprenticeship in a grocer's shop. Thirty-nine lord mayors of London have been grocers. John Ruskin, the famous author and critic was also engaged in the business for a short time.

The more a retail grocer knows about the various goods he offers for sale, the better it will be for his sales account.

Eight thousand acres in Texas are growing onions and it is expected that the production should total 4,500 cars.

The orange has acquired a reputation as a curative for several ills. In Paraguay the natives regard the orange essence as a valuable medicinal ointment with extraordinary healing properties. The Arabs cut and dry the green orange, afterwards steeping the pieces for forty days in oil, thus preparing an essence which the women use for restoring a brilliant black color to their faded hair. As far back as 1743, the orange was used as a cure for cold in the head as follows: "Thin the rind of an orange, roll this up inside out and thrust a roll in each nostril."

A health officer of North Dakota states that asparagus and cauliflower are frequently affected by a bacterial growth which secretes a virulent poison. He warns the residents to prevent the development of this poison by not eating either vegetable unless thoroughly boiled and well cooked.

Few people have any idea of the extent of the banana industry or the process by which bananas are brought to market. The banana being a strictly tropical plant, has to be transported a great distance. It is an exceedingly sensitive and delicate fruit, responds readily to atmospheric condition and is easily bruised. All these things have to be taken into consideration in transportation. The fact that heat will ripen bananas renders it necessary to take such precautions as shall guard against the fruit ripening before it reaches its destination. Ventilation has been found to be the only efficient method of treating banasas in transit, as refrigeration, that is ice, will not do the work. The banana plant varies in size according to location and the prevailing winds. Ordinarily it is about 15 feet high with leaves six or eight feet long, and perhaps a foot or eighteen inches wide. A single banana plant produces but one bunch, taking eleven months to do it. From this a person may form an idea of the vast acreage that it requires to grow the amount of bananas now exported from the tropics. In the fruit stores and markets, bananas are generally hung with the fruit curving downward but it grows on the plant with the fruit curving upwards.

Two of the big mail order houses in Chicago do annual businesses amounting to $80,000,000. Supposing the average sales of the small country retail merchant are $8,000 per year, this income of $80,000,000 would represent the sales of 10,000 of them who might have been helping to build up small towns all over the country.

Are Combining to Operate Many Grocery Stores

New York, Jan. 26.—A chain store organization known as the United Grocers' Company and capitalized at $500,000 has been formed here. This concern expects to begin with about 100 stores in Brooklyn before branching out into other sections. It will be composed principally of retail grocers and all the stores going into the combination will have a uniform sign.

In referring to the new company the organizer gave out these statements:

"We propose to organize into one big institution a large number of retail grocers, for the purpose of conducting the assembling and distributing of goods on a modern and economical basis; to systematize and strengthen the individual retailers who are members of our company; to elevate standards of all kinds of food; to elevate the standard of the retail grocery business; to demand a high degree of sanitation where goods are prepared and sold; to give our support to the proper food authorities, looking to the promotion of the health and welfare of the consumer; to conduct the retailing of groceries with care and cleanliness; to give full weight and measure, and to recommend goods of superior quality and better value to the end that the cost of living may be reduced.

"Our plans are so arranged as to prevent an individual from gaining control in the company.

"The company will give to the retail grocer all the advantages which accrue to the chain stores from buying goods at the lowest possible price. It will deliver and haul goods most economically, and the routes will be so arranged that a lot of energy will be saved, one wagon covering a territory that under other conditions would be covered by several. We shall haul sugar direct from the refineries without putting it in a warehouse and trucking it out again.

"Our stores will be designated by a characteristic sign, and they must measure up to the standard we shall establish. We shall insist upon honesty, cleanliness and proper weight. We shall require that everything in connection with the stores be of the highest grade. The stores will not be owned by the company. The proposition will be entirely an individual proposition and a profit-sharing plan for the consumer. Every stockholder in the company will have an equal show."

In Elmvale, Ont., there is an agent who acts as the representative in that district of a large Toronto mail order house. He simply takes orders from the farmers and forwards them on to the house in question and gets his commission. He was formerly in business in Elmvale, but sustained loss by fire some time ago. His name is S. Draper.

The Montreal Grocers' Clerks' Association have transferred their headquarters from 89 Berri Street to 80 St. Denis, the headquarters of the Retail Merchants' Association, and become affiliated with St. Peter's Union. The Association has a strong mutual benefit department, and with a membership of 200 should be in a sound financial condition before the end of 1911. N. Gagnon, of Gervais Freres, is their secretary and all grocers' clerks are requested to make inquiries of him about the association.

"Brunswick" Brand Pure Sea Foods



Sea Foods, owing to the greater care given to their selection and packing, are growing in popularity each season. Are YOU getting your share of this profitable trade? No line gives the same satisfaction as "BRUNSWICK BRAND"—the brand with the natural fish flavor

Look to your stocks! The Profit is a "well-worth-while" one!

Here's the full line:—

¼ Oil Sardines	Kippered Herrings	Finnan Haddies
¾ Mustard Sardines	Herrings in Tomato Sauce	Clams, Scallops



CONNORS BROS., Limited

Black's Harbour N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Delicious Appetising

CCC

Norwegian Canned Goods

We Pack No Hard Tough Fish!

The most scrupulous care is taken to see that in the packing of

"Concord" Norwegian Sardines

nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mild-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD"; there's a good margin for the retailer. Order from your wholesaler.

LIST OF AGENTS:

R. S. Mcladoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Keeps Well in Any Climate!



That's what makes

BLUENOSE BUTTER

So invaluable to hunters, prospectors and all removed from civilization for a time.

Let your customers taste this famous brand. It is unsurpassed for quality and flavor.

Keep some in stock for special orders.

SMITH and PROCTOR

Sole Packers :: HALIFAX, N.S.

THE WEEK'S TRADE CHANGES.

What the Grocers Throughout Canada Are Doing.

ONTARIO—Wm. S. Bundy, general merchant of Houghton, Ont., has assigned.

Andrew Kerr, of Lifford, Ont., has assigned.

F. Benson, grocer, Toronto has sold to W. H. Dosity.

Richard Wehlann, general merchant, Cairo, Ont., deceased.

Max Boufrine, general merchant, Cobalt, Ont., has assigned.

Wm. H. Ball, grocer and butcher, Toronto, Ont., has assigned.

Fead & Co., grocers, Shelburne, Ont., have sold to Thos. Harrison.

D. G. Davis, general merchant, Sparta, Ont., has sold to G. A. McCulloch.

C. C. Baker, of Ottawa, has sold his grocery store to Mrs. John Steele.

Lawrence J. Shea, grocery merchant, of St. Catharines, Ont., died on Jan. 15th.

E. R. Bond, general merchant, Mount Brydges, Ont., has sold to H. T. Snelgrove.

J. H. and J. E. Sweet have purchased the grocery store of J. A. Sweet, Toronto.

G. J. Robinson, of Ottawa, Ont., has purchased the grocery store of P. A. Garrow.

Benstein & Sarasohn, general merchants, Windsor, Ont., have dissolved partnership, H. E. Benstein continuing.

QUEBEC.—A demand of assignment has been made on J. D. Thompson, Buckingham, Que.

Assets of M. Thibaudeau, grocer of Quebec have been sold.

E. Crete & Co., general merchants, Kingsey, Que., registered.

Daveluy & Fils, general merchants of La Tuque, Que., have assigned.

Lepage & Fils, general merchants, of Cedar Hall, Que., have offered to compromise.

MARITIME PROVINCES—The grocery of E. B. Tracey, Halifax, N.S., has been closed.

WESTERN CANADA—J. Patterson, grocer, Winnipeg, sustained $400 loss by fire.

The general store of L. Sanderson, Edrans, Man., burnt.

S. J. Heald is opening a general store at Beaumont, B.C.

F. W. Seaton has sold his general store at Macoun, Sask.

Gordon & Bond have opened a grocery store at Vancouver, B.C.

Moses Perelmutter, general merchant, Winnipeg, has assigned.

Mrs. Anna Hines has opened a grocery store at Wallace, Alta.

W. G. Farquharson is opening a general store near Provost, Alta.

Edwin P. Hicks has opened a meat and grocery store at Regina, Sask.

Lee, Andrews Co., general merchants, Langley Prairie, B.C., registered.

N. W. Perley has purchased the grocery store of B. McDonal, Winnipeg.

Betts & Co., general merchants of Wainwright, Alta., suffered loss by fire.

R. W. Hayter, of Ruddell, Sask., has sold his grocery business to W. A. Wilson.

Edge & Green have purchased the general store of L. Wood, at Fenwood, Sask.

Dean & Moore, general dealers of North Battleford, Sask., have dissolved partnership. Mr. Dean will continue.

Mr. Benning will now conduct the grocery of Smithknecht & Benning, at Colgate, Sask.

Novania & Bemandi, general merchants, of Blairmore, Alta., have dissolved.

The estate of Hartricks, general merchants, at Morse, Sask., has been purchased by N. Haddad.

A Novel Method for Encouraging Early Purchases

New York, Jan. 26.—Many merchants are constantly wondering which is the best system for the bigger business and the better profits, a cash or credit. The Siegel-Cooper Company, of this city, undoubtedly think that the charge system is the best. In a recent half page advertisement, the following words appear in a prominent position: "If you are not a charge customer, we will make it easy for you to become one."

The argument given is that it saves the customer the delay in waiting for change and that it will put him in a more satisfactory position to purchase.

This company also had a novel manner of inducing customers to purchase early during the holiday season, by stating that charge customers who made purchases from Dec. 1st to Dec. 10th, would have the goods billed on February 1st instead of January 1st.

Another Drop In
Maple Syrup
Compound
See Advertisement of
Canada Maple Exchange
This Issue. "It will interest you."

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10, Garfield Chambers, Belfast, Ireland

Tell Your Customers That
SHAMROCK
BIG PLUG
SMOKING TOBACCO
When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL
Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland
CLAY PIPES

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade


ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

When writing advertisers kindly mention having seen the advertisement in this paper.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½ lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



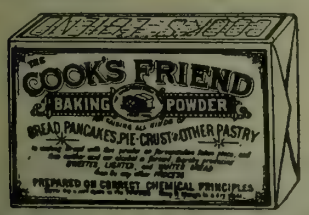
ROYAL BAKING POWDER

	Sizes.	Per Doz.
Royal—Dime		$ 0 95
"	½-lb	1 40
"	1 oz	1 95
"	½-lb	2 55
"	12 oz	3 85
"	1 lb	4 90
"	3 lb	13 60
"	5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

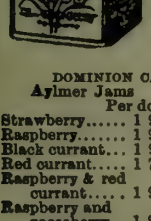
	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

	Per doz		Per doz
Aylmer Jams		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 [illegible]
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
		Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

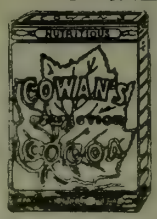
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations on Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Supreme, ½'s & 1's, cakes, 12-lb. bxs.	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 [illegible]
" ½'s " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen 0 90

	Per lb.
Confections—	
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook St. John, N.B.; J. M. Douglas & Co. Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ¼s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30
Bulk—	

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85



TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00



Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 [illegible]
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly' brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—	W. S. P.	R. P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
" ½	0 32	0 40
1 and ½	0 35	0 50
" ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases [illegible]en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

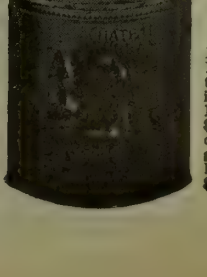
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1, $10; No. 2, $13 ds.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant Lasting Polish

--Quick--



There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

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CASH OR PARCEL **CARRIERS**

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



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THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

WESTERN ASSURANCE COMPANY Incorporated 1851 — FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

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W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb., $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz .... Discounts on application.

'Purity" licorice, 10 sticks..... 1 45
" " 100 sticks..... 0 73
Dulo, large cent sticks, 100 in box..... ....

Lye (Concentrated)



GILLETT'S
PERFUMED LYE

Ontario and Quebec Prices.

Per case
1 case of 4 doz $3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.60
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11¾
½-bbls.	0 11¾
Tubs, 60 lbs.	0 11¾
20-lb. Pails.	2 38
20-lb. tins	2 28
Cases 3-lb.	0 12¾
" 5-lb.	0 12½
" 10-lb.	0 12½



F.O.B. Montreal.

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
'Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

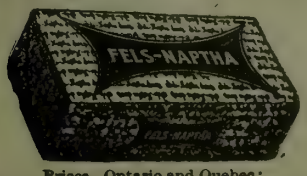
Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 11
Tubs	0 11½
20-lb. pails	0 11¾
20-lb. tins	0 11¾
10-lb. "	0 11¾
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 60

Cereals.



Grape Nuts—No. 22, 3.00; No. 23
Post Toasties—No. T3, $2.85.

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

			Per case
No. 1, cases 60 1-lb. packages			$2 60
No. 2, "	120 ½-lb.	"	2 60
No. 3, "	30 1-lb. / 60 ½-lb.	"	3 00
No. 5 Magic soda cases 100—10-oz. pkgs			
1 case			1 05
5 cases			5 00



HOLD FAST TO QUALITY
'John Wanamaker'

Flavored and

Small's has 1st place past 32 yrs

ANOTHER DROP IN MAPLE

John Wanamaker advises Hold Fast to Quality

Syrup Mixture

Gold Medal Quality in all Lands



PREPARED CAKE ICING



Paris, 1910

due to decline in Maple Sugar, caused by approaching new crop. We are making a drop of about 20 per cent. on "Small's Standard." In force Jan. 16th to May 15th, 1911. Also advise that we are now packing a Maple Mixture and Maple Flavored Syrup under "Habitant" and "Pancake" Brands that are sure to compete with cheap Mushroom Brands that are sure to spring up when Sugar and Glucose are cheap. HABITANT BRAND is of a heavy texture, rich, reliable high grade in every respect. Prices are delivered to all Railway Points in Canada East of the Soo THROUGH JOBBERS ONLY.

The following Brands are Standard world over for past 32 years.

"SMALL'S SELECTED PURE."

Quart bot., 12 to case ..	$3.30	Half-gal., 12 to case ..	7.15
Pint tins, 24 to case ..	3.80	1-gal., 6 to case	6.70
Quar.-gal., 24 to case ..	7.05	2½-gal., 2 to case	6.70

"SMALL'S STANDARD"

Quart bot., 12 to case ..	$2.15	Half-gal., 12 to case ..	4.50
Pint tins, 24 to case ..	2.40	1-gal., 6 to case	4.30
Quar.-gal., 24 to case ..	4.50	2½-gal., 2 to case	3.75

CANADA MAPLE Exchange Ltd.

MONTREAL

Molasses and Syrup Refiners.

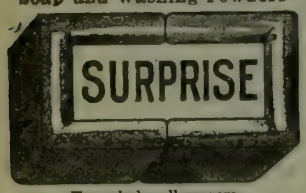
"HABITANT" BRAND MIXTURE.

Quart bot., 12 to case ..	$2.15	Half-gal., 12 to case ..	4.45
Pint tins, 24 to case ..	2.40	1-gal., 6 to case	4.25
Quar. gal., 24 to case ..	4.45	2½-gal., 2 to case	3.70

"PANCAKE" BRAND FLAVOR.

Quart bot., 12 to case ..	$2.10	Half-gal., 12 to case ..	4.40
Pint tins, 24 to case ..	2.35	1-gal., 6 to case	4.20
Quar.-gal., 24 to case .	4.40	2½-gal., 2 to case	3.65

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



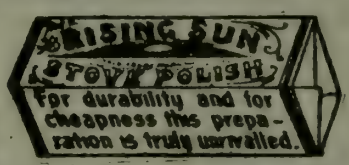
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 80
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

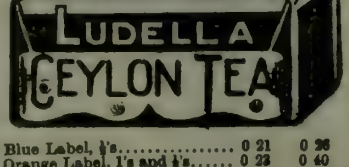
(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 26	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 [illegible]
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	55
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

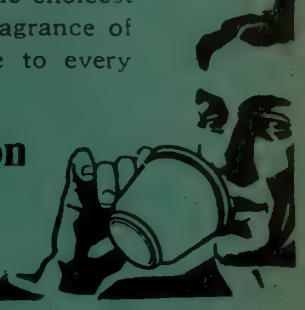


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will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

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Pure **Reliable**



Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

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FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

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OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

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KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Cheese Salt

For Cheese is what the authorities are advising. Low grade, ordinary cheap Salt is now known to be poor value, and anything but economical. Let us quote you laid-down prices for genuine Cheese Salt.

Verret, Stewart Co.,
LIMITED
Montreal

Your Customers Know—
AND WILL BUY

WETHEY'S MINCE MEAT
IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Grocer's Circulation in the West Keeps Pace with the Growth of the Country. : : : : : : : : : :

M. Moyer, who recently made a thorough canvass of the Western Provinces for the Grocer, writes as follows:

"We can congratulate ourselves on the fact that we seldom lose a subscriber unless he goes out of business.

"As you will see from my reports, I have secured a subscription from nearly every good merchant who was not previously reading The Grocer."

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A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

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VOL. XXV. PUBLICATION OFFICE: TORONTO, FEBRUARY 3, 1911 NO 5



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As a healthy, nourishing, enjoyable, and palatable food for young and old, Robinson's Patent Barley has no equal. Druggists sell it; grocers sell more of it. Those who are wise will sell it always.

Write for Particulars.

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

There are Syrups and Syrups

and when purchasing such a consistently rapid selling line as Syrup, be sure you buy right

"Crown" Brand Corn Syrup

is made from the finest selected white corn only, and is very healthy and nourishing.

Order through your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

Did He Hypnotize You?

While ALL traveling salesmen are usually "good fellows" some are better than others—hats off, gentlemen, to the keen representative of our mutual interests!

But keep a tight grip on your pocketbook when that slickest one of all comes in, the "hypnotizer" who, for his personal gain persuasively urges "just a trial order."

Be guided by the name and the fame rather than by the looks and the crooks. Think of the fly-specked back numbers that you may have to take into inventory at the close of your business year and "Don't be hypnotized!"

Arthur P. Tippet & Co.
MONTREAL TORONTO

Codou's Macaroni

Sells on Its Merits

There is no blot on the pages in the Life Book of P Codou! Sterling merit and rugged honesty of purpose have guided this famous firm since its inception, years and years ago. Their Macaroni, Vermicelli and Fancy Pastes are as high above suspicion as the Alps above the clouds!

Cox's Gelatine

Needs No Argument

Nearly three-quarters of a century on the market without a slip in the cog of the business wheel! A splendid record for maintained high quality, friend. Pure absolutely—sure in results—quick in attainment!

G. & S. Asparagus

The Connoisseur's Delight

It has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River. Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained you see—and all the delicacy of the fresh young stalks!



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Manufacturers' Agents and Brokers' Directory

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REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

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Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

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TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

George G. Hunt

Broker and Commission Merchant

St. John's, - Newfoundland

Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices.

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Manufacturers' Agents and Grocery Brokers.

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Evaporated Apples and White Beans

Can give best quotations.

W. H. Millman & Sons

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ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

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Grocery Brokers and Agents.

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Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

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HALF BARRELS PRICES RIGHT

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This handy KITCHEN SET FREE

With an order for

☐ **100 lbs. Spices, Assorted**

You should take advantage of this offer---the KITCHEN SET is absolutely free---We have added nothing to our regular prices.

The QUALITY of our SPICES We guarantee our Spices---Absolutely Pure. We import all our spices direct from the country of growth---and grind them on our own premises.

SAMPLES and QUOTATIONS gladly furnished upon application

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DIRECT IMPORTERS OF TEAS, COFFEES AND SPICES



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books,

BEGIN THE NEW YEAR RIGHT



Out of 100 book size, showing hood locked to cabinet, when not in use.

Do you want to make more money this year than you did last year?

Do you want to save more money this year than last?

Do you want to take life easier than ever before?

If so—Install a KEITH FIRE-PROOF SYSTEM.

It will make money for you, because,

1. It will please your customers and increase your trade.
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It will save money for you because,

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2. You will have leisure time to spend more pleasantly and profitably than in the bugbear of keeping books.

Now is the time to buy. ***The price is right.*** ***Ask for Catalog G.***

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

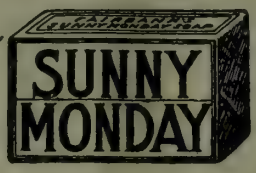
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Your stock is not complete without Fairbank's Famous Five Products, viz. :

Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

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THE N. K. FAIRBANK COMPANY

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SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Note the Green Label

on the top of every can of SIMCOE BAKED BEANS. It furnishes you with a selling point that is stronger than any other could be.

It is our guarantee that

"Simcoe" Baked Beans

are not only supremely good in quality but that the Simcoe Brand cans contain more beans than the 3's flat sold at higher prices.



It is a case of high quality plus greater quantity for the same money.

We can supply "Red Cross" Brand in place of "Simcoe" wherever desired.

Dominion Canners, Limited
Hamilton Canada



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the **best** and **most perfect.** To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk and "Peerless Brand" Evaporated Milk



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.

Conceded the Best Egg Carrier

by the army of dealers who handle and use

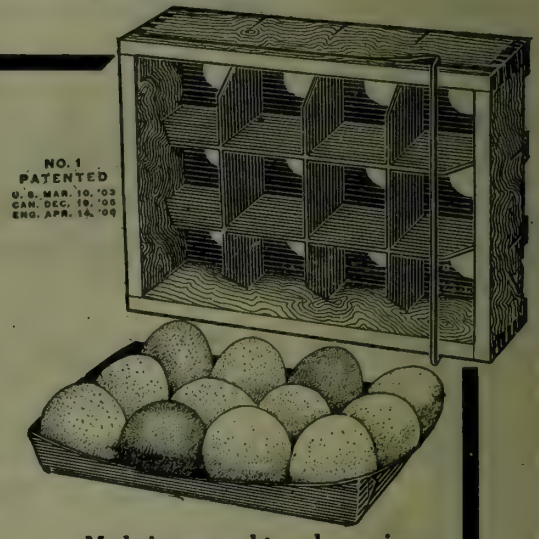
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The Star Egg Carrier itself, made of tough white wood, strongly built, will last a lifetime, and is especially designed to protect eggs during vehicle delivery.

Star Egg Carriers and Trays also prevent miscounts, save time and satisfy customers.

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Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

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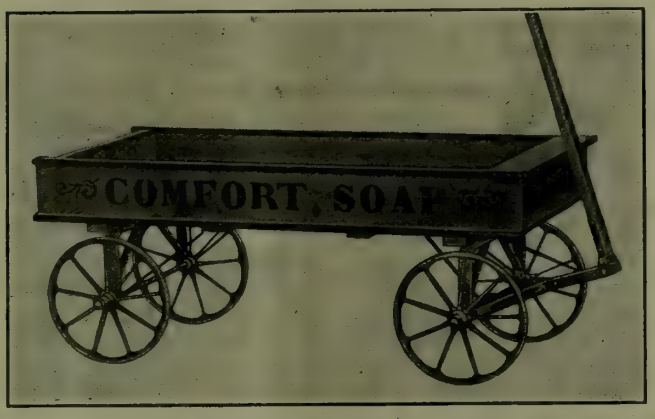
An Express Wagon Free!

With a 25-Box order of

COMFORT SOAP

"It's All Right"

Wagon Box
36 x 18



Wagon Box
36 x 18

Malleable Iron Wheels

With a 10-box order we charge $2.00.

With a 5-box order we charge $2.50.

A Strong and Durable Wagon.

Malleable Iron, Will Not Break.

There is a no more useful article in the grocer's equipment than a small delivery wagon.

It is a serious want felt by all grocers at various times and an absolute necessity for grocers who do not maintain a horse-drawn vehicle. Now is your opportunity. Secure one FREE WITH COMFORT SOAP.

Send for our Illustrated price list.

THE COMFORT SOAP CO.

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PERRIN'S



LEMON NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

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PYRAMID-FLY-CATCHER



Made in GERMANY Sold Everywhere



THE PYRAMID does not interfere with flat fly paper, because it appeals to the medium and better classes of your trade. They do not like fly paper because of its annoying features. The Pyramid is just what they want.

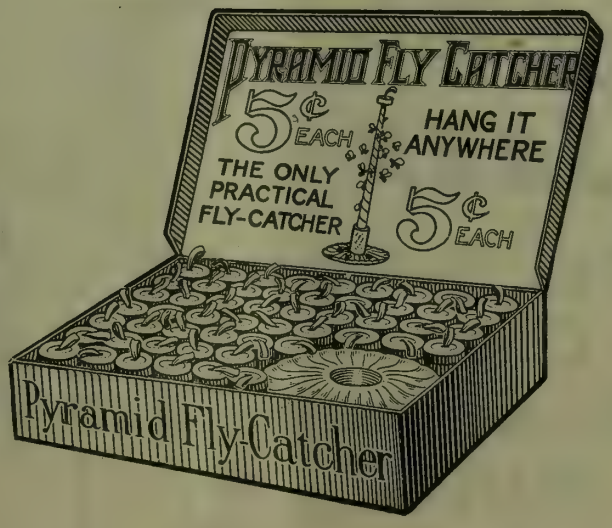
Price, $3.50 per hundred

CASES CONTAIN FORTY CARTONS OF FIFTY PYRAMIDS EACH.

TO DEALERS---If you want to test the most satisfactory Fly Catcher on the market, write for Free Sample and state who is your wholesaler.

Place your order now to ensure early delivery.

Hang it up and forget it
Catches more flies than any other device
Hang it anywhere



Never drips
Will not tangle
It attracts the flies
Great improvement on flat fly paper

WM. H. DUNN, Sole Import Agent and Wholesale Distributor **Montreal and Toronto**

SALES AGENTS:---

Mason & Hickey, Winnipeg; Donnelly, Watson & Brown, Calgary; Andrews & Nunn, Vancouver; J. Leslie Lovitt; Yarmouth; Carvell Bros., Charlottetown.

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

DO IT NOW!

Head Office:
Cor.
Church & Colborne Sts.
TORONTO

The Charles Cicero Company LIMITED

Branch:
256 St. Paul Street
MONTREAL

Gossages' Magical Soap

The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE



William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

IMPORTANT DECISION

New York State Pure Food Law and Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

Hon. William F. Sheehan,
37 Wall Street,
New York City.

Albany, January 11, 1911.

Dear Sir:—

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully,

R. A. PEARSON,
Commissioner.

"TRIAN"
BRAND

STANDARD
OF
QUALITY

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

Lines We Specialize in

Wagstaffe's Jams, Preserves and Marmalades.

Christie's Biscuits (Sodas and Fancy).

Edwardsburg Syrup and Starch.

Garafalo's Macaroni.

Clark's Canned Meats, Soups, Pork and Beans, Etc.

Richards Soaps (Pure and Quick-Naptha).

St. Charles Brands Milk and Cream.

Sterling Brand Pickles, Catsup, etc.

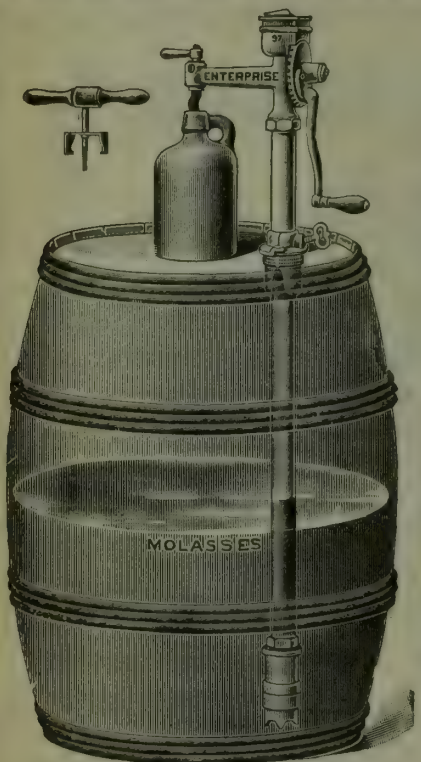
These are goods that not only sell themselves but bring customers to the store that handles them. If you are not already carrying them, order a small quantity of each line and watch the effect on your trade.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA, Ont.

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying- it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U.S.A.

21 Murray Street, New York
544 Van Ness Avenue, San Francisco

WAGSTAFFE'S

FINE OLD ENGLISH, 1911

Seville Orange Marmalade
(ALL ORANGES AND SUGAR)
Fig and Lemon Marmalade
Pineapple Marmalade
Green Fig Marmalade
Ginger Marmalade
Jelly Shred Marmalade

GUARANTEED FREE FROM PRESERVATIVES,
GLUCOSE OR COLORING



The most up-to-date Fruit Preserving Plant in Canada, costing upwards of $75,000.00 when completed.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON

MR. CANNER!

WHY DID SOME OF YOUR PACK SPOIL?

DID YOU INVESTIGATE THE REASON?

WHY NOT LOOK INTO THIS NOW AND BE PREPARED FOR NEXT SEASON?

Factory Control Our Specialty.

Write us to-day about our yearly contract system.

KINGSTON ANALYTICAL LABORATORIES

Food Chemists and Bacteriologists

Kingston, Ontario.

It's the trade that insists on getting the best that will ask for

Chase & Sanborn's

HIGH GRADE COFFEES.

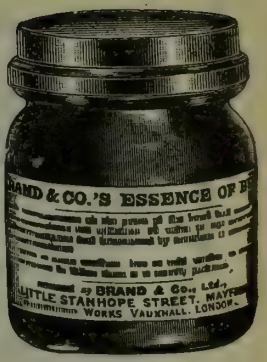
This is the trade we both want and there is enough of this trade to keep our large roasting plant going every day in the year.

CHASE & SANBORN

MONTREAL



Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend

Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins. ***Shows a good profit for the merchant.***

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto. H. HUBBARD, 27 Common St., Montreal

BRAND & CO., *Purveyors to H. M. THE KING* ***London, England***

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:
Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N. S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis & Co., Vancouver, B. C.





The TRADE MARK of QUALITY

SWEETHEART
BRAND

of Baking Powder, Coffee, Spices, Extracts, Mustard and Jelly Powder.

These goods are the result of fifteen years' practical experimenting.
A trial will convince. WRITE.

I.X.L. Spice & Coffee Co.

LONDON, - ONTARIO

Cabinet Maple Syrup

The insistent demand of the present day for pure foodstuffs has undoubtedly raised the quality of some brands, but it has not been possible to make

Cabinet Maple Syrup

any purer than before.

Stocking inferior brands means taking chances with your customers, who are growing more and more anxious to secure what is best for the health.

Keep Tab on "Cabinet."

Ask your wholesaler for it when ordering "Kitchen Molasses" and "Maple Blocks."

Imperial Syrup Co.,
Montreal

Quality All Through

COLES MANUFACTURING CO.
1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co. Toronto; Young Bros., Vancouver, B.C. Wm. Braid, Vancouver B.C.; L. T. Mewburne & Co., Calgary, Alta.



By Special royal permission.

THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

"KING OSCAR" BRAND
NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

John W. Bickle & Greening (J. A. Henderson) **Hamilton, Ont.**

INVALID OXVIL



THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price-protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to

THE HARRY HORNE CO, 309-311 King St. W., TORONTO

EQUALLY GOOD FOR

TOILET, LAUNDRY, BATH OR SCRUBBING

This is the exceptional claim we make for

Wonderful Soap

And hundreds of housewives throughout the Dominion will back our claim.

We are now wrapping each cake of "Wonderful' Soap, instead of putting six cakes to a carton as formerly, and the attractive wrapper we are using cannot fail to gain attention.

"Wonderful" Soap is the best soap for your profit and reputation. It is always safe, sure and speedy.

Write for details of our dealer-helper-selling plan.

The GUELPH SOAP CO.

GUELPH :: :: ONTARIO

In the Lead for 75 Years

FOR the above lengthy period, during which tea has been the popular drink of the British people, RIDGWAY'S TEA, one of the first imported, has always been in the front rank.

Ridgway's Teas

because of the care in selection and the art shown in blending, have always enjoyed the highest reputation for quality and flavor, and will surely be as welcome in the homes of Canada as they are elsewhere.

Good tea means good trade! Why not try a line of RIDGWAY'S? The housewife will surely place her grocery order where she gets her tea, and it is 'up to you' to get her custom by selling her good tea—RIDGWAY'S.

In the same standard class are

Ridgway's Coffee and Cocoa

Better send along to-day for details and prices

Donnelly, Watson & Brown Limited

Calgary and Vancouver

SOLE AGENTS for ALBERTA and BRITISH COLUMBIA

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.
INGERSOLL, ONT., CANADA

TRADE MARK
KEYSTONE
BRAND
REGISTERED

Now is the Time

to buy

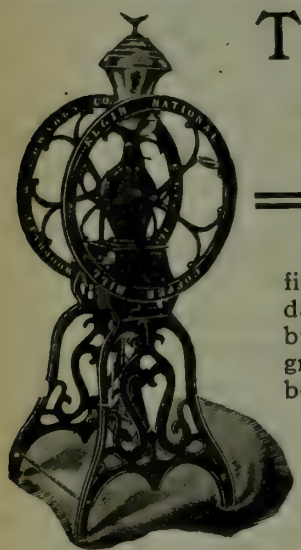
Whitewash and Kalsomine Brushes

for Spring Trade

also Scrubbing Brushes

You can get best values and most prompt delivery from

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas Turner & Co.; Balfour, Smye & Co., McPherson, Glassco and Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N. B.—G. E Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario



A McCRAY Refrigerator Display Case

will sell your goods. It is not only a display case, but also a practical refrigerator. You know by experience that goods well displayed are half sold. The use of this case will enable you to display your dairy goods and delicatessen to the best advantage and will keep them clean and fresh.

Write to-day for our Catalogue No. 67, which shows McCray Refrigerators, Display Cases and Coolers of all kinds and sizes for groceries.

McCRAY REFRIGERATOR COMPANY

Please address all correspondence to the Factory, Kendallville, Indiana.

231 Lake Street, KENDALLVILLE, INDIANA

The makers of OXO are firm believers in advertising



OXO



OXO CUBES are being pushed by one of the strongest, most original advertising campaigns ever launched in Canada.

This advertising—newspaper, magazine and window display—IS SELLING OXO CUBES.

Are you getting your share of the new business we are creating?

Our organization is at your disposal.

CORNEILLE DAVID & CO.

25 Lombard St., Toronto
52 Nicholas St., Ottawa
334 Clarence St., London, Ont.
41 Common Street, Montreal

Tartan BRAND

TEAS

Our stock is full, anticipating our annual sale.
All lines away below to-day's market.

Our travellers have rare bargains. We will mail samples on application.

Be wise and take advantage of this special sale

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.

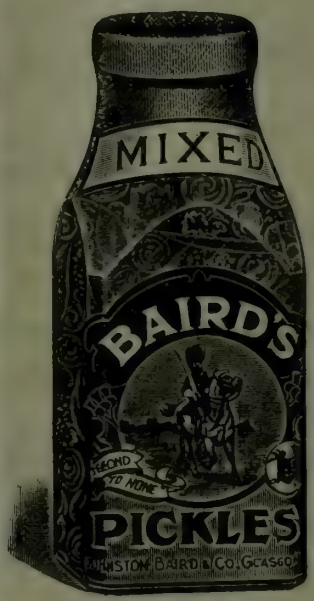


Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co. St. John, N.B.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

CANADA FIRST Evaporated Milk

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids and Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

The Aylmer Condensed Milk Co.
LIMITED
AYLMER ONTARIO
HEAD OFFICES:—HAMILTON, ONT.

LOW COST, HIGH QUALITY

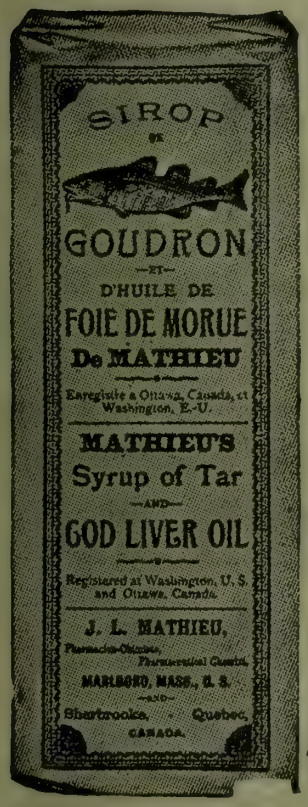
Just now the market conditions permit of

ST. LAWRENCE GRANULATED

THE HIGHEST QUALITY OF SUGAR PRODUCED

being bought and sold at prices that make the handling ot other low and inferior grades unattractive. EVERY Grocer now has the opportunity of selling advantageously this highest quality sugar, and at attractive prices.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It isa sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.
Distributors for Western Canada.

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Commercial is the Best!

Over 100,000 Account Registers in successful use in Canada and U. S.

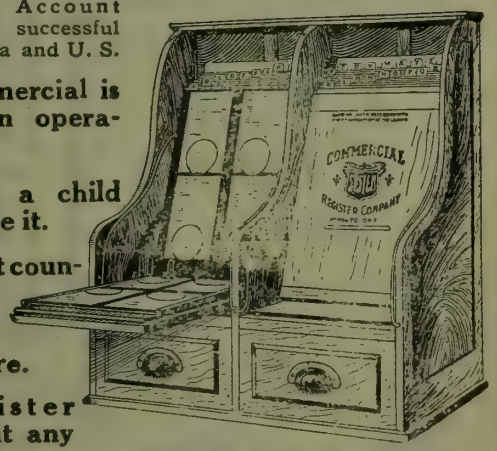
The Commercial is quickest in operation.

So simple a child can operate it.

Takes least counter space.

Beautiful store fixture.

Only Register that will fit any safe.



Sheets lift out and fit any safe.

BESIDES—

It cuts out bookkeeping. Pleases merchants' customers. Pays for itself in few months. Indestructible—Lasts a lifetime.

Drop us a postal for Catalogue

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Your reputation and profit call for purity in the goods you handle!

WHITE DOVE COCOANUT



is the line for you to stock because of its unvarying purity and quality.

W. P. DOWNEY,
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

—CLUB—
MILK PUDDING
is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.
No Milk Required
nor has much time to be spent in preparation. Just what the housewife wants.
No difficulty in selling and
It Pays Well
S. H. EWING & SONS
Montreal and Toronto

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

MOP STICKS
"The Tarbox Brand"
Made in Canada
Many kinds
FOR ALL PURPOSES
Distributed through practically all of
THE LEADING JOBBERS
Send for Catalog.
Manufactured by
TARBOX BROS. - - *Toronto*
(Established quarter of a century under the same personal management.)

A. O. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Timothy, Red, White and Alsyke Clover Seeds.

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM *ESTABLISHED 1871*

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10, Garfield Chambers, Belfast, Ireland

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

Better Profit
Bigger Business

are assured every grocer who is handling

ST. GEORGE
Evaporated Milk
UNSWEETENED

Its purity is unequalled, and it cannot fail to enhance your reputation for handling 'quality' goods.
The finest substitute known for fresh cow's milk.
We also can, from the richest country milk and pure sugar, the following guaranteed brands of condensed milk:--

"BANNER" and "PRINCESS" Brands

Try them! They will satisfy your particular customers.

J. MALCOLM & SON
ST. GEORGE, - ONTARIO

IF YOU HAVE MADE UP YOUR MIND TO TRY

PAT-A-CAKE BISCUITS

TRY ALSO

GOLDEN PUFF

Another great success.

HAVE YOU WRITTEN FOR OUR ALBUM YET?

PEEK, FREAN
& CO., LTD.
LONDON ENGLAND

Make your Sauce Stock pay you Bigger Dividends! Feature

MASON'S
No. 1 SAUCE

It's a line that has been delighting the palates of particular people for years.

The ingredients are of absolute and guaranteed purity, and the sauce is made in a Canadian factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delightful sauce? It's a 'well-worth-while' proposition to handle No. 1 SAUCE.

Send for samples and details.

MASONS LIMITED
25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

OF GUARANTEED QUALITY!

The failure of the Spanish Olive crop this season has caused a scarcity of really good fruit, and the wise grocer will protect his interests by selling

Crest Brand Olives



They are bottled solely from choice selected fruit, and all inferior grades are rigidly excluded.

Write us direct if your jobber can't supply you.

Canada Spice and Grocery Co., Limited

CREST BRAND TRADE MARK REGISTERED

London, Ont.

To WHOLESALE HOUSES

We are closing out the balance of our Japan Teas at special prices.

S. T. Nishimura & Co., - Montreal

BULK

Sterling BRAND

PICKLES

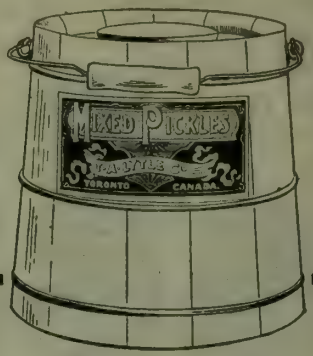
The Line of Sustained Profit

The demand for Bulk Pickles is a large and increasing one, and

Sterling Brand Bulk Pickles

are a line that will be found very profitable to handle. They are true to their name --- of "sterling" worth, and they are backed by our unqualified guarantee of absolute purity. Sweet, mixed or sour in 1, 3 or 5 gallon pails

Get prices.



The T. A. Lytle Co., Limited

Sterling Road, Toronto

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Don't hesitate to recommend and stock

McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited

206 Papineau Avenue - - MONTREAL

Century Salt

IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy,—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

Dominion Salt Company, Limited

Manufacturers and Shippers SARNIA, ONTARIO

Avoid Deception

Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market and that is

FUSSEL'S CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent. of butterfat. Fussel's CREAM contains more than three times as much.

Samples and particulars of:

The W. H. Malkin Co., Vancouver, for British Columbia Yukon and West Alberta.

W. H. Escott, 137 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.

C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.

The Harry Horne Co., 309 King St. West, Toronto, for Ontario.

J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument St., London, Eng.

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Most Grocers who sell Lawrason's Snowflake Ammonia are selling TEN packages of Snowflake to every ONE package of the next best cleaning compound. That's because Lawrason's

SNOWFLAKE POWDERED AMMONIA

is, by long odds, the best value in a household cleaner ever offered the public through the grocery trade. The demand for the giant 5-cent packages of Snowflake grows irresistibly. Where do you stand? Write us for trade prices.

S. F. Lawrason & Co.

London, Ontario

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Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertis e ment of **Dromedary Dates** from a monthly magazine — we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

Dromedary Dates are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR** brand package dates.

THE HILLS BROS. COMPANY

Beach and Washington Sts., NEW YORK

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.



Telfer Bros., Ltd. Collingwood, Ont.

BRANCHES: Toronto Winnipeg Hamilton Fort William

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "**Redpath**" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH

Japan Tea at Special Price—150 half chests Early May Pickings, very choice quality, at 17½c per lb. DON'T MISS THIS OPPORTUNITY. Samples submitted upon application.

Young Hyson Green Tea—250 caddies of about 35 lbs. each, GOOD STYLE AND CUP QUALITY, at 14½c per lb. This Tea would be good buying at 16½c.

Pure Grd. Cr. Tartar—In kegs, at 21c per lb.; in 25 lb. pails, at 23c per lb.

Penang Nutmegs—Quality guaranteed, 90 to 100 to the pound, at 15c per lb.

We get the Business because we have the Values

Robert Simpson & Co., *Importers Teas, Coffees and Spices Wholesale Grocery Specialists*

Phone Nos. 3541 and 3444. ***Cor. Gore and Hughson Streets, Hamilton, Ont.***

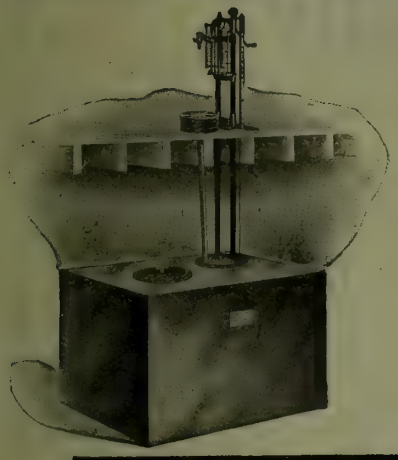
Tea and Coffee that will please your customers are the proper kind to handle

"MELAGAMA" TEA and COFFEE

never fail to please and assure you good profits and quick returns.

BULK TEAS AND COFFEES. With our large and well-assorted stocks, bought before the big advance in prices, we can save you money. Ask for samples and prices.

MINTO BROS. :: :: Toronto and Buffalo



Economy Gets Close To Our Gizzards

Thousands of Retail Merchants

after a thorough investigation, have concluded they "Couldn't Afford To Be Without" a

BOWSER

Self-Measuring Oil Storage System

It adds Cleanliness by eliminating oily odors and contaminations; it increases Convenience by discharging gallons, half-gallons and quarts without using measures or funnels; it decreases labor and saves lots of time; it adds safety to your entire store, and increases the neatness of its appearance.

A Bowser System will save you enough in a short time to pay its original cost, and then you have its Service and Profit for a life-time free.

Just drop everything and write a card now asking for Booklet No. 5.

S. F. Bowser & Co., Limited

66-68 Fraser Ave., Toronto

Do You Lose Money?

through forgotten charges, disputes, errors, poor collections, or in any of the many ways so common to credit business? If you do, you should try the ONE WAY to avoid them The way that thousands of progressive merchants are using every day.

Allison Coupon Books

point the way to safety. They guard against loss, they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.— No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.

THE SHINING LIGHT.

FOR 60 YEARS

JAMES DOME BLACK LEAD

has outshone all its rivals as the best stove polish produced. Gives a lasting, brilliant shine, with no dust or dirt.

W. G. A. LAMBE & CO., Canadian Agents

The Tea Peddlers of This Province Sell Over 1,500,000 Pounds of Tea Annually!

This is a startling statement, and this is how we found it out. Since October 1909, our representatives have sampled 56 towns. These towns are located in every part of Ontario. Our men have collected accurate statistics showing the condition of the tea trade in each town. Before leaving the "SALADA" package they enquire from each householder the kind of tea she uses. They do this before she is aware that our men are in any way connected with "SALADA."

This information tells precisely the kind of tea sold in each town. It tells us that the peddler controls well over 15 per cent. of the tea trade for the whole Province.

By way of illustration

In West Toronto,	over 29½ per cent.
In Almonte,	over 19½ per cent,
In Fergus,	over 22 per cent.
In Tweed,	over 22 per cent.
In Beaverton,	over 25 per cent.
In Brantford,	over 30½ per cent.

This ought to arouse the fighting blood of every grocer. It ought to arouse you.

The peddler doesn't hold back. He doesn't wait for the policy, plan or effort of others. He goes straight ahead—he hustles for business—he acts alone.

Adopt his tactics. Don't wait for Association, Convention or Meeting to discuss this condition. Get after the peddler yourself. Act alone. Get the people to buy a better tea than the peddler sells—a tea the peddler cannot buy—a package tea of the highest quality—"SALADA."

"SALADA" Tea and no other will regain this trade for you. Every package represents the utmost in tea value. Each package contains tea, plantation fresh, fragrant and pure.

Put a pile on your front counter.

Recommend it to your customers. And watch the peddler join the largest organization in the world – The Down and Out Club



In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

WINDSOR BUTTER SALT

Practically every pound of prize-winning butter at the Dairy Exhibitions is made with "Windsor" Salt.

No other salt is good enough.
No other salt sells.

CANADIAN SALT CO.,
LIMITED
Windsor - - - Ontario

SELL GINGERBREAD BRAND MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA

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Opinions on Proposed Tariff Changes

The Views in Brief of Business Men Throughout the Dominion on Recent Negotiations Between Canada and the United States—These Indicate the Complex Nature of the Proposals—Many Canadian Industries, Some Claim, Will be Adversely Affected—The Milling, Salt and Fruit Growing Industries Among Them —The Prospects for Fish Trade.

Are the proposed tariff changes to be or not to be? This is the question of the hour.

In the meantime the interests affected are busily engaged in either trying to ing it on, according to their respective it on, according to their respective points of view. That it is unwise to tinker with the tariff is heard on all sides, while others see a greater future for Canada, providing both the United States and Canada see fit to ratify this agreement reached by the representatives of both countries.

"Let us give it a full trial anyway," comes from one who is completely at sea on account of the complexity of the proposals. "We will never know what good or bad there is to it if we reject it."

In view of the many and varied expressions of opinion that have been given, The Canadian Grocer has endeavored to collect a number bearing particularly on the grocery trade and assemble them so that readers may have a fuller knowledge of the points at issue and be more acquainted with the objections raised by some and the favorable criticism of others.

Below, therefore, are given views from interested men in various parts of the Dominion.

In Western Canada.

Winnipeg, Feb. 2—Among produce dealers and market gardeners entirely different opinions prevail. A similarity of views occur only once in the statements of the five factions of the produce business and this is that the consumer will get the best quality of provisions at a rate almost 30 per cent. lower than that which is at present charged.

V. MAGER, an ex-president of the Manitoba Market Gardeners' Association said: "The market gardeners were opposed to such a step and they are yet. The effect will be that greenhouses in particular will have to shut up. We cannot compete in the open market with the United States, because the winter is so long. From this it is apparent that the price of fuel puts us out of the race so far as greenhouse vegetables are concerned, and the same applies to all kinds of flowers."

WILLIAM BURDETT, stated his views as follows: "It means a reduction of thirty per cent. in the cost to consumers here of fruit and vegetables. Even paying this duty we are now able to sell the better lines of U. S. vegetables at almost the same prices as we can handle local produce."

Grain Men's Views.

A. D. CHISHOLM, president of the Winnipeg Grain Exchange, thought that free trade in wheat would be a decided benefit to the country.

"Producers," he said, "would get higher values for their products. The Minneapolis market is, as a general rule, higher than the Winnipeg, and as the spring wheat producing area in the States is becoming limited, Minneapolis millers will be wanting Canadian wheat which is of superior milling qualities. The Canadian railways and terminal elevators may be affected to a certain extent for a short time, but I believe that eventually conditions will so arrange themselves that we will not notice the amount of wheat that will be shipped to the States, owing to the fact that such large quantities will be produced in Western Canada. I cannot see that it will have any effect on the Hudson Bay Railroad, nor a detrimental one on Winnipeg as a trading centre. In my opinion, if the proposed agreement goes into effect at once, we will see a great difference in the price of oats, as they will be needed in large quantities in North Dakota and Northern Minnesota for seed and feed."

ALEXANDER MACDONALD, of the A. Macdonald Company, wholesale grocers, had not had much time to study conditions, but taking it all round he did not think that the proposed changes amounted to very much. Free wheat would benefit the farmers, but as far as vegetables and food stuffs were concerned, although he had seen nothing definite, he thought that it must mean a saving to the consumer in prices to some extent.

A. W. CHAPMAN, manager of the Codville Company, wholesale grocers, thought that if the treaty were finally agreed to, it ought to make a big reduction on foodstuffs.

What a Miller Says.

ANDREW KELLY, Winnipeg, president of the Western Canada Flour Mills, said it was a great mistake to interfere with the tariff, and that if the changes would go into effect, the milling industry would be hit hard. "If these changes are made," he said, "the government should see that duty is removed from all products made from wheat, but if the United States is determined that wheat is to go in free, our government should do everything possible to have the duty on flour and other by-products going from Canada into the United States, removed, so as to put us on an equal footing with U. S. millers. Then if we can't do business it will be our own fault and we cannot blame the government. The farmers should insist upon this and not leave it to the millers. If this were done there would be much more wheat grown in Canada, and the farmer would get by-products to feed his stock."

A Fruit Dealer's Views.

R. R. SCOTT, manager of the MacPherson Fruit Co., speaking on the matter, said: "I note that fruit and vegetables are on the free list, and this is what we have contended for all the time. The products of the soil should be as free as water between the two countries. The effect will be to give our eastern farmers the benefit of a larger market in the large cities across the line, and it will mean cheaper fruit and vegetables to the farmer in the three western provinces, where for about ten months in the year all vegetables have to be imported, while all the year around fruits, with the exception of what little British Columbia can send. Of course, the tariff changes will have no effect on the present prices charged for oranges, lemons, bananas, pineapples, grape fruit, and several others of the green fruits which are at present free from duty. The fruits I have detailed are the principal ones consumed in the west."

Some Nova Scotia Opinions.

Halifax, N. S., Feb. 2.—The general opinion expressed here is that the proposed reciprocity agreement between Canada and the United States will be of great benefit to Nova Scotia, particularly to the farmers and the fishermen.

ARTHUR BOUTILIER, president of the Halifax Cold Storage Company, said that the agreement will be of great benefit to all concerned.

H. H. BANKS, of Banks & Williams, commission merchants, and who is interested in the Cape Breton fisheries, stated that it would greatly benefit the Cape Breton fishery business, but from his causal reading of the announcements already made he thought it might affect the local consumer of potatoes, butter, eggs, etc., by stiffening the prices.

Prospects for Lunenburg.

Lunenburg, N. S., Feb. 2.—It is predicted here upon all sides that a new era is about to dawn upon the fishing industry. The admission of all kinds of fish, fresh, pickled, smoked, kippered and boneless, will boom Lunenburg as a fishing port. It is said that it will revolutionize the trade entirely, for instead of the dried produce, immense quantities of fresh codfish will go into the U. S. market and be sold on a high

scale of profits. It also means that the people will get their returns more promptly than under any other system, and naturally bigger prices.

Do Not See Eye to Eye.

Digby, N.S., Feb. 2.—H. B. SHORT, manager of the Maritime Fish Corporation, says free fish will prove an injury to their business; but if the United States begin butting into N. S. markets, N. S. dealers would retaliate, especially with finnan haddie shipments. He says: "In any event we will lose no sleep over the affair."

MAJOR M. C. DENTON, of D. & O. Sproule, wholesale fish dealers, says that it is a wide question to consider. He believes free fish will be a benefit. Free lobsters has been.

CAPT. JOSEPH E. SNOW, wholesale fish dealer, says it will be the best thing that has ever happened for everybody concerned in the fish business in Nova Scotia.

E. M. ROBERTSON, wholesale fish dealer, Digby, formerly of St. John, says that it is a big thing to consider, but on the whole will benefit the wholesale fish firms, but will be liable to injure the vessel and boat fishermen. For instance, fresh haddock are offered in Gloucester at present for $1.60, when they are $2.75 here. They can be imported by our firms cheaper than they can be bought from our own fishermen. Nova Scotia fish has a good market in the Upper Provinces at present, a business worked up by one dealer during the past 20 years. This will now be entered by the United States, and we in turn will have to get into their markets.

Yarmouth merchants generally predict that it would give a great impetus to trade.

Effect on N. B. Fish and Potatoes.

St. John, N.B., Feb. 2.—P. A. SMITH, wholesale and retail fish dealer, said there was no doubt that the exporters and fishermen would benefit as a result of fish being placed on the free list, but he felt satisfied that the price for the consumer in this section would be advanced. Better prices could be secured by sending to the United States markets. Great quantities were sent now with the duties as they are, but without a duty, much more would be shipped. About the only item in this line that would benefit the Canadian consumer would be oysters. The yield of New Brunswick oysters has been growing less every year, and with the ten cents removed from the United States stock, there would likely be heavier importations from Cape Cod.

THOMAS GORMAN, wholesale grocer, thought the proposed arrangement was decidedly favorable to Canada, and more especially to the Maritime Provinces in the way of natural products. Everything was in our favor, he considered, and the exportation of vegetables, more particularly potatoes, to the United States from this province, which was large even in the face of the duty, would be given a great impetus. The reduction on lard and pork would be of immeasurable benefit to the fishermen, and would in no way injure us, as the large clear pork imported was not obtainable here.

F. A. PETERS, of C. H. Peters' Sons, flour and feed dealers, said the new tariff would open a wide market for all products of the farm, and should be advantageous to the growers of potatoes, hay and similar articles. There should always be a good market in the States for hay and for some other lines on which the U. S. prices are now much higher than the local prices.

E. ALLAN SCHOFIELD, a recognized authority on agricultural matters, felt convinced that reciprocity in natural products would be a great stimulus to the farmer. It would be possible to ship cream from here to the United States and other lines of produce could also be profitably exported.

W. F. LEONARD, of Leonard Bros., discussing the fish business, said free fish would undoubtedly be a benefit to the men engaged in the fish business, as it would create a wider demand for their catch, and increase their sale. One sure result of this would be an increase in the price to the local consumer. Mr. Leonard said Nova Scotia would benefit even more than New Brunswick. He did not think there was any likelihood of the fish trust in the United States seeking to secure control of the business in this section.

C. B. LOCKHART, who is interested in the provision business, expressed the opinion that putting potatoes on the free list would not operate to the advantage of New Brunswick. This year, he said, the United States had a surplus of potatoes. Aroostook (Me.) farmers were sending potatoes to St. John for shipment to Cuba. Under the new arrangement the farmers of Maine would send their potatoes to Montreal and other Canadian markets, and the probability was that New Brunswick farmers could not meet this competition, and the agricultural development in this respect would be retarded.

What Quebec Men Say.

Montreal, Feb. 2.—The reciprocity deal is no doubt the most talked of question in Montreal at present, and opinions are rife as to the ultimate effects on trade between Canada and the United States.

So far as putting fruit on the free list was concerned, dealers seem to be unanimous that it would be a splendid thing for the latter and the consumer, and would not interfere greatly with the producers, since fruits and vegetables were only imported into Canada when they could not be grown here, or during seasons when there was no home production.

MR. MEIGHEN, of the Fruit Auction Co., is of the opinion that by placing fruit on the free list we will get a much greater quantity of California and Southern States fruit than in the past. "We have previously had to face an import duty of 50 cents a crate on grapes and pears, which dealers in United States cities had not to meet, while the same fruit was not being grown in Canada. In the same way there was a heavy duty on U. S. strawberries, at a time when there was no such thing as a Canadian strawberry. It simply meant that to the extent of the duty the Canadian consumer was prevented from using U. S. fruits and vegetables at times when they were not grown at all in Canada."

Produce Mens' Views.

Much interest was evinced by the produce men of the city over the reciprocity proposal, but they are generally averse to discussing them until a meeting of the "Produce Exchange" could be held to discuss the situation.

"It is evidently a farmer's tariff," said A. A. AYER, "but I do not think it will work out to the benefit of the farmers, as Hon. Mr. Fielding seems to think it will. The whole thing has come as a great surprise to us. We thought the duties might be reduced in certain things but we did not look for free trade in anything, as is proposed. I think it will injure the farmer in the end."

Fish Men Pleased.

E. J. BYRNE, of Leonard Brothers, dealers in fish and oysters, said that there would be new fields opened up, and consequently an increase in trade. The fish producers and packers would, of course, be the most greatly affected for good, and would be able to get into the close markets of the United States, where the demand has always been of the best for the commodity they handle. Business in this line for the distributor, would have to go ahead of former marks, and he did not think that, as some claimed, on account of the increased demand for fish from across the border, that there would be any raising of the price to the consumer of the home market.

J. A. PAULHUS, of D. Hatton & Co.: —"While putting fish on the free list will not make any great general difference, so far as I can see. It will prove of great advantage to the producers and packers of fish for general trade."

"To the people who catch and sell the fish this change will mean a big thing, because it will open up to them the big market in the United States, whose demand for fresh fish is much greater than that in Canada. On the other hand it will mean a good thing for dealers in a big distributing point like Montreal, because now we shall be able to supply such places as Buffalo, Detroit and Saratoga, which have hitherto been closed to us by the tariff. So far as I can see it will be a splendid thing for the trade generally to be able to handle fish all over the continent without duty."

He thought that letting down of the barriers might mean higher prices along some lines. There were various fish products which had been exclusively caught off the Canadian Atlantic coast, and chiefly sold in Canada, owing to the

United States duty. But now that the barriers were to be let down they would be freely sold in Boston, New York and other centres, and the result would be that owing to the increased competition, the demand prices on this side might be made higher.

"But," said Mr. Paulhus, "It will work both ways. Take the oyster trade, for instance. We do not produce any bulk oysters in Canada, and it will help that trade by the dropping of the duty of ten to twelve cents a gallon and as we import into Canada every year something like 200,000 gallons of bulk oysters, it will mean considerable, although the reduction to the consumer of bulk oysters will not amount to much."

"Taken all round," said Mr. Paulhus, "the putting of fish on the free list, I think, will be a good thing for this country, and will help the trade materially. It will undoubtedly make some lines of fish dearer to the consumer, but on the other hand it will make other fish, which are not produced in Canada, cheaper, so that on the whole, I think the advantage of the change will with Canada."

The Milling Industry.

ROBERT MEIGHEN believes that a severe blow has been struck at the milling companies of Canada. Speaking of the effect of free wheat Mr Meighen said: "The United States does not afford us a new market. It may purchase our hard wheat to mill in its extensive plants in the West in order to produce a flour suitable for consumption by our best foreign customers, retaining the by-products for home consumption, of which it is greatly in need. We were capturing from the United States miller the foreign consuming market for our hard wheat flour. This was decidedly in the best interest of the Canadian farmer. The United States millers are our aggressive competitors in all wheat products—excepting mill feed—in every consuming market of the world; and let me say that they will continue to be our competitors even when they have a population of 200 millions. They have now under wheat cultivation over fifty millions of acres from which the average yield is about thirteen bushels per acre. They have still large areas to be brought under wheat cultivation, and they will increase the yield to from twenty to twenty-three bushels per acre."

S. J. MATTHEWSON believed our representative had made as good a deal as possible looking at the matter from a broad standpoint.

Ontario Men Interested.

Toronto, Feb. 2.—W. C. OMAND, of the Saskatchewan Milling Co., thought that if the proposed free entry of wheat to the United States comes into force, it would demoralize the flour trade in Canada.

"At the present time," he said, "Canadian mills sell bran in the United States and are able to do so because the bran obtained from Canadian wheat is of such high quality. But if there is no duty on wheat, the United States mills will make their own bran out of the Canadian wheat and Canadian mills will not be able to compete on account of the duty on bran entering the United States. As a result Canadian mills will not make as much out of their wheat. The price of Canadian flour will be higher and millers will not be able to compete with the United States flour in foreign markets. It will not make any higher prices to the farmer for his wheat because no higher price can be paid for wheat than will allow flour to be exported at a profit. Canada has built up a trade for flour produced from Canadian wheat and the United States millers will under the proposed reduction reap the benefit by being able to undersell Canada in flour made from Canadian wheat."

By-Products of Grains.

R. K. McINTOSH, of the Canadian Cereal & Milling Company, said: "The proposed placing of wheat on the free list will certainly be an extremely bad thing for the Canadian flour industry. It is just what the United States millers have been wanting for some time. Manitoba wheat is of a much higher quality than that produced in the United States, the flour that is made from it being of better quality. One of its good points is that it will not dry out as quickly as United States flour. Giving as it would, a better flour it would give the United States millers a better chance to export their product. This gives them equal advantages with the Canadian miller but it does not stop there, for they have still a greater advantage over the miller in Canada. The mills in the States are large, some of them capable of producing as high as 70,000 bags of flour daily and much larger than anything we have in Canada.

"By giving them access to the Western wheat which they can get to the mills as cheaply as the Canadian millers and producing as they do such large amount, the cost of production is reduced so much, that they can easily export their flour cheaper than any Canadian mills. The result will be that the Canadian mills will have only a home demaud and the United States besides getting their own home demand will also control the export business.

"The rolled oats market will be just as badly affected as the flour. The Canadian miller at present has been able to sell the by-products of oats such as oat hulls in the United States markets, which has allowed him to manufacture rolled oats so as to compete with the States in export trade. If the duty is taken off oats, the United States miller will be able to import Canadian oats and sell the oat hulls at home while the Canadian mills in order to sell his oat hulls in the United States market will have to pay a duty of $2.50 per ton which the United States propose to leave on. Thus as in the case of flour, the Canadian mills will have to be content with home demand only as they will not be able to compete with the States in export trade."

H. W. THORPE, of McWilliam & Everist, wholesale fruit dealers, said that the proposed change in duty would make the goods which are imported from the States during the winter and spring, a little cheaper to the consumer.

He expressed the opinion that Canadian growers of fruits and vegetables do not like to see any goods imported from the States even in the spring because by the time their goods are ready, the appetites of the consumer has been satisfied to a certain extent by the imported goods. The novelty being over, the demand for Canadian goods is not so great, especially if the prices are inclined to be high.

WHITE & CO., wholesale fruit dealers thought that the proposed reduction of 2 cents per lb. on strawberries would make little difference in prices. We import them from the United States when the price is high and a reduction of a little over one cent. per box makes little difference. The removal of the duty of 30 per cent. on vegetables would give us lower prices on all that we import. Some cabbage are brought in during the spring when the Canadian article is not available and the new terms would mean a lower price on what goods are imported. It would make little difference when Canadian goods can be secured unless the prices in the United States were considerably lower than Canadian at the time, in which case it would tend to keep prices lower.

CLEMES BROS., wholesale fruit merchants in speaking of vegetables, cabbage, onions and strawberries, considered that the proposed removal of the duty on these lines would be beneficial to the Canadian consumer. It would not, in the opinion of Mr. Clemes, cause a conflict between United States and Canadian goods because we import the articles only when they cannot be had in this country.

"In the case of vegetables we import them when there are no supplies here but as soon as they may be had here, we discontinue importing because fresher goods may be had from Canadian dealers and the freight is less.

"The removal of the duty on strawberries will give up cheaper United States berries which we usually import before our berries have ripened. I do not think that United States and Canadian strawberries will conflict; for while we are getting our berries here, there is a plentiful supply on the other side for the United States markets. We have plenty of cabbage in Canada except in the spring when we are importing them and spring cabbage would be cheaper by the amount of reduction in duty. Few onions are imported from the United States as our own crops supply the demand pretty well. On the whole I think the placing of these articles on the free list will mean lower prices on them to Canadian consumers at a time when

the Canadian article can not be had."

J. J. RYAN, potato merchant, Colborne St., considered that the potato market would not be affected to any great extent by the reduction in tariff.

"When new potatoes are being imported from the States in the spring before the new crop have matured here, it would mean that they would be cheaper by the amount of the reduction proposed. This year and in years when crop conditions are the same, it would make little difference in the price of potatoes here. Without shortness of crop demands it, potatoes are rarely exchanged between the two countries. During a year when there is a short crop here and a plentiful crop in the United States, it would tend to keep the price here moderate while on a short crop in the States it would cause potatoes to be dearer."

W. H. MILLMAN, of W. H. Millman & Sons—"The proposed free tariff will undoubtedly make the price of beans in Canada higher, and especially will this be noticeable in the best quality beans.

"Canada exports large quantities to the United States now with the present high duty and with 45 cents per bushel reduction the shipments to the other side will be greatly increased with the result that the price of beans will be higher here,

"Evaporated apples are about the same price at the present time in both Canada and the United States, and as the duty in both cases is much the same the price will not be affected to any great extent. In years when the supplies in either country were extraordinary low, their free entry might make a difference."

THE T. F. JAMES CO., wholesale fish dealers, remarked that only time would tell how prices or trade in fish would be affected by the proposed reduction in tariff. The change would tend to make a larger market for fish products, but whether prices would be affected could only be ascertained by a trial.

Butter and Egg Prices.

WM. RYAN CO., wholesale provision dealers, thought that the proposed reduction of tariff on butter and eggs would mean lower prices on these articles here. At the present time, if there was no duty on eggs or butter, they could be imported from the United States at a price conslderably lower than the present price here.

"Under the proposed tariff Canadian firms would not get large quantities of butter or eggs in storage in the fall as they are accustomed to now, because being subject to the markets in Chicago and New York, they could not tell whether the price would stand or not." He justified this opinion by referring to the recent slaughter of prices in these lines in the United States.

Fruit Growers to Protest.

St. Catharines, Ont., Feb. 2.—In this district the tariff proposals with regard to fruit are viewed with alarm by the fruit growers. A meeting of these men was called here last week the outcome of which was the decision to send a big deputation to Ottawa to protest against the change.

E. D. SMITH, Winona, states that should the change as proposed come into effect it would sacrifice the fruit-growing interests in order to obtain some little things from the United States.

It would kill, he claimed, the fruit industry in the Niagara district and British Columbia to such an extent that owners would not be able to obtain a hundred dollars an acre for lands now held at from four to six hundred dollars. While Northwest consumers wanted Canadian fruit, the sellers wanted California. The result would be the loss of the market and no more would growers sell tomatoes at good prices in Winnipeg, because the west would get them cheaper from Ohio.

The Salt Industry.

Windsor, Ont., Feb. 2.—That the Canadian salt industry would be adversely affected is the general opinion of Western Ontario salt manufacturers.

It is, however, also the opinion of some manufacturers that the proposals will not be ratified by both countries. It is their hope that it will not pass and from what can be learned of the attitude of the United States Senate they do not think that it will.

E. G. HENDERSON, manager of The Canadian Salt Co., states that at the present time there is an over production of salt in the United States and believes that should salt go on the free list it would probably be disastrous to the trade here.

N. A. LEACH, manager The Western Salt Co., Mooretown, Ont., expresses the view that, should the agreement be ratified, it would be disastrous to a number of salt plants in Canada.

UNEASY LIES THE SUSPICIOUS DEALER'S HEAD

Grocer Talks About Dishonesty Among Clerks Which He Believed Was Existing, But Which He Could Not Fathom For a Long Time—Suspicions Borne Out by an Oyster Sale.

Probably there is nothing that gives a grocer more cause for concern or is responsible for more worry than the honesty of his clerks. For instance, an actual happening not long ago aptly comes to the point. A woman came into a store, secured a quart of oysters and walked out. But she left no financial equivalent behind, neither cash nor credit.

If a grocer has any feeling that such a condition exists in his store he is continually worrying about something he is not sure actually exists. As day follows day and the sales pile up, he wonders just how much profit he has secured. The fact is that he does not know how much he has lost through the dishonesty of some clerk.

One grocer who recently disposed of a clerk who had charge of a separate department discovered that this department was nothing but a sink-hole. At least that is how he described it. He had an idea that some irregularities were going on, and he was irritated and peevish because he could not find out for sure.

The above oyster sale was one case, and it settled the question. There were others that were more than fancied and at any rate the grocer is looking after that department now himself. He claims that a dealer cannot do business if he has any suspicion that something is going wrong. His mind is diverted from his work, and the honest clerks are likely to suffer from his imaginings and the whole system becomes practically disrupted.

In this case referred to, it was difficult to obtain a direct clue or a "straight case." This clerk was receiving $15 a week and as the grocer made his sales he wondered to what extent his profits were being eaten into. "Uneasy is the grocer who has suspicions of this kind."

HONESTY OF CANADIAN RETAILERS.

Winnipeg, Feb. 2.—A complimentary luncheon was tendered George Landis Wilson, of the F. Cartz Wilson Co., Chicago, by the Credit Men's Association of this city. President H. H. Pigott, of the J. H. Ashdown Hardware Co., occupied the chair, and about seventy seats were occupied by representatives of every branch of retail commercial concerns.

Mr. Wilson pointed out that the most striking difference he could see in the credit system of Canada and the United States was that in Canada the personal equation, the integrity and reliability of the individual is first considered, whereas in the United States the chief factor is the material resources or assets of the person to whom credit is extended. He thought that taking all things into consideration. Canada had the advantage as the chance of an honest man making good given opportunity and sufficient ability, are greater than that of assets being there when you want them with a dishonest debtor. At any rate Canadian wholesalers were not making any more bad debts than their confreres across the border.

The merchants of Kindersley, Sask., have decided to close their stores at 7 p.m. every evening except Saturday. The early closing will be effective until the first of March.

Practical Methods in Retail Stores

New Brunswick Grocers Use Their Coffee Mills to Good Advertising Effect—Regina Dealer Makes Sure He Carries High Quality Tea—A Flour Window That Made Sales—Selling Codfish by Means of Newspaper Advertising—Rolled Oats Window in Smith's Falls.

Advertising the Coffee Mill.

St. John, N.B., Feb. 2.—Several of the retail dealers recognizing the importance of the coffee trade have installed electric coffee mills. In two of the stores, the mills are placed in the rear of the show windows, raised about four feet so that they can be seen from the outside of the store, and yet so placed that they do not interfere in any way with the window trimming. One of the dealers has been sending out a series of circulars, enclosing them in envelopes with accounts or placing them in the order baskets. Some of the catch lines on the circulars are:

> "Good Morning; Was your coffee Good this Morning?— The "Daily Grind" is a daily pleasure here. We refer to grinding coffee. —Have you a drip coffee pot? Then you want your coffee pulverized, etc."

These have had the effect of directing attention to the coffee department and consequently sales have been materially increased. Another dealer has placed his mill in the centre of the store, and as the windows are low it is always in plain sight from the street or interior.

Buys a High Quality Tea.

Regina, Alta., Feb. 2.—"I find that a uniformly good grade of tea is an excellent advertisement for a grocery store," remarked a local merchant. "Families like a good cup of tea at every meal and if you can give them something that will suit their tastes, they are sure to return for more. The women especially are particular about their tea and as they do most of the buying of groceries, the fact can be used to good advantage. Of course, if a merchant wishes to be noted for his good tea, he must take particular care in the selection of stocks to get the class of goods that will really bring returned trade. The tea trade can be made of double use by introducing and selling other lines of goods."

A Selling Flour Window.

Winnipeg, Feb. 2.—A flour display in a local grocery window which attracted considerable attention and created new business was arranged as follows: In the centre of the window was a dish of the loose flour on which was a ticket "note the whiteness." On either side was placed a pan of nice clean wheat. Back of this was placed three bags of flour, each one standing upright. On the top of each bag of flour was a huge loaf of bread. Above the centre loaf was placed a show-card with the words, "Best Bread from Best Flour." On one side of the window, a show-card bore the words, "Makes Bread for 3c a loaf," while on a show-card at the other side was the inscription "$3.35 per cwt."

To Operate Cash Business.

Castor, Alta., Feb. 2.— That their business shall in future be conducted on a strictly cash basis is the recent decision of the Williston Trading Co., of Castor. In advising the public to this effect they advertised that all accounts upon which time is asked must be settled by cash or note on or before the 10th of the following month. A discount of 5 per cent. will be allowed on all accounts if paid at once. In addition they will give a $5 painting with every cash purchase amounting to $20.

A Good Talk on Codfish.

Picton, Ont., Feb. 2.—Smith & Ball, Picton grocers, have found it good advertising to run readers in the local press conveying personal talks to readers. Here is one appetizing conversation they recently ran:

> Codfish is without a doubt the peer of the ocean, it carries with it the "tang" of the sea. Physicians recommend it above all other fish, because it is wholesome, nutritious and appetizing. In order to give Picton people the opportunity to become thoroughly acquainted with fresh caught cod we have placed it in stock instead of halibut. Many people have the idea that ocean fish are salty, this is not so, only such that are dried and salted to preserve them are salty. Fresh codfish do not need soaking before cooking. When cooked it is as delicate as Lake Ontario whitefish, and is more easily digested. Boiled cod with oyster or egg sauce is fit for a king. Fried cod is as nutritious as porterhouse steak and costs about a quarter as much. Each fish is about 2½ pounds and we sell it at 10c a pound. Take Smith & Ball's advice and try it.

"We have found this method of advertising," they say, "to pay equally as well as our larger ads. as it seems to be a more direct personal appeal to Mrs. So and So than the other."

Without doubt Smith & Ball have an interesting talk in the above ad. It should appeal to every housewife who is on the lookout for something new. It must convince readers that codfish is a healthy food and at the same time that it is palatable. Educational conversations of this variety cannot fail to bring results.

A Rolled Oats Window.

Smith's Falls, Ont., Feb. 2.—"Does this interest you?" "Hard to beat—Don't take our word for it"; "The price is not high—the quality is" "We say they are good—you would yourself."

These were phrases on cards in a rolled oats window shown by Wm. Hyndman, of Smith's Falls. The cards were neatly printed, about 8 by 6 inches in size.

In the front of the window the words "Rolled Oats" were spelled in letters made of oats. Two piles of the oats were prominent. They were both about the same size and this was secured by using a small hoop with a stick standing up in the centre, the idea being to make the piles identical. In the centre of the background was a box of oats in their husks. On either side of this was a pile of boxes of packaged rolled oats and outside these again was a pile of rolled oats, the whole being semi-circular in shape.

The feature of the window was the uniformity of the design. The piles of boxes were not too large and the whole was a good arrangement. The cards were not too conspicuous and were shown here and there.

How to Prevent The Window from Frosting Over

Merchants have often been annoyed, when after carefully dressing a window, they find it obscured by frost forming on it. If 4 parts of cheap glycerine and 6 parts of methylated or other spirit are mixed together and rubbed over the the inside of the glass about every two weeks during the winter, it will prevent frost forming. In very severe weather, the window may be sponged with a small quantity of alcohol.

Another plan that is sometimes used is to insert close to the window bottom, a gas pipe perforated with minute holes about an inch apart. When lighted they warm the air and keep the inside of the window dry and clear.

When steam forms on the inside of a store window, it may be remedied by having an opening or other ventilation at the top and bottom of the window, so as to allow the confined heat to escape. The steam is due to the fact that the atmosphere of the store is warmer and contains more moisture than is capable of being retained by the air at the outside temperature. The plate glass is about the same temperature as the outside air, so that it simply acts as a condenser.

A Lethbridge Provision Window Display

Neat Arrangement of Hams, Eggs, Bacon, Canned Vegetables, Cheese and Lard in the Window of Geo. Kerr & Co.—Price Tickets and Show Cards Made Use of But not Overdone—An Attractive Tea Window as Well.

Lethbridge, Alta., Feb. 2.—It is needless to say that window dressing is considered a big factor in the selling power of Lethbridge dealers. They realize that the window in a great measure reflects not only the store interior, but the quality of the goods in stock and the personality of the grocer himself.

The accompanying illustration exemplifies this. The windows are those of Geo. Kerr & Co., having been dressed by Jas. G. Brown whose ability as a window artist is generally recognized.

A description of the windows, and particularly the produce and provision display on the right hand side, should prove interesting as it is particularly well arranged and attractive.

How It Was Arranged.

At the foot of this display will be observed hams, bacon and eggs. On either side is a ham with the price "22 cents" marked on it. Each is surrounded by eggs carefully placed and between these two hams are four sides of bacon separated also by eggs.

On the landing above are placed four whole cheese separated by pails of lard of different sizes, one on top of another, and with 2 jars of cream cheese at the base.

Situated on top of the cheese are more jars of cream cheese and also glass plates of head-cheese with a background of white flour bags. On another landing are more cheese topped by extracts of beef and cooked ham. The side of the window near the door is filled in pyramid style with canned goods. This combination of provisions produced an attractive window and one which actually was a selling force for Geo. Kerr & Co.

The opposite show window contains tea and while simply constructed, produced a good effect. The display is composed of package teas apart from two open chests in the centre. The packets are arranged in symmetrical fashion pleasing to the eye.

It will also be observed from the illustration that price tickets are used in moderation. Two show-cards one reading: "To Reasonable Thinkers, Quality Talks," and the other " To Reasonable Thinkers, Quality Counts," will impress passersby with the character of the goods handled. The entire store-front too, is attractive and conducive to the drawing of trade.

Editorial Note.—The Grocer desires again to invite readers to send in good photographs of good grocery windows no matter when they were made. So long as the display is the product of the mind of a dealer or clerk, it will be acceptable providing, as stated above, the photo has been well taken so as to show up the details and that the display is worthy of reproduction. The above provision window contains some good suggestions for an Easter display.



Window Display Used by Lethbridge, Alta., Dealer Containing Some Good Suggestions for an Easter Display.

ACCIDENTAL FIRES.

A bill has been introduced into the Ontario Legislature respecting the liability of persons from whose premises fire is communicated to another's. It reads :

"No action shall be brought against any person in whose house or building or on whose land any fire shall accidentally begin, nor shall any recompense be made by him for any damage suffered thereby ; provided that no contract or agreement made between landlord and tenant shall be hereby defeated or made void."

Fox & Nugent recently purchased the grocery business of T. Brady, Lindsay, Ont. Both of the new partners have been behind the counter in Lindsay for some time.

The Canadian Grocer

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SUGAR DECLINES AGAIN.

Sugar has surely been on the tobaggan slide. On Wednesday of this week it took another descent of 10 cents per hundred pounds following a reduction on the New York market.

This decline places sugar at $4.20 wholesale per cwt., Montreal basis, which is the lowest price reached since 1906—five years ago.

It is a significant fact, however, that the undertone of Cuban raws in New York is firmer this week and if this condition of affairs is maintained, we cannot expect to see many further reductions for a time. The general opinion of wholesalers and brokers is that the bottom has about been reached, but this statement has been made before in the face of declines. But looking at the market from all sides the present seems a good time to buy sugar. Another week, of course, may put a different face to things.

EARLY DELIVERY AT FT. WILLIAM.

W. P. Hogarth, a Fort William, Ont., dealer, writes The Canadian Grocer in reference to the articles we have published on early delivery. He points out that in Fort William about 7 or 8 years ago, the grocers decided to accept no orders after 5 p.m. on regular weekdays and after 8 p.m. on Saturdays and days before holidays for delivery that night.

"There has never been any trouble in sticking to it," he adds.

Here again, therefore, is another instance to show the uselessness of having delivery wagons, horses and men all over a town or city at late hours in the night. If Fort William is able to so easily cope with the late delivery question, there is no reason why other cities and towns cannot. It means money to the dealer in wear and tear of vehicles and horses and also gives the delivery man and clerk an opportunity to have a just rest which every human being requires if he is to more than hold his own on duty.

Besides this the merchant is working on a system which gives less work and worry and tends to his general good.

In Fort William, as Mr. Hogarth further states, early closing is in effect. The regular closing hours of 6 p.m. exists except during April, October, November and December, when 8 p.m. rules and on Saturdays about 10.30 p.m.

POTATO BAGS SHORT IN WEIGHT.

When buying potatoes dealers should be certain that the bag contains what it is supposed to hold. If this is not done there is likely to be many losses experienced.

That this is true may be noticed from an incident told by an Ontario grocer. He bought several bags of potatoes without weighing them thinking they each contained the 90 lbs. generally conceded to be a bag. On making some sales later by the 90-lb. bag he found some were short 2½ lbs. and others 10 lbs.

Sugar bags had been used, and although they were well filled they did not hold the 90 lbs.

SELLING ABOVE ACTUAL DEMAND.

Merchants are beginning to realize the fact that while, without doubt, a trade depends to a large extent upon the demand in their section of the country, much may be done by the use of clever methods to build it up, enhance it, and, finally, expand it out of all recognition. The law of supply and demand works just the other way, too, in many cases. If the inventor had waited for the public to ask for the article, where would any of the great fortunes made from patents have been?

"Get a thing that can be used and advertise it till it is wanted," is the motto of the modern merchant. Old lines yield only a small margin of profit. Novelties, especially exclusive novelties, mean big gains.

Now, this may be all very well for the city merchant, who has widely varied classes of customers on whom to unload but what about the merchant in the town who knows already what his customers will and what they will not take? Is he to stock high novelties only to see them dwindle and die out? The answer is that he should stock a sprinkling, making such arrangements that he can at any time get more without delay, and if the thing takes, push it ahead. Someone objects that this makes staple lines slower and ends in loss. But it stands to reason that if a man sells a large quantity of novelty articles at a good profit he can afford to lose a little on regular lines being slow. Besides this, the unusual thing gives his store a name and standing which the staple never could. Persons who do not care for it and would not, themselves, use it will be struck with the fact that it is new, and come for some regular line to the same store.

TO PREVENT LOW STOCKS.

A want book is one of the necessary things in a grocery store in order to keep the stock complete. Without it a dealer will continually be running out of certain lines of goods and that is a bad thing for the business.

Those merchants who wait for customers to ask for a certain article before they discover that their stock is gone are inferior stock-keepers and need to prepare some method to keep their stock up.

A simple book in which the clerks may note the goods that are getting low will do for the small store. In the larger store, it is well to have one of the clerks check over the stock every couple of days and see what lines are getting short, so that they may be bought, before the stock completely runs out. This checking of goods may be easily done in a store where the stock is kept in proper manner and where all the stock of each article is kept in one place.

With goods arranged properly, a sweep of the eye along the shelf will show whether any article is running short. But without the order book, these things are liable to be forgotten. It should be always kept in a handy place, so that any of the clerks may have easy access to it.

QUALITY AND PROFIT.

To sell quality goods that produce the best profits ought to be the aim of every dealer because by doing so he is not only selling satisfaction but he is making the most out of his business.

A dealer tells of the following instance showing how he is able to do this:—

His opposition across the corner had cut the price of a brand of toilet soap well advertised to the consumer. It usually sold at 10 cents per cake. The dealer in question advertised a still greater reduction but placed this soap behind the counter and talked up another brand of equal, in his opinion, if not superior in quality to the one that was being cut.

The result was that in a week he had sold but a few bars of the cut brand losing only 60 cents on his outlay but on the other which sold at its proper price he made between $5 and $6 profit.

This was done by his knowledge of the selling points of the second soap, its quality and the extra interest he took in it from the fact that the profit was worth while.

EARLY CLOSING BECOMES COMMON.

Early closing is becoming so common now that it will soon be the rule and not the exception.

Among the recent additions to the ranks are the merchants of Kindersley; Sask., who have taken concerted action in the matter.

The Kindersley Clarion of that town remarks:

> "This is a step in the right direction and those interested should have the council pass a by-law to that effect, imposing a fine on anyone selling goods after the above-mentioned hour, or who are found doing the 'back-door stunt.' After the buying public gets the habit of doing their shopping early, they will find that it will be just as convenient, and will get better service than if the stores were open till ten or eleven o'clock every night. The merchants will do just as much business and the public will be better satisfied. All work and no play makes the clerks dull boys—also printers."

Early closing is a question on which good advice can be disseminated by the newspaper as will be observed from the above item. Merchants can usually obtain for the asking this assistance and if co-operation on the part of the merchants themselves, can be secured there will be little difficulty in educating the consumer to the change of policy.

FOLLOW MARKETS CLOSELY.

Retail dealers should not fail to keep a close eye on the markets just now. Many items are in an uncertain condition and no grocer should be stocked up on anything with a weak market staring him in the face.

The Canadian Grocer has always followed the policy of devoting much space to market reports and the staff of this paper gives time and care to gathering all available information. It generally happens that changes in price quotations are spoken of before they actually come to pass and a hint of the impending increase or decline can generally be found in The Canadian Grocer, thus affording the reader accurate information of the present condition of the matter and a shrewd forecast of future probabilities as well.

That most dealers appreciate this fact, is evidenced by the many letter received in which subscribers tell of the many advantages they reap in following the weekly market reports closely.

VALUE OF A CLEAN STORE.

A store must present a cleanly appearance in order that customers may be induced to purchase. The public like to buy goods at a clean store, even if they are buying hardware, and how much more so, do they inspect the cleanliness of a store when it comes to purchasing articles of food.

The women are the chief buyers of groceries and generally are very particular about the food which they must eat, and the store that gets their trade must not resemble a store house.

How many grocery stores are to be seen with goods piled about the floor, unclean windows and show cases and with dust lying in the corners which the sweeper missed in his hurried daily run with the broom. These conditions are repelling to a customer and the merchant who continues along these lines will surely never make a big success of business.

Each morning the store must be cleaned, not in any kind of a manner, but thoroughly. In the well regulated grocery store the first thing the clerks do in the morning is to open up any goods which may be needed during the day, so that no dirt will be created by this after the store has been cleaned. The next is a good sweeping, no corners or parts of the floor being neglected. After this every counter and show case ought to be well dusted and the shelves and counter displays arranged. Any spare time during the day should be spent in cleaning show cases or windows.

Many stores which are well cleaned in the morning present a bad appearance even before the day is half over. This is due to carelessness of the clerks, allowing waste paper to lie about and spilling quantities of goods in the process of weighing. To overcome this, waste baskets should be placed at each counter and the clerks instructed to take great care in the weighing of goods. They should also be reminded to use the counter brush frequently, so that the store may in every way present an appearance that will lead people to buy instead of repelling them, as is the case in some stores.

THE OBLIGING CLERK.

The trade which a store gets depends to a great extent upon the service provided by that store and nothing adds to the good services more than small acts of the salesmen, which services in themselves, may not seem very much but are nevertheless appreciated by the customer.

A clerk should constantly be on the lookout for any way in which he may be of help to customers. It may be such a small thing as the opening of the door to allow a customer to pass out, picking up a handkerchief which the customer may have dropped, or inviting her to take a chair near the fire when she calls on a cold day; but nevertheless the customer takes note of these things and they all count in winning that person as a regular and faithful customer.

The story comes from a Saskatchewan town of a woman who lived near a certain grocery; she entered the store at which she had never dealt and asked a clerk if he would telephone to the plumber and tell him to call at her house.

Now it happened that the telephone was not working that day. In most stores that would have ended the affair. But in this store there was an obliging salesman, who at once offered to go himself and get the plumber. He had no sooner made the suggestion, than he had his coat on and was up the street after the plumber for this woman whom he did not know and who had never bought a cent's worth at the store. But it certainly paid; this woman decided that she would like to deal at a place where the salesmen were so obliging and that store soon had all her trade.

The small acts may not have as direct result as in this case, but anyway it demonstrates the fact that it pays to be obliging.

A merchant may be likened to a man in a row-boat in mid stream. The stream is the stream of business; the boat is the particular business he is trying to carry upwards by means of its two oars—thought and work. If he rests on the oars, he is sure to be carried downward. The only way to make headway is to pull steady on both oars. If he uses only one, take, for instance, thought or careful planning, he will not advance, but if he combines it with the other oar—work—he is sure to advance. See that you are pulling steadily on both oars.

Unless you run your store that the public will have confidence in it, price reductions and special offers will have little effect upon the class of people whose trade you want.

If you are satisfied yourself that the goods you handle are the best quality, it helps you a great deal in sales and you can use stronger selling talk. It is a pretty stiff argument when you say: "If this article is not satisfactory in every respect, you bring it right back and get your money."

The R.M.A. System of Collecting Debts

Three Letters, Gradually Getting Stronger in Tone, are Sent Out—Then Comes the Black-List—Grocers of Toronto Section Meet—More Criticism Against Scale Inspector—Common Sign for Members Proposed—Delegates to Guelph Convention Selected—Election of Officers a t Next Meeting.

Toronto, Feb. 2.—A standard weight for a bag of potatoes, municipal elections, civic holidays, the co-operative bills, collecting accounts and inspection of scales were among the items on the bill of fare of the Grocers' Section of the Toronto branch of the R. M. A. at their meeting on Monday night. F. C. Higgins occupied the chair in the unavoidable absence of J. F. Holloway, the chairman.

E. M. Trowern, provincial secretary, discussed some of the legislative questions of interest to the section and the merchants in general. One subject was the bills before the Dominion house at the present in regard to the weight of potatoes. While the local association had previously recommended a standard bag of 75 lbs., in Quebec, the weight was 90 lbs. and the desirability of having the same standard throughout the Dominion was pointed out. A bill was now before the Commons to have a standard barrel at 180 lbs. He was taking up this matter with Ottawa at present.

The proposal of the Manufacturers' Association that all holidays such as civic holidays, etc., should be held on the same day throughout the province was also discussed, but no action taken.

It was the general opinion that if the municipal elections were held at some other time besides the first of the year, it would allow merchants to take a greater interest in civic affairs. At present, coming as they do immediately after the holiday season, merchants cannot devote their time without sacrificing their business.

The advisibility of placing a common sign over the doors of members of the association as a sign of fair and square dealing was also discussed. It was the opinion of E. C. Matthews that in so far that this would have a deterrent effect on dead-beats dealing in such stores, it would have splendid results. Once these people discovered that, in every store where this sign was to be seen there was also a book showing a black-list of dead-beats they would quickly learn to go elsewhere. One sign proposed was that of a beaver (denoting industry) on a plain square, the inside corners of which contain maple leaves, and on the face of which is written "R. M.A. of Canada, Incorporated, etc." The branch will further deal with the proposal.

The opinion was also expressed that the city should not charge the merchants on the business streets anything additional for the cluster lights now being placed there as the business tax now levied was considered to be large enough.

The members were warned about doing business with collection agencies without first looking into the agreements under which the money was collected.

The co-operative bill came in for considerable discussion, and the opinion was expressed that it was not to the best interests of the retail merchants or of the public in general and that every effort should be made to combat the measure which the co-operative people are attempting to put through.

Home Scales Never Inspected.

Inspector of Weights and Measures, J. J. McConvey, was censured for the statements he made in his address before the Household Economic Association, which was claimed to have created a wrong impression as it tends to lead the women of Toronto to believe that they are continuely being cheated by the merchants. In regard to customers keeping scales of their own, these scales are often subjected to bad usage, are never inspected from year to year, and when the goods bought from the merchant do not weigh the same on their scale at home, they believe they are being cheated.

The good points of the association's present method in the credit department were brought out by Geo. Gibbard and F. C. Higgins, and the members were urged to make more use of the present system of the association for curtailing bad debts. If this were done it would have a tendency to make it more valuable by placing any bad accounts each may have, in the hands of the association and even if nothing is collected, it will protect the other merchants.

How Collections are Made.

The system used by the association is to send out three letters to the debtor. The first mildly points out that the party owes a certain merchant so much and the association will be pleased to have it paid. The next gets a little more severe in tone and if no money is then forthcoming a third and a threatening letter is sent stating that if the account be not settled at a certain time the name would go down on the black-list, a copy of which practically every member of the association has in his possession. Ten per cent. is charged on collections made.

Price cutting was still another subject on the slate and experiences were given. One dealer whose place of business is in a down-town section stated that he was still forced to sell soap at six bars for a quarter, in order to compete with the big stores. This action was, however, disparaged by other members who claim that no article should be sold at a loss.

J. F. Holloway was appointed as representative to the Provincial convention in Guelph on Feb. 28 and March 1 and 2, while E. C. Matthews was selected in case Mr. Holloway could not attend. The importance of as many members as possible of the association attending this Provincial convention was mentioned by Mr. Higgins.

The election of officers for this year will take place at the next meeting.

Pound of Dough Found Sticking to a Woman's Scale

Toronto, Feb. 2.—Many stormy protests against Scale Inspector McConvey have been raised on account of his accusations regarding the honesty of Toronto grocers and butchers.

One dealer reports taking the matter up with Mr. McConvey personally and talking to him rather severely. He told him that in his address before a body of women he had inferred that the merchants were practically a body of thieves stealing the consumer's money.

"I asked him," said this dealer, "just how many scales he had lying around that were found to be wrong; and after much questioning on my part he told me he had as many as ten but that there were others which he had destroyed.

"It took him quite a while to say that at least the 'big' number of 25 scales had been condemned in Toronto.

"Considering that there are some 6,000 in use anyone can see just how dishonest we all are," he added.

Another dealer remarked that the Inspector "was not fit to be there," and accused him of warming over the reports of the inspector of weights and measures of New York city and applying discoveries there to here.

"We have to get our scales inspected every little while," he said, "and pay for it too; but if a housewife were to buy a scale for home use it would never be inspected.

"I saw a scale in a woman's cellar one time with almost a pound of dough sticking to it. What kind of weighing would such a scale as that perform? It seems to me, for it is my experience, that the thieves are all on the outside of the counter.

"Frequently I have tested this by giving back to a customer a little more change than was coming to him or her and in scarcely one case out of a hundred would the matter ever be mentioned to me again.

"I don't think such an inspector as Mr. McConvey knows anything about scales—it's cheap advertising that he's after," was the parting shot.

The first shipment of oranges and lemons from California to New York across the Isthmus of Panama arrived on the 9th inst. It is stated that freight rates by this route are much lower than those of the transcontinental railroads and it is probable that further shipments will be made by this line.

At an apple show at Sebastopol, Cal., an exhibit was made of fifty-four packed boxes gathered from one tree. The fruit was of fine quality being grown on a tree 48 years old and the value of the product of this one tree is estimated at over $65.

SHORT TALKS TO CLERKS

By An Ex-Clerk

HONESTY.

In every sale, in any store, there are three people vitally interested—the merchant, the clerk and the customer. All three need protection. It seems to us that few people realize what the word "protection" means.

In a retail store the proprietor wants protection against mistakes, carelessness, dishonesty. If a store loses a dollar through any one of the above causes, the result is the same.

Dishonesty is a factor in the retail business; it is a factor in all lines of commerce, in all lines of life, or why does everyone who holds a responsible position have to give security? Why do we have policemen? Why do you lock your door at night? Because it means PROTECTION.

You all know that there have been, and there are to-day, dishonest employes. You have heard of such cases in other stores; it may never have happened in your store, but you are familiar with



The clerk needs protection from suspicion by modern methods just as the store needs the policeman's protection.

the fact that it does happen. You read about it, you hear about it. If it has happened in any of your stores, you may know of it—I don't; but the world at large does recognize that dishonesty is a dangerous factor in the retail business.

Dishonesty does not always mean that money is stolen. If a clerk gives a customer a pound and a quarter of tea for a pound of tea, that is dishonesty. True, not intentional, but the result to the merchant is just the same. If the clerk steals a dollar, that is dishonesty. Not that I should think dishonesty is so awfully prevalent among retail clerks; I do not think so.

Clerks should, therefore, encourage every method and store appliance which will tend to protect them from suspicion and which will tend to keep them from temptation.

Let us suppose your employer has been absent from the store a day or two. He may have been sick or out of town, or it may be that he cannot balance his cash at night. On opening the cash drawer and counting the money, it has occurred to many a man, "My! The business receipts seem poor, yet I don't see why business should slump off just because I was away," and he may say to himself, "I wonder if everyone working for me is all right."

Watch Your Reputation.

The retail clerk, from my observation, gets less assistance than many other employes in the life of commerce. Retail clerks have no organization, and I am safe in saying that, as a general proposition, they have but one thing—their reputation. On an average it must be true that, if you had anything more than your reputation, you would not be retail clerks. And yet you will recognize, from the points I have made, that, where you have no opportunity of proving your honesty, you put in the palm of the hand of everyone who comes into your store, your Reputation.

If I were a retail clerk to-day behind the counter, I would not like to take anyone's money and handle it for a minute without being in a position to prove that I was honest.

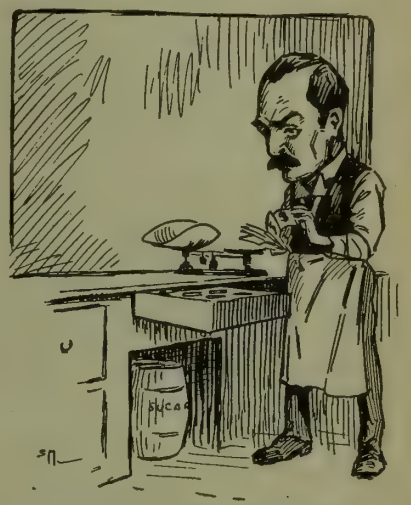
Whatever system your employer has in use in any department, see that it is used right. I was talking to one of the partners of a large store in Hamilton not long ago, where they use the counter check books. Now, the firm bought these counter check books for a purpose, and instructed their employes to use them for that purpose. Some of these same clerks who allowed them to fall on the floor—in other words disregarded the value of the check—surely insulted the intelligence of the firm they worked for. This firm had to pay for these books—not the clerks.

I believe it is the duty of every clerk to see that whatever method is installed in the store by its employer, it is carried out to the best of his ability so that every ounce of utility will be derived.

Remember that you clerks are the business men of the future, and your future depends on your present training. You can allow yourselves to get in a groove that you will find it mighty hard to get out of. You can take on a careless, slip-shod, don't-care manner, and it will hang to you like barnacles all your life.

The One Who Knows All.

And on this question of Protection let me say that every man's money in the world must be protected. Yours must be protected. If your employer installs a system, no matter what it is, that system was not installed to protect his money against you, if—you are honest! Because when a man is honest there is



He returns to find less money in the cash drawer than he had anticipated.

no protection needed. But let me impress something on you, and never forget it: There is only one person in the world that knows whether you are honest or not. That is not your employer; that is not your friend; that is not any acquaintance; that is YOU. You are the only individual that actually knows whether you are honest or not. And that is the reason why all merchants—and you, when you become a merchant—should adopt the best methods of protection.

FAR-REACHING CREDIT BUREAU.

The Michigan Retail Grocers and General Merchants' Association have appointed representatives in most of the cities of that state, who will answer inquiries regarding the credit of any residents. For example, if a customer moved from Cement City to Detroit, a merchant in the latter city could write to the representative in Cement City, and get information regarding the customer's credit.

A sugar school will be established in connection with the Glasgow and West of Scotland Technical College. A course of instruction in sugar manufacture will be given by a specialist with experience in manufacture of cane sugar.

At a recent meeting of the delegates of all the retail merchants' associations of San Francisco, steps were taken for the organization of all the retailers of the city into one body, with the object of better protection of the retail trade.

There is an increase in the prune canning industry in California. The largest demand for canned prunes comes from the cafes, clubs and dining car service. The prunes are much more expensive canned than dried, but they are superior in flavor.

Standing Around With Nothing To Do

This was a Grocer's Remark to a Traveler — Yet His Window Demonstrated That There Was Work to be Done—Some Window Display Ideas—What are the Essential Features?

By Frank G. Wallace.

In talking to a grocer not long ago, he complained very much about the dull times and the small amount of business being done. He finished his remarks with the words, "Why we are standing around here half the day without anything to do."

As I passed out of his store, I took particular notice of his windows. There was a jumbled up lot of goods thrown together in a confused manner while the glass itself looked as if it were a total stranger to the window cleaner.

As I took in the view of his windows, I repeated his words, "Why, we are standing around here half the day without anything to do." He solved the mystery of his inactivity in business in his last sentence for if he had occupied his spare moments in working at his windows, he would undoubtedly have been a busier man.

Few merchants realize the full importance of the show window as a medium for selling goods or if they do know its great value, there are a great many who have not ambition enough to use it, as is shown by the many poorly dressed windows in most towns.

The Window Wrongly Used.

To look at some windows, would lead a person to believe that merchants regard them as merely a place to be filled up, like the space under the counter or in the store house. But those merchants who have put forth the necessary efforts in this direction, have found that the show window sells more goods in ratio to the amount expended than any other medium. They have found that time and money expended on window dressing is a good investment for them.

Merchants in the large cities employ high salaried men who devote their whole time to the windows in order that they will present an attractive appearance and increase the sale of goods. These merchants find that paying big salaries to competent men and expending money in fixing up a good window is a profitable expenditure.

Now the ordinary merchant cannot afford to pay large salaries to an exclusive window dresser, but he can himself by a little study and patience improve on the appearance of his window displays. If he finds that he is not adapted to this work himself, perhaps he has a clerk who would make a success of it. The merchant who finds that any of his clerks has a natural aptitude for this line of work should give him every encouragement to develop his latent abilities.

Advises Careful Study.

Those who have charge of the window dressing in a store should be constantly on the look-out for new ideas that will help them in their work. They should study carefully all other window displays and any ideas offered in trade papers. When a dealer finds a window that appeals to him, he should stop and study the features that make it attractive. Even a poor window may be of assistance, for, from it, a grocer may pick out the inferior qualities and avoid them in his own display. He should study the trade paper and thereby secure from time to time ideas that other merchants have used to good advantage and which he also may use or which will help him in carrying out his own ideas.

Study their own window displays and try to ascertain in what points they fail and strive to overcome these poor features. How does your display appear in your own eyes? Would it have the power to attract you to buy? These are some questions which the window dressers should ask himself. Stand across the street and note how many passing people are attracted by the window. The amount of goods sold is in proportion to the number of people who stop to look at the display.

Architectural Ability Needed.

The main feature necessary in a grocery window is to have it symmetrical. How many window displays have had their attractiveness spoiled by having been top heavy or one-sided and out of proportion. A window artist should not start to prepare a window without any idea of how he is going to proceed. He should have some definite plan formed before he begins work.

It is a wise plan to figure out on paper the main idea as a rough drawing will show up any bad flaws in the plan. Stand outside the window and study out in your imagination just how you wish your window to appear when you have finished. If your window does not look when finished the same as you expected, take careful note of the platform to see if it is high or low enough, or if the slant in it is such as will show the window to the best advantage to the passing public.

Must Increase Sales.

The window dresser should keep in view the essential requirement of the window—that is its ability for increasing of sales in the line displayed. A window may be attractive but still sell little goods. This is observed in windows in which many articles of different kinds are shown, a variety of goods that make it appear flashy but it will be found that the window in which a little bit of everything is displayed does not have a powerful selling power. While attractiveness and originality should be aimed at, the main purpose should not be sacrificed.

A judicious use of price cards will increase the selling power of the window, as timid buyers pass many a store rather than step in to ask the price, simple as it seems. The use of too many tickets should also be avoided as it gives the appearance of a cheap bazaar style.

Make Frequent Changes.

The window exhibit should be changed often as people like to see something different on each visit. The same goods should not be shown constantly and judgment should be used to exhibit articles in season. Ideas that attract attention should be brought into use, but nothing that does not pertain to the goods shown. A dealer might place a raccoon or owl in a grocery window and while it might attract attention, it would sell no goods because it was not in keeping with the stock; but if a fur bearing animal were placed in a window where furs were displayed, it would be quite appropriate because it relates to the goods shown and is not a mere novelty.

The window dresser should not be discouraged if his first efforts do not turn out as well as expected but should rememeber that practice and careful study of methods will in time make a clerk or merchant competent in this work.

As a commercial man and an ex-grocery dealer I submit these points hoping that some good will be derived from them by someone.

GETTING GOODS PROMPTLY.

Retailer Tells of His Method to Keep Assortment Up-to-Date.

Editor Canadian Grocer,—In your issue of Dec. 30, 1910, there appeared an article from a Sarnia grocer on the express rate problem. He stated in his letter that the present high, and in some cases, excessive postal and express rates do not allow grocers the opportunity of getting in special orders for their customers. I have found a plan by which I overcome this.

Every grocer, if he is doing the business that he should, will be getting goods from the wholesale houses at least twice weekly. He may have all special orders delivered to this wholesale house and forwarded with his other goods. Most firms are willing to forward goods in this way. By this method the merchant may have his goods delivered cheaply and promptly. The merchants must have a plan of this kind or a better one in order to combat the mail order houses. They are continuing to advertise extensively and to give special inducements to customers.

The retail merchant must overcome these things and give the best possible service to his customers and by so doing he surrounds himself with customers who are his friends and who have perfect faith in everything he may do for them.

Therefore, it is necessary for the retail dealer to be up and doing. The trade in your immediate section belongs to you by right. Get after it and it will come your way.

YOUNG GROCER.

Carnarvon, Ont., Feb. 2, 1911.

The Markets — Sugar Declines Again

Has Reached Lowest Point in Five Years—Corn Starch Has Also Dropped in Price—Wholesalers Report That Trade is Good—Staples with Exception of Sugar are Gradually Rising in Price—Sale of Syrups Continues Good.

See also Provisions, Cereals and Fruit, Pages Following.

ONTARIO MARKETS

POINTERS—
Sugar—Declined 10c.
Corn Starch—Decline.
Evaps.—Firm.
Coffee—Strong.

Toronto, Feb. 2.—Sugar declined another 10 cents on Wednesday, bringing the price of granulated down to $4.30 per cwt. the lowest point it has reached in more than five years. This is 40 cents lower than a month ago and 65 cents lower than at this time last year. Some dealers are looking for a still further decline, although it is conceded that the bottom cannot be far off, if it has not already been reached. The visible supply of raws is now 3,814,575 tons, against 3,259,488 tons last year or an increase of 555,087 tons.

Corn starch has also declined slightly during the past week and prices are as low as have existed in the past six years. Trade in syrups still keeps good and wholesalers report that business on the whole is good, and compared with other years, no complaints could be made on the January trade.

In dried fruits, currants and prunes are strong and some dealers are looking for higher prices, prunes especially being scarce. It is said that wholesalers are selling some lines of dried fruits at as low prices as they could purchase them for at the present time. Demand remains normal although none of the retailers are buying in large quantities.

Canned goods continue strong and show a big advance on the prices existing at this time last year. Tomatoes a year ago quoted at 80 to 85, are now $1.35; peas were then $1.10 to $1.60 and are now $1.35 to 1.87; Corn a year ago was 80 to 85 and is now quoted at 95-97½, while pumpkin which was 80-85 a year ago is now 97½-$1. Canned salmon and fruit have shown equally large advances in price.

With the exception of sugar, the staples such as dried fruits, canned goods, coffee, tea, etc., are gradually crawling up to a higher level.

Sugar.—Following the decline in raws in New York last week, the price of sugar here dropped another 10 cents, as forecasted last week. A significant fact is that the decline came in the face of a firmer market in raws. There are some dealers who are looking for a further slight decline but it is generally agreed that sugar prices must be working close to the bottom now.

Reports indicate a firmer raw sugar market with sales reported at fractional higher prices for prompt shipments from Cuba. Refiners' necessities taken in conjunction with limited offerings tend to strengthen the raw market. London cables indicate a slightly higher market with 88 per cent. but quoted at 9s. 1½d. f.o.b. Hamburg which is equal to 3.91 duty paid New York, as against the duty paid value of 3.45 for 96 degree test Cuba centrifugals, or difference of nearly ½ cent per lb. in favor of the latter. Up to the present, the movement of Cuba raws has been much slower than last year and receipts have been less. With increased production, however, lower raws may be expected, but there are those who feel that sugar is now scraping on bottom. In refined sugar, New York has also shown a further decline of 10 points, making list price $4.60 less 1 per cent. A wire from New York following the decline says: "All our information leads us to expect a steady market for some time to come." Local demand is moderate as all dealers have been working on a hand-to-mouth basis.

Extra granulated, bags	4 30
" " 20 lb. bags	4 40
Imperial granulated	4 10
Beaver granulated	4 15
Yellow, bags	3 90
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	4 70
" " 50-lb. boxes	4 90
" " 25-lb. boxes	5 00
Powdered, brls	4 50
" 50-lb. boxes	4 70
" 25-lb. boxes	4 90
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 20
" in 50-lb. "	5 30
" in 25-lb. "	5 50

Syrups and Molasses.—Syrups continue to go out freely under the scarcity and high price of dried fruits, while molasses have the usual amount of trade.

There has been a drop in the price of corn starch during the past week, amounting to ¼ cent on the best grade and ½ cent on the lower. This brings culinary starch down to the lowest it has been in nearly six years.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 50
Muscovado	0 30

Dried Fruits.—Raisins, the trade in which kept up unusually well after the holiday, are at present moving slowly, retailers having evidently secured supplies enough for immediate use. Prices remain the same and on the Pacific coast look a little stronger and some dealers believe that higher prices will be seen on account of both the limited supply of raisins and also of other dried fruits. The Greek stocks of currants are running low and there is a decided firmness in price. Apricots show no decline from their former strong position especially in the fancy lines. Prunes also continue scarce and high in price.

Prunes—					
30 to 40, in 25-lb. boxes				0 13½	0 13¾
40 to 50 " "				0 12¼	0 13
50 to 60 " "					0 12
60 to 70 " "					0 11½
70 to 80 " "					0 11
80 to 90 " "				0 09½	0 10
90 to 100 " "				0 09	0 09½
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Standard				0 16	0 16½
Choice, 25 lb boxes				0 16	0 17
Fancy, " "				0 19	0 25
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06
Dried peaches				0 10	0 10½
Dried apples				0 09	0 09½
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
" extra fancy				0 14	0 16
Valencias selected				0 08	0 08½
Seeded, 1 lb packets, fancy				0 08½	0 09
" 16 oz. packets, choice				0 07½	0 08
" 12 oz. " "				0 07	0 07½
			Sairs		0 04½
Dates—			Package dates,		
Hallowees—			per 1 lb	0 06½	0 06¾
Full boxes	0 05	0 05½	Fards choicest	0 10	0 10½

Nuts.—While trade in nuts in no way compares with that of December, still there is a fair amount of business being done in the several lines. Filberts are higher in the primary market and a little firmer here. Stocks on hand here are not overly large.

Almonds, Formigetta	0 15	0 15½
" Tarragona		0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux		0 14
" Marbots		0 13
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15	0 15½
Peanuts, roasted	0 09½	0 12½

Spices.—For the time of the year, there is a fair trade in spices. There is an upward tendency to pepper in the primary market as supplies are small. Futures are quoted at a higher price than present quotations. Indications point to a higher market in nutmegs but under the small amount of these used and the low price that has existed, buying has not increased even if prices do look as if they might go higher.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 85
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Tea.—Under the increasing prices of tea, there has been a rush for common teas throughout the world in order to maintain the regular retail quotations, and as a result in some cases the lower qualities of tea are being brought into use. In speaking of the situation a broker said: "If these facts were brought prominently before the public, a distinct demand for the finer teas would be created. The present rage for common teas is not due to them, but to the dealers. If retailers would explain the present situation to customers, that the low-priced teas are inferior in quality, it would change the demand to finer teas which besides relieving the present tense situation in the tea market, would also lead to a higher grade of tea being used, which would be beneficial to all concerned."

Coffee.—Coffee still maintains its strong position and it is now generally agreed that it has advanced on purely sound reasons and until these are reversed, coffee cannot be successfully depressed. The world's visible supply during January shows a shrinkage of about 750,000 bags, leaving consuming markets in poor supply. The total stocks of Brazils in New York are to-day 1,350,000 bags less than a year ago, and in fact, the available working stocks in New York are at the present only 750,000 bags. Although it would be expected that there would be a decrease in the consumption of coffee under the high price, still the local demand has kept up well. One firm states that trade in coffee is excellent and ahead of other years and this was shown by the shipments of goods which contained a large percentage of coffee. Prices, however, show no change.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 18	Java, roasted	0 27	0 33
Santos, roasted	....	0 22	Mexican	....	0 25
Maricaibo, "	....	0 20	Gautemole	....	0 18
Bogotas	0 22	0 25	Jamaica	....	0 20

Rice and Tapioca.—There are no features to this line. Trade continues as usual for this time of the year with prices in all lines unchanged.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Evaporated Apples.—Prices are firm at 12 to 12½ cents due to the fact that "evaps" are going out very well and also to the reports of shortness in supplies.

Evaporated apples	0 12 0 12½

Beans.—Although other markets report a firmness in beans, locally supplies seem to be fairly plentiful and dealers do not predict higher prices just now. One wholesaler thought that the scarcity in other markets was due to the fact that last year, prices advanced during the winter and that this year farmers are holding on to their stocks, in hope of higher prices.

Prime beans, per bushel	1 85 1 90
Hand picked beans, per bushel	2 00 2 10

CANNED GOODS

MONTREAL.—The demand for canned goods is good in fruits, fish and vegetables. Canned meats are also in reasonable demand.

Corn and tomatoes are scarce. Some inquiries have been received by local dealers from New York firms for these goods. Prices are unchanged from last week.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 67½
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats, per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 90	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 00
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 25	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Some wholesalers are evidently selling their canned tomatoes without profit to themselves, as a local dealer states that he is selling tomatoes to a wholesale house at the same price as to his retail customers. The chief aim now seems to be to get stocks to supply the trade and not to make a profit. Where stocks are coming from to supply the demand until the new crop comes in, is a question. Tomatoes are considerably cheaper in the United States but a local dealer states that they could not be laid down hrer, duty and freight, less than $1.55 and at that price there would be few sold. There is a noted scarcity in gallon canned goods, such as tomatoes, pumpkin and rhubarb.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	....	1 35
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 1 5

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	..	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			
Chicken		4 00	
Turkey		4 00	
Ducks		4 00	
Cohoes, per doz.			1 77½
Red Spring, doz			1 87½
Lobsters, halves, per dozen			2 65 2 75
Lobsters, quarters, per dozen			1 60
Soup, 2's			1 90
Soup, 1's			1 40

QUEBEC MARKETS

POINTERS—

Beans—Firm.

Raisins—Firm.

Canned Tomatoes—Scarce.

Tea—Strong.

Sugar—Decline of 10c.

Montreal, Feb. 2.—Trade during the past week has been satisfactory. The movement of groceries is normal for this time of the year and the markets are steady. There are but one or two grocery changes to note in the list of "advances" and "declines."

There continues to be a good demand for all lines of canned goods. New York dealers are buying canned tomatoes from local firms at high prices and this it is expected will keep the prices at least firm.

There is a scarcity in walnuts and it is reported that the crop in France is entirely exhausted, peanuts also show a slight advance in the primary markets.

The price of tea is still as strong as ever, there being a shortage of some lines.

Hand-to-mouth basis continues to be the condition of the sugar market, but however, this is sufficient to keep the market fairly active.

Sugar declined again on Wednesday 10 cents per cwt.

Sugar.—There is a fair amount of sugar moving on the hand-to-mouth basis. A further decline of 10 cents took place in sugar on Wednesday, bringing granulated in bags down to $4.20 per cwt.

Granulated, bags	4 20
" 20-lb. bags	4 30
" Imperial	4 05
" Beaver	4 05
Paris lump, boxes, 100 lbs	5 10
" " " 50 lbs	5 10
" " " 25 lbs	5 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	4 90
" 100 lb. boxes	5 00
" 50 lb. "	5 10
" " 25 lb. "	5 30
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls	4 65
" 50-lb. boxes	4 80
" 25-lb. boxes	5 05
Powdered, bbls	4 45
" 50-lb. boxes	4 65
Phoenix	4 20
Bright coffee	4 15

No. 3 yellow	4 05
No. 2 "	3 95
No. 1 " bags	3 80

Bbls. granulated and yellow may be had at 5c. above bag prices.

Tea.—There is a shortage in Ceylon greens, consequently there is a heavy demand for Japans. The demand for all grades is much better, and high prices do not seem to lessen the demand. High grades are in a better demand than for some time past, this is attributed to the present high prices of the lower grades.

Choicest	0 40	0 [illegible]
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 [illegible]
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 [illegible]
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The coffee market continues to hold the firm tone, and demand is fairly good, specially in the lower grade. This is accounted for by the present high prices of coffee.

One of the local coffee dealers states that the high prices are not decreasing the amount of coffee used in Canada.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 29	0 25
Mexican	0 22	0 30			

Nuts.—There is a shortage of walnuts in the local market; it is reported that the crop is entirely exhausted in France.

A fair amount of business is passing, while prices remain firm and unchanged.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb	0 11 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 16
Walnuts, Grenobles, per lb	0 16½ 0 17
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 13
Virginia, No. 1	0 13 0 15
Pecans, per lb	0 65
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 [illegible]

Peas and Beans.—The bean market has a very firm tone. The firmness is attributed to the shortage of beans on the U. S. market. There is a fair amount of business being done in peas at unchanged prices.

Ontario prime pea beans, bushel	1 [illegible]
Peas, boiling, bag	2 80

Spices.—No change has taken place in the price of spices, and the market is following its usual course for this time of the year. The demand corresponds favorably with the corresponding period last year.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60
" ground	0 25	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Syrup and Molasses.—The demand for molassess is quiet. There is a decline in the price of fancy Barbadoes, while choice Barbadoes is higher and both are now on the same footing. It is expected that the demand will be much better with the turn of the next month. The demand for syrups is fair, with prices unchanged.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls		0 03½
" ¼-bbls		0 03½
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—The demand for dried fruits has not been brisk during the past week except for Valencia raisins, for which it is good. Dates are scarce and prices are firm. Prunes retain their firm tone, the demand being quiet.

Currants, fine filiatras, per lb., not cleaned		0 06½			
" " " " cleaned		0 07½			
" Patras, per lb		0 08			0 08½
" Vostizzas, per lb		0 09			0 09½
Dates		0 06			
Figs, 4 crown	0 09		Figs, 6 crown	0 11	0 12
" 5 crown	0 10	0 11	" 9 crown	0 13	0 14
Prunes—					
30-40		0 12			
40-50		0 11			
50-60		0 10½			
60-70		0 09½			
70-80		0 09			
80-90		0 08½			
90-100		0 08½			
Raisins—					
Choice seeded raisins		0 07½			
" fancy seeded, 1-lb. pkgs		0 08½			
" loose muscatels, 3-crown, per lb		0 07½			0 08
" " 4-crown, per lb		0 09½			
Malaga table raisins, clusters, per box		2 40			5 50
Valencia, fine off stalk, per lb		0 07½			
" select, per lb		0 07½			
" 4-crown layers, per lb		0 08½			

Rice and Tapioca.—The demand for rice is good, especially in the high grades, while tapioca has only a fair demand. One dealer states the demand for tapioca is falling off from year to year. During the past year it was about one-half what it was a few years ago.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

MANITOBA MARKETS

POINTERS—
Prunes—Impossible to procure.
Filiatras Currants—Advanced.
Beans—Strong.
Coffee—Soaring.
Evaporated Apples.—High and scarce.
Evaporated Peaches—Advancing.
Sugar.—Decline of 10c.

Winnipeg, Feb. 2.—A decided healthier tone has been prevailing during the last week, and the general tendency is for higher prices throughout. The advances of last week have been maintained and in a few instances further ones have taken place this week. The milder weather which has been prevailing has enabled the wholesalers to rush out orders which were delayed on account of the storms, and freight deliveries have been a great deal more prompt. Travelers have again taken up their routes and orders of substantial sizes are arriving from all corners of the west. An optimistic view of the prospects for spring operations is taken by wholesalers and retailers, and the increase in business during the last week has aided this materially.

The strength of the entire grocery trade can be seen by the fact that sugar is the only commodity that shows any reduction, while in dried fruits, prunes are almost prohibitive, and stocks of evaporated apples are almost exhausted and cannot be replenished. Evaporated peaches is practically the only fruit that is being offered by wholesalers, and stocks of these are by no means heavy.

Sugar.—An active market was in existence last week on account of the decline of 10c per barrel, which took place recently. Stocks of raw material continue to increase, but the future is difficult to predict at this distance from the refineries. Another decline of 10c was registered here on Wednesday of this week.

Montreal and B.C. granulated, in bbls	4 85
" " in sacks	4 70
" yellow, in bbls	4 45
" " in sacks	4 40
Icing sugar, in bbls	5 45
" " in boxes	5 65
" " in small quantities	6 10
Powdered sugar, in bbls	5 25
" " in boxes	5 45
" " in small quantities	5 60
Lump, hard, in bbls	5 75
" " in ½-bbls	5 85
" " in 100-lb. cases	5 75

Foreign Fried Fruits.—A further advance of ¾c has taken place in prunes due to advance in coast prices. The present supply is totally inadequate to the demand, and higher prices may yet occur. Currants remain firm, Filiatras taking a slight advance.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 07½
" ¼ " " "	0 07½

Prunes—

25 lb. box, 90-100, lb	0 09	Prunes, 50-60 "	0 13
" 80-90 "	0 11½	Prunes, 40-50, lb	0 13½
" 70-80 "	0 12	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 12½		

Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 09½
Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 07
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—A steady trade continues in syrup and molasses, and prices remain firm at last week's quotation. Wholesalers report a decided improvement in the buying orders in syrups and no further decline is looked for at present.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Orders continue to arrive in large quantities and the trade has a pleasing aspect. The demand for shelled and unshelled walnuts remains firm, while a decided improvement has taken place in Filberts and Pecans, so much so that there is a possibility of an advance in these two lines.

Almonds, shelled	0 33	0 34	Walnuts, shelled 0 38 0 40
Filberts	0 11	0 12	Walnuts, Manchuria, per lb 0 16
Grenobles		0 15½	

Evaporated Apples.—Owing to the fact that stocks have been almost entirely diminished, there is practically none be-

ing offered. The few who have some for sale, however, have not advanced prices.

25-lb box, per lb	0 12
50-lb box, per lb	0 11½

Beans.—Orders continue to come in large quantities for beans, which remain firm, at last week's advance. Stocks on hand are by no means small and goods are going out freely.

3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20

Coffee.—There appears to be no limit to the advances that this market is making. The recent advance of ½c per lb. has established a record price in this city. Manipulators in Brazil are blamed for this advance, and so strong is the market at present that the big coffee houses are holding on to all the stocks they have and not letting out any, on the prospects of a further advance in a few weeks.

Coffee, standard Rio	0 14½	Coffee, choice	0 15
		Coffee, extra choice	0 16

Tapioca and Sago.—There has been no improvement in the tapioca and sago markets. Trade still continues light, and while travelers are endeavoring to push these products, no change has taken place yet.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 04½ 0 04½

Spices.—No change has taken place in the spice market during the last week. A good demand still continues and prices remain firm.

	Per lb.		Per lb
Allspice	0 15 0 18	Ginger, whole	0 20 0 00
Cinnamon, whole	0 20 0 25	" Cochin	0 17 0 20
" ground	0 25 0 35	Mace	0 75
Cloves, whole	0 20 0 35	Nutmegs	0 50 0 60
Cloves, ground	0 25 0 35	Pepper, black	0 15 0 18
Cream of tartar	0 25 0 35	" white	0 25 0 30

NEW BRUNSWICK MARKETS.

St. John, Feb. 2.—Pork declined last week and present quotations are now as follows: domestic mess, $23.50 and $24.50; American clear, $24 and $26.25. Pure lard is now quoted at 14½ to 14¾ and compound at 12¼ to 12½. Hand-picked beans have advanced five cents and are now selling at 2.15 to 2.20 per bushel.

NEW BRUNSWICK MARKETS.

Beans, hand picked, bus	2 15	2 10	Cal. raisins, seeded	0 08½	0 09
Beans, yellow eye, bus	2 65	2 75	Prunes, lb	0 09	0 09
Cheese, new, lb	0 13	0 13½	Molasses, Icy. Barbados, gl	0 30	0 31
Currants, lb	0 0c½	0 08½	Butter, dairy, lb	0 22	0 24
Canned goods—			Butter, creamery, lb	0 24	0 26
Peas, No. 1		1 20	Eggs, new laid		0 30
" No. 2		1 47½	Eggs, case		0 28
" No 2		1 32½	Ham	0 16	0 18
" No. 1		1 80	Potatoes, new, bbl	1 90	2 00
Peaches, 2s, dozen	1 95	2 00	Rice, lb	0 03½	0 03½
Peaches, 3s, dozen	3 00	3 05	Lard, compound lb	0 12½	0 12½
Raspberries, dozen	1 85	1 90	Lard, pure, lb	0 14½	0 14½
Tomatoes	1 35	1 40	Bacon	0 19	0 20
Strawberries	1 85	1 90	Pork, domestic mess	23 50	24 50
Flour, Manitoba	6 35	6 45	Pork, American clear	24 00	26 25
" Ontario	5 20	5 65	Salmon, case—		
Fish—			Red spring	7 00	7 50
Cod, dry	4 00	5 50	Cohoes	6 50	6 75
Herring, salt, bbls		5 25	Baked beans, dozen	1 20	1 30
Bloaters, box	0 85	0 90	Lemons, Messina, per box	3 00	3 25
Cornmeal, gran	4 65	4 75	Sugar—		
Cornmeal, bags	1 40	1 45	standard gran	4 45	4 55
" bbls	2 85	2 90	Austrian "	4 35	4 45
Oatmeal, bbls	5 15	5 25	Bright yellow	4 25	4 35
Std. oatmeal	5 60	5 70	No. 1 yellow	3 95	4 05
Rolled oatmeal	5 10	5 20			
Buckwheat, west. grey, bag	2 90	3 00			

Crowe & Burgess, general merchants of Rivers, Man., have dissolved partnership. Mr. Crowe will continue.

Many Declines In the Export of Our Products

Montreal, Feb. 2.—The export of dairy products during recent seasons has not been as large as was anticipated, due no doubt to the large increase in home consumption. The aggregate value of dairy exports from Montreal for the past season has been $17,018,421 as compared with $17,861,755 last season and $25,721,157 during the banner year of 1906.

The export of cheese from Montreal for the past season amounted to 1,892,235 boxes, as compared with 1,872,315 boxes for the previous season. Placing the average price at 11c lb. the season's export would be worth about $10,651,668 as compared with $17,225,298 for previous season.

The shipments of butter amounted to 27,884 packages as against 39,253 packages in 1909, and 573,449 packages in 1905. This marked shrinkage is due to increased home consumption and also to the large amount of cream shipped to the United States during the past two years.

Flour Exports Declining.

Flour export has been reduced also, the season's shipments being 1,591,746 sacks and 140,107 barrels showing a decrease of 121,579 sacks and 70,471 barrels as compared with a year ago. Exports of oatmeal show a reduction of over 58,000 sacks, compared with 1909, and the quantity of rolled oats shipped in cases is about 16,000 cases less, but the quantity in sacks has increased 43,000 over 1909.

Less Meat Moving Out.

The exports of cured meats for 1910 only amounted to 96,785 cases, as compared with 142,852 for 1909, while the export of tinned meats showed a decrease of 500 cases. Lard exports for the season were 422,000 packages, against 409,000 for 1909, an increase of 13,000 packages.

Owing to the shortage in Canada's apple crop, the exports from the port of Montreal were only 159,043 barrels, as compared with 543,847 in 1909, and the number of cases shipped were 36,608, as against 32,912 for the previous year. Compared with 1908, the decrease is over 166,000 barrels and an increase of over 4,000 cases.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

"Genuine maple syrup seems to be a thing of the past. The fact is that the total amount of maple syrup made from sap would not fill one-tenth the demand," said a gentleman, who used to have one of the finest "sugar bushes" in Ontario. It is therefore, very important that grocers should know about Mapleine—the new flavor, manufactured on scientific principles, and guaranteed under the Pure Food laws. One ounce of Mapleine, with the addition of sugar and water, makes a gallon of delicious syrup. The agents are F. E. Robson & Co., 26 Front East, Toronto. "Mapleine Dainties" sent free on request.

McWilliam & Everist, wholesale fruit dealers, Toronto, received a quantity of choice strawberries from Florida at the beginning of the week. They claim this shipment to have been the first received by any wholesale house this year. The wholesale price was 65 to 70 cents per box.

The IXL Spice & Coffee Co., London, Ont., which started in business about one year ago, have been most successful in placing their lines of spices, coffees, extracts, mustards, etc., under Sweetheart brand, on the market. Their success, is due to the fact that their manager has had long practical experience in grinding spices, roasting and blending coffees, making extracts, jelly powder, etc., etc. Also that they installed the most up-to-date machinery, that could be purchased in the United Kingdom, which enables them to turn out most satisfactory goods to their customers. Their main object is to satisfy the people of Canada, with high-grade goods, pure, and wholesome. Everything under the Sweetheart Brand label, is guaranteed pure and wholesome, or money refunded. Their coffee machinery has just recently been patented, the last patent that was granted for this kind of machinery in the United States. This machinery enables them to turn out the most delicious appetizing and refreshing coffee, known as the Sweetheart Coffee. The coffee bean is thoroughly separated, cleaned and sized. Also their coffee grinders are of the latest type, so as to give the finest results in ground coffee.

ST. JOHN EXPORT TRADE.

St. John, N.B., Feb. 2.—The steamer Grampian, which sailed from St. John last week took away the largest cargo that ever left the port. It was valued at $741,839, and included in the cargo of Canadian goods was 2,350 sacks of flour, 5,250 bags of meal, 307 boxes of bacon, and 2,866 boxes of cheese. The total exports up to last week exceeded the same period in 1909-10 by $228,044.

ANOTHER EARLY CLOSING TOWN.

Castor, Alberta, has recently joined the ranks of the early closing towns in the west. The merchants of the town referred to have signed the "Honor Roll" and in future all stores will close at six o'clock every evening except Saturday. The early closing commenced with the New Year and will continue until the spring at least.

TRADE NOTES.

W. T. Howard, grocer, of Winnipeg, has sold to D. M. Braden.

F. W. Seaton, general merchant of Macoun, Sask., has sold his business.

The Speer Gregg Company are opening a general store at Solsgirth, Man.

G. M. Huntley has purchased the general store of Hobson & Meatly at Beausejour, Man.

Hector & Hector have purchased the general store of Pellet & Baratz at Lipton, Sask.

A Quebec Grocer's Methods of Trading

Customers are Privileged to Move About the Store and Examine Goods on Demonstration Tables—Has Only One Counter—Goods All Packed in the Rear—Some Unique Advertising Devices—Caters Carefully to Picnickers in Summer and Treats a Child Like a Grown-Up—Gets Extra Business by Carrying Goods, Such as Tomatoes, Out of Season.

Quebec, Feb. 2.—Perhaps the most striking feature of the store of A. Grenier, 94 St. John St., Quebec, to the incoming customer, is the atmosphere of perfect cleanliness and sanitation pervading the whole place, and the careful manner in which goods are arranged in the open space before the counter, which is situated in the rear, and the only one in use.

Mr. Grenier says he always pays the utmost attention to detail; he tries to give his customers no cause for complaint, and to stock only goods which in all sincerity can be labelled "quality," thereby securing the best class of customer.

Taking over the business from J. Toussaint, in 1882, with whom he was employed during the eight years previous, A. Grenier began to study more closely grocery conditions. He had shown himself adapted to the grocery business during his apprenticeship, and it is with a feeling of pride that he refers to the fact that his master had sufficient confidence in him to hand him over the business, although there was no capital immediately forthcoming.

Customers Buy Quality Goods.

"Take a seat, madam," is not a statement heard very often in his store, for although polite, and all anxious to cater to the comfort of his patrons, he has various ideas as to how the public should be looked after once they are inside the store.

"My goods, especially canned delicacies, are of such a high quality that I deem it advisable and profitable to let every one have an opportunity of judging for themselves which is the store carrying the best line of goods. They cannot examine them if they are encouraged to remain entirely at the counter.

"Consequently the arrangement of my store which is the outcome of careful study, has been the means of educating many of my patrons to indulge in the highest class of foodstuffs instead of a cheaper and inferior class."

Interior Display a Novelty.

In order to carry out the ideas just mentioned, one counter only is utilized, and a number of small oaken tables arranged artistically in the body of the store are substituted for display cases, which in the proprietor's opinion, do not offer any encouragement to the customer to examine the goods enclosed.

These tables, which are attractive and novel in their arrangement, carry mostly imported goods. Every grocer has some customers who invariably show signs of restlessness in the store, and seem to be constantly saying to themselves "Will he never come?" Here this class and others can walk around between the tables, spend a few minutes examining the goods, and usually their interest is aroused by the labels which bear the statement, "Imported by A. Grenier."

"All who see them," says Mr. Grenier, "become aware that the best European delicacies can be had at 94 St. John Street, and moreover women's criticisms are often a better medium of advertising than circulars. Get them talking about you and you will find your goods once appreciated, are as much talked of as any of the prominent figures either in the social or political world."

Does Not Like Sawdust.

Quite a number of people though realizing the cleansing effect of sawdust when sprinkled on the floor, are not altogether in sympathy with the idea, and the grocer whose feminine patrons are in any sense fastidious are often seen holding up their skirts when entering and going out, endeavoring to remove the dust from their feet. Observation led Mr. Grenier to cover the front floor with a handsome oilcloth pattern, which never shows signs of dust, but rather has a most sanitary apearance, and on wet days is covered with strips of cocoanut matting in order to prevent any traces of muddy feet being left behind.

Where are the rest of the goods placed, you many ask, if there is only one counter in the store? The lines generally carried on the shelves are in that position, but others, such as wines, biscuits and confectionery, are arranged on a frame of staircase nature, and are in prominent positions. Cleanly, and frequently overhauled, lest traces of dust be noticeable, they catch the eye right away, and often effect sales themselves.

Using Window Space.

Mr. Grenier is rather unfortunately handicapped for window space, and has had quite a lot of trouble in discovering the best methods of utilizing the small space available. Ingenuity, however, helped him out, as by careful study he has discovered what appeals to his customers. During the winter months when other more extensive windows are covered with frost, or so shaded with vapor that the eye cannot pierce his window very clearly, he shows baskets of rosy tomatoes and other unseasonable goods, which instead of showing signs of decay, appear as rosy and inviting as if they were just plucked, and enjoying the benefits of the summer sunshine. He has a large double plate glass put in instead of the thin single material, and this idea has been the means of selling many of the goods he displayed.

Novel Advertising Devices.

This is an age of originality, and a merchant must have something new and striking in the advertising line if he wants to draw the passer-by into his store.

Mr. Grenier owns a valuable coffee mill, and as he desired to let the public know that the "Grenier" coffee is first class, he determined to utilize the mill on display. Purchasing in New York at considerable expense, a dummy Chinaman—the pigtail as realastic as one would desire—he managed to fasten friend Chink's hands securely to the wheel. A motor dynamo propelled the machine and Chink's arms as flexible as if real, worked in harmony, and to all intent were the force behind the wheel. It was quite a drawing card, the public being attracted to the window every day.

"Indeed," remarked one of the proprietor's sons, "one man actually asked me how much I paid the Chinaman per day, and on being informed that $2 was the amount, he agreed with me that he did quite enough work for it."

An Inanimate Collie Dog.

Another device which proved quite an attraction was a large collie dog which was placed outside a blind door, in front of the store, with a placard on its neck reading: "Next door, please!" The animal, handsome and so gentle-looking, made many ladies stop to admire it, and no doubt in the evening many wondered at its indifference to the caress of the children and the stick thrusts of the boys. But it was stuffed, yet live enough to suit his master's purpose.

Of course, Mr. Grenier uses the daily papers all year round, and gives a contract for a certain space which he never leaves during that period. He talks to the housewife, and as the telephonic system necessitates his giving prices, yet he never varies the price when orders are sent in. "One price for everybody," is his rule.

Mind the Children.

"We have many customers whom we have never seen in our store, and we are careful never to give them any cause for complaint. Consequently when children come down with orders we see that they are attended to with all haste, and sent right home with the goods. Mothers do not like to have their children delayed, and the more you appeal to the mother, the more she appreciates you," he maintains.

Reputation Means Dollars.

How many grocers on receiving an order for a case of provisions for a picnic or party consider that careful packing and systematic arrangement of the goods ordered will give them a good name, and put them in strong for further orders? Only the most progressive, surely.

Quite a number of people join together regularly during the summer months and camp out on the banks of the rivers in order to take full advantage of the

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers

GROCERIES, PRODUCE, FRUITS, GRAINS

Importers and Exporters

Reference—Bank of Montreal.
W 'us for information about B.C. trade.
ole Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

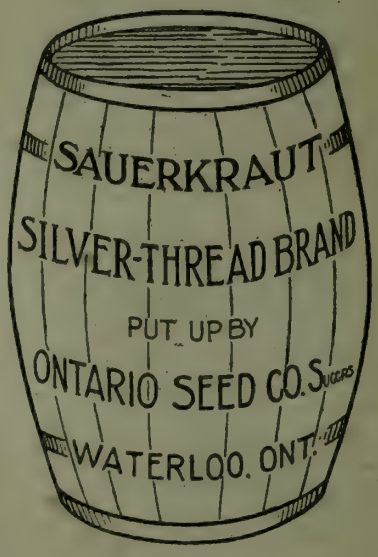
THE YOUNG COMPANY, Limited

NORTH BAY - and - SUDBURY

The Demand for **SAUERKRAUT**

Is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.

After Forty Years

One of the most successful retail grocers in Canada, whose business capacity has enabled him through all the varying conditions of over forty years to keep steadily on the highway of success, building one of the largest retail trades in the Dominion and accumulating a large fortune, said to the writer the other day, "Cheap trade is no good to any man. It doesn't stick. Quality of goods and quality of service are the two things to consider in the grocery business."

Practical advice, this, and it applies especially to tea.

In Red Rose Tea you have quality that has made it a standard among tea experts, and this, combined with such efficient service, has won and holds the confidence and co-operation of the trade.

Your customers cannot buy tea of better quality than Red Rose.

Try recommending it.

Red Rose Tea

"is good tea."

BRANCHES—
7 Front St. East, Toronto
315 William St., Winnipeg

T. H. ESTABROOKS
ST. JOHN, N.B.

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, **anything**, is by the use of

THE McCASKEY GRAVITY ACCOUNT REGISTER SYSTEM
(First and Still the Best)

which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over sixty Thousand in use. Ask any user or write.

Agencies in all Principal Cities.



DOMINION REGISTER COMPANY
New Location,
90-98 Ontario Street, Toronto

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties.

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious
Appetizing
Satisfying

Our beans are all selected hand-picked stock, and carefully prepared fn 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO

opportunities for fishing. Mr. Grenier received an order from one of these parties one time, and immediately realized that he could build up a nice business along these lines. He pleased everybody and now the name "Grenier" is proverbial amongst many local anglers.

Mr. Grenier employs eight clerks, but they seldom appear in front of the store. He keeps them busy checking up orders, doing goods up in neat parcels—in short, attending to the supplies in general. His two sons attend to the customers.

City Retailer Bought From Country Merchant

He Was Offered Strictly Fresh Eggs at Reduced Price and Took Them—Customers Found Stale Eggs and He Lost Money —Why He Purchases From the Wholesaler.

Editor Canadian Grocer,—I notice in recent issues of your paper, discussions on good and bad eggs, and see that some of the country general merchants are losing money in shipping to wholesale men in the large cities.

As a retailer, I have had some experience along this line. Some time ago a country general merchant wrote me to say he could let me have a couple cases of strictly fresh eggs at so much. The price was a good deal below what I could get them for from the wholesaler's, so I bought and the eggs arrived. I have no arrangement whereby I can candle eggs, so took the country merchant's word that they were strictly fresh and sold some as such at a fair profit above cost.

The very next day I had complaints from customers who claimed to have found many stale eggs among those they bought. Of course I pointed out where I had bought them, but had to allow for the bad eggs. Other complaints kept arriving every little while and I had to sell off my "strictly fresh" eggs for cooking purposes, at a reduction and lost on the deal. When, however, we buy from the wholesaler we know what we are getting because the eggs are candled and if we don't get what we pay for we enter a complaint and are credited with our loses.

I do not think for a moment that the general merchant who sold me the eggs knew they were not all fresh. He evidently had taken the word of the farmer for that; but I want to show that in order to get what we pay for we have to deal with men that will be responsible for selling us inferior goods.

YONGE ST. GROCER.

Toronto, Feb. 2, 1911.

CANNED EGGS ULTIMATUM.

Montreal, Feb. 2.—The decision of the civic officials who met to consider the advisability of destroying the canned eggs recently imported was anxiously awaited by those interested. The $100,000 worth had previously been condemned by the Provincial Board of Health and the Civic Health Authorities.

A document was read from the former body stating that the eggs had been brought into the city against Provincial statutes 3875 and 3915, which treated upon the question of pure foods. As a result orders were given to have these eggs taken outside the city limits, or destroyed by the authorities within 36 hours.

Dr. McCarrey, commenting on these instructions said: "These canned eggs are now in a cold storage warehouse. I shall send a communication there today stating that the eggs must be carted away from this city, and outside of the Province at once. I will give them 36 hours to comply with this order. After this, if the eggs are still in storage I will have the whole consignment seized and destroyed."

J. L. Stevens' bakery and grocery on Notre Dame Avenue, Winnipeg, was damaged by fire.



CARTER'S

STANDARD

British Wines

Liqueur Green Ginger and Other Flavors

Big Wheel Custard Powder, Jelly Crystals, Lemonade Powder, etc., etc.

H. W. Carter & Co., LIMITED

THE OLD REFINERY

BRISTOL, : : ENGLAND

The why and the wherefore

of superiority in soap lies in one test—that of PURITY.

ASEPTO

SOAP POWDER

"The enemy of dirt"

qualifies A1 in this respect and is, moreover, a very economical soap. An introduction of ASEPTO into any household means constant repeat orders.

ORDER FROM YOUR JOBBER

ASEPTO MFG.CO.

ST. JOHN, N.B.

Rose & Laflamme, Ltd.—Agents—Montreal

Western Canada is a Great Market for all Grocery Lines.

THE PEOPLE of Western Canada are liberal buyers and prompt in payment. Now is an ideal period for the manufacturers and shippers of Eastern Canada, Europe and the U.S.A. to get into this splendid market. And they can do so in no better way than to take advantage of our extensive connection with Western Canada Trade and our exceptional commercial facilities. We maintain large warehouses in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina.

Write us for detailed information about this market.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

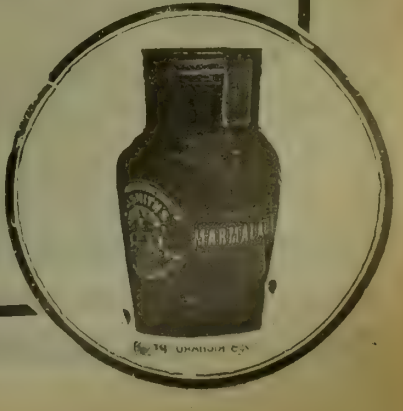
WINNIPEG REGINA SASKATOON EDMONTON CALGARY

The Mark that Stands for Purity!

The Public of to-day is demanding FOOD PURITY with no uncertain voice, and in the range of fruit preserves your interests are fully safeguarded if you are handling

"E.D.S." BRAND
Jams, Jellies and Catsup

This is no empty claim on our part, it is backed by exhaustive tests taken by Government Inspectors in every province in the Dominion (see Bulletin 194). The result is a striking one; "E D.S." Brand alone, of those submitted, was found to be ABSOLUTELY AND UNVARYINGLY PURE —no dyes, no preservatives, no additions of any kind, and no excess of moisture. You can feel perfectly safe in recommending "E.D.S." goods. Their delicious flavour is simply that of choice, ripe fruit.



Made only by **E. D. SMITH** at his own fruit farms WINONA, ONT.

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J GIBBS, Hamilton.

STILL

"EASIFIRST"

GUNNS



easily holds its lead against all competitors.

You cannot afford to buy anything but the best.

ORDER TO-DAY.

GUNNS Limited

Packers :: West Toronto

HAMS

We wish to draw your attention to the low prices at which we are quoting Smoked, Pickled and Cooked Hams.

Prices are most reasonable and much lower than for either Back or Breakfast Bacon.

F. W. Fearman Co. LIMITED

HAMILTON





Talking Points

For Grocers and Clerks!

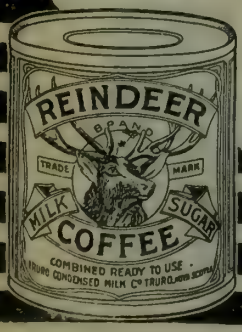
Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK CO. LIMITED
FACTORIES
TRURO, N.S.
HUNTINGDON, P.Q.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Butter and Eggs are Still Plentiful

Egg Prices Continue to Lower, but Butter Keeps Fairly Firm Under the Conditions—Eggs are Cheap in the United States and are Being Shipped to Canadian Markets—Cheese Market is Somewhat Firmer—Easier Feeling in the Hog Market.

The feature of the market this week is the plentiful supply of both butter and eggs throughout the Dominion. Butter prices are ruling fairly firm under the conditions, as it is intimated from some centres that all the present supplies will be needed in the near future to supply the demand, since it is usual during February and March for the supplies of butter, both dairy and creamery, to fall off. Quantities of Ontario butter are being shipped to Nova Scotia, where it is used in preference to the local butter, on account of its quality being more uniform. The Montreal market has been somewhat relieved recently by shipments to the West.

Eggs are plentiful for this time of year, and prices continue on the downward course, the fact of eggs being so low on the other side and the duty only three cents a dozen, has had an effect on causing prices to lower. Quantities have been imported to many Canadian centres, and dealers continue to get offers from United States firms at exceedingly low prices. Under present conditions some dealers are looking for further reductions in this line.

Supplies of hogs are fairly plentiful and a slightly easier feeling is noticed. The English market is weak and Canadian bacon is quoted at 60s to 65s. The movement of hogs in the Western States has enlarged and shows a higher record than for this time last year.

The English market reports cheese strong at an advance of 1s, with stocks of Canadian light. The market in Canada is also firm and higher prices may be seen. A Montreal authority says that the market is strong, few goods being now available for sale, and that the bulk of stocks belong to English houses.

Dealers claim it is hard to tell how the proposed new tariff change would affect them, but most of them think that it might at least improve conditions for the Canadian dealer in some lines and be injurious in others. If there were no duty on butter and eggs at the present time, for instance, some say that prices in Canada would be considerably lower, as they could be brought in from the States at a lower price than exists here.

Agents of United States packing concerns seem to be jubilant over the new proposal, and believe that they will be able to compete more favorably with Canadian packers.

The free entry of cheese will give Canada a larger market, and will no doubt help to raise prices.

In regard to hogs, no higher prices can exist than will allow bacon to be exported at a profit. The reduction in duty on lard and hams might make prices a little lower, as some say the United States product could be laid down in Canada at a lower price.

MONTREAL.

Provisions.—Trade during the past week in the produce line has been a little on the dull side. The dullness is attributed to the cold snap; however, this is expected during January. Prices of both pure and compound lards are lower; the drop is attributed to the large stock held by local dealers.

Dressed Meats remain as quoted last week. It is expected that with the turn of the next month trade will be much brisker, as trade for the new year really does not begin to open up until February.

Pure Lard—	
Boxes, 50 lbs., per lb	0 13½
Cases, tins, each 10 lbs., per lb	0 14
" " " 5 " "	0 14
" " " 3 " "	0 14
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 14
Tierces, 375 lbs., per lb	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 12 0 12½
" 5 " " " "	0 12½
" 3 " " " "	0 12½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 10½ 0 11½
Tubs, 50 lbs. net, per lb	0 11 0 12
Tierces, 375 lbs., per lb	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	26 50
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	7 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14½
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17½
Breakfast bacon, English, boneless, per lb	0 17½
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	8 00 8 50
" dressed, per cwt	11 00 11 50

Butter.—There continues to be an easy feeling in the butter market. There is a large supply of fresh butter on the market, and the demand is not heavy. One of the local dealers thinks that the present prices will maintain for some time to come; others think that the large arivals of fresh butter will weaken the market considerably.

New milk creamery	0 26 0 26½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—Large receipts of fresh eggs were again the result of further sagging of prices; fresh eggs are now selling at 32 cents, with selects and No. 1 selling at 28 and 25 respectively. If the present cold snap lasts until the end of the week, it is expected that higher prices will be the result. Stocks of storage eggs held by local dealers is claimed to be about exhausted.

New laids	0 32
Selects	0 28
No. 1	0 25

Cheese.—The firmness which was noted last week has amounted to a slight rise in prices. Western and Quebec in all sizes are quoted at an advance of ½ cent per pound. The business being done is what might be called fair.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs.	0 14
Old cheese, large	0 16

Poultry.—There is a fair demand for all lines of poultry at unchanged prices. The supply of frozen poultry is much reduced, and prices are quite firm. Fresh killed chickens are in good demand.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Honey.—There is little business being done in honey. It is expected that business will brighten up considerably next month.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

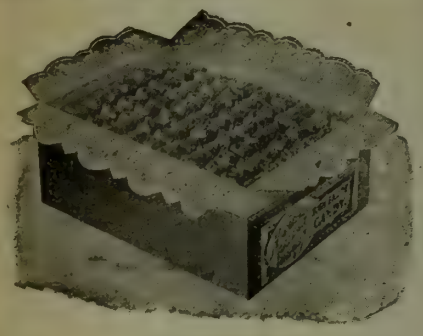
Provisions.—There are no special features to the provision trade this week, business running along evenly with prices much the same as ruled last week. Hogs have taken a slight drop, following the trend of prices in United States and in England. The offering of hogs at country points has been fairly free during the past week, with prices ranging around $7.10, while dressed hogs are quoted at $10 to $10.25. Some houses report an increased sale of long clear bacon at 11½ to 12c per lb.

Long clear bacon, per lb	0 11½ 0 12
Smoked breakfast bacon, per lb	0 17 0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½ 0 13
Light hams, per lb	0 16½
Medium hams, per lb	0 16
Large hams, per lb	0 14
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	21 00 22 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 12½
" tubs "	0 13
" pails "	0 13½
" compounds, per lb	0 11 0 11½
Live hogs, at country points	7 05 7 10
Live hogs, local	7 40 7 45
Dressed hogs	10 00 10 25

Butter—Supplies of butter continue liberal, and some dealers are getting good sized stocks on hand. If they get overloaded, it will mean another reduction in this line. Fresh creamery prints are quoted at 28 to 29 cents, and choice dairy prints at 20 to 21 cents. It is rumored that there is a quantity of butter in storage and if supplies of the fresh article continue, it will be hard to market the storage article at a profit. However, smaller arrivals are looked for in the near future.

	Per lb.
Fresh creamery print	0 28 0 29
Creamery solids	0 25 0 25½
Farmers separator butter	0 23 0 24
Dairy prints, choice	0 20 0 21
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 17 0 18

Eggs.—The egg market has not yet recovered its feet, and prices continue to do the slide act as they have been



When you are ready

to place an order for **Chocolates**, you naturally want the best that money can buy. Everybody claims to have the best; but how many can "make good"?

One of our Chocolate Specialties is called "Bordo" (registered), and up to this date it has never been equalled. We want you to know something about it, and let you be the judge; you know what pleases you best, we don't. We do know that no greater care can be taken by anyone in the selection of materials than we take. We are proud of our efforts and success with "Bordo" (registered), it has "made good," and makes friends wherever introduced.

Now, you as a progressive, modern Merchant, want something different to what is usually offered.

Note this special introductory offer; open until February 15th. We are going to give you an opportunity to get a 5-lb. box **"Bordo" chocolate absolutely free.** We are giving away during the next 15 days 100 boxes (5 lb. each) **to Merchants who have not previously sold this line.** Write us to-day, your letter will be numbered when received and **one free box goes Express Prepaid** to every tenth (10th) letter received. You have an equal chance, so **don't delay.** We wish you to test this line at our expense.

THE

Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

doing during the past month. Of course, the weather man gets all the blame, for knocking the price of this generally costly table decoration, for undoubtedly the mild weather has made the supplies of eggs more plentiful. There is another reason advanced for this, too. During other years at this time the price of eggs has been extremely high, and everyone thought there was a fortune awaiting the person in this business, so that many more people have entered the poultry business. New laids are quoted at 29 to 30c, and select storage at 27 to 28c. "Pickled eggs," remarked a local dealerer, "could hardly be given away."

Whether there are many eggs in cold storage is a question. One retailer relates that a week ago he offered 22c for these when the price was running higher, and his offer was accepted. He was able to retail them at 27 cents.

New laid eggs	0 29	0 30
Selects, storage	0 27	0 28
Eggs, storage	0 23	0 24
Pickled eggs	0 24	0 25

Cheese.—The firmness in cheese has caused another slight advance in price, and large new cheese is now quoted at 12¾-13 and new twins at 13-13¼. There is a fair local trade passing in this line.

New cheese—			New twins	0 13	0 13¼
Large	0 12¾	0 13	Stiltons		0 14
Old cheese	0 14	0 15			

Poultry.—Poultry had its time of prominence during the Christmas holiday, and since then has been content with keeping a back seat. However, there is some business doing in this line, in stray orders from retailers, with prices unchanged.

Chickens, dressed	0 13	0 14	Geese, dressed	0 13	0 14
Ducks, dressed	0 14	0 15	Hens, dressed	0 11	0 12
			Turkeys, dressed	0 17	0 18

Honey.—Evidently retailers are not devoting their time to pushing honey, as sales locally are very slack. There is some excellent comb honey being offered at prices ranging from $2 to $2.50 per dozen, according to quality, while buckwheat honey is quoted at 6½ to 7 cents per lb.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 13
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb	0 06½	0 07

WINNIPEG.

Eggs. — United States fresh eggs brought in from St. Paul are now being offered on the market in large quantities. Owing to a decline in prices down there, wholesalers were able to secure large stocks in job lots, and in spite of the duty of 3c per doz., a fair profit is being made. The stocks are in good shape, but the eggs are small in size. Stored stocks are now selling from 26 to 27c, and new laids at 35 to 37c.

Butter.—Trade in butter continues steady, and prices for creamery remain unchanged. Manitoba creamery bricks are now worth 37 cents, while eastern townships are quoted at 30 cents per lb. Stocks at present in the city are large enough to supply demand until the spring. Dairy butter, on the other hand, has taken a sharp decline. Fancy dairy is now quoted at 26c to 27 cents, and dairy No. 1 at 24 to 25 cents. The lower grade, known as dairy No. 2, is practically uncalled for, and is worth about 20 to 21 cents. This grade was formerly sent to New York to be renovated, but owing to the weakened condition of market down there all shipments have ceased.

Cheese.—Only Ontario cheese is being handled here by some of the wholesalers who report a steady, active market, with Ontario large at 13½ cents, and Ontario twins at 14c.

Claims to Have Lost $10 on Egg Shipments

Coaticook, Que., General Merchant, Ships 71 Dozen of What He Considered to be Strictly Fresh Eggs, but Wholesale Provision Firm Said They Were Mixed—Lays Blame on the Dealers in Large Centres—Would Like to Hear of Other Experiences.

Editor Canadian Grocer,—Enclosed please find $2 for the renewal of The Grocer.

We were much interested in the letter from J. M. Steel published in your issue of Jan. 20th re the troubles we encounter in buying and selling eggs. While we agree with him that it is very difficult to always be sure of getting fresh eggs from the farmers, even when we buy them for such, yet the trouble is not entirely on their side. When we ship eggs that are strictly fresh we do not always get pay for such.

As an instance we cite a case which occurred with us this season. We shipped three cases containing 71 dozen of eggs which we knew were strictly fresh to a firm in Montreal, whom we supposed were honest and square, but although we paid 40 and 45 cents per dozen for the eggs, they were reported back to us as being mixed, with very few fresh ones, and the result was that we lost about $10 on this shipment.

It seems the dealers in the cities have the matter all in their own hands, and can allow just what they like; especially if goods are shipped on consignment and if they are unscrupulously inclined, the net proceeds are pretty small. Possibly others have has the same experience. If so we would like to hear from them.

WOODMAN & McKEE.

Coaticook, Que,m Feb. 1, 1911.

Mr. Grocer: Why not sell the brand of Baking Powder that you know will please your customers? No other article in the grocery store sells more freely than Baking Powder, and the Grocer makes a good profit on every sale. There is never any loss or spoilage, no dissatisfied customers, or any other trouble when you sell good goods. Magic Baking Powder will build up your trade and get your customers to rely on you for the very best of everything.

MAGIC BAKING POWDER



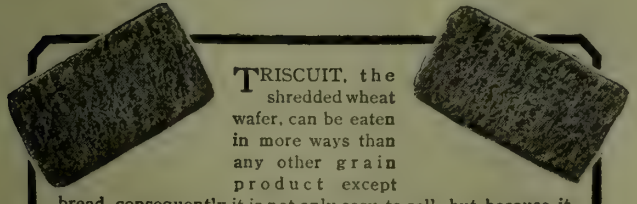
Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT CO. LTD.

TORONTO, ONT.

Montreal Winnipeg





TRISCUIT, the shredded wheat wafer, can be eaten in more ways than any other grain product except bread, consequently it is not only easy to sell, but because it takes part in so many meals a package is used quickly. You can depend on lively sales and a steady, constant all-year demand for

TRISCUIT

We help the sale of **Triscuit** by extensive magazine, newspaper, street car advertising, by sampling and demonstration in connection with **Shredded Wheat.** It will pay you to push **Triscuit** because you can be sure it will please your customers. Just call attention to its many uses as shown on the back of the carton. If your customers like **Shredded Wheat** for breakfast, they will like **Triscuit** for any meal as a *toast*, with butter, cheese or marmalades.

The Shredded Wheat Company



Niagara Falls New York

CLARK'S
Pork and Beans

From coast to coast this standard food product is becoming more popular than ever.

Housewives realize that baked beans are not only cheaper and more convenient than those prepared at home, but owing to greater facilities are better and more uniformly cooked.

Does your stock include an assortment of Clark's Baked Beans?

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

Every-Day Cares of the Grocery Store

The Woman Whose Order is Delayed and Who Says the Clerk Has Lied to Her—Winning Over The Occasional Customer—Giving Discounts to a Few—The Depreciation of Fixtures — Loyalty on the Part of the Clerk— A Customer's Prejudice Against Lettuce Lice—A Big Order Given to the Wrong Dealer.

By Henry Johnson, Jr.

A woman calls up by 'phone and states that she ordered goods two hours ago, that she has since asked about them and Mr. Henderson had told her some time ago that "they were on the way," "Now, you must know it's no use lying to me that way. If you can't send them or have not sent them, I wish you'd simply say so."

Somehow, knowing all the usual circumstances that surround the immediate delivery of orders and the hitches that inevitably occur, etc., I balked at the "lying" part of it. Question was: Could she not have done better and assured to herself better feeling and consequently better serive in future if she had simply made the proper and usual dignified protest?

And yet, so greatly do facts often contravene theory, it is the actual present situation that she gets to-day better service than ever before and better service than nine-tenths of our other regular customers get. Moreover, I know it is the further fact that the incident related above improved our service all along the line.

* * * *

Sell your customers all their groceries. You have many who buy some things of you, but buy most of their supplies elsewhere. Those are the customers you should look after with especial effort. Find out what they like; follow them up with little attentions; put your tentacles around them so they will gradually come into your net and buy all their goods from you.

Take well to heart the adage: "A satisfied customer is the best advertisement," and get all the walking ads. you can induce to come your way.

* * * *

Do you give any discounts?

It's astonishing what magic there is in the agreement to give a discount to certain customers. They are thereafter of the favored few; and, by the same token, you may thereafter charge them nearly any price you like.

"They say" the cost of living is one-third higher than it was some few years ago. What does that do to you and me? Do we get anything out of it?

It may aid reflection to remember or recall that the income of a British earl in the sixth century was $2.50 per day, and compare that with his present daily returns.

* * * *

Do not forget that your furniture, fixtures and general equipment are always shrinking in value.

If you buy a wagon to-day for $140, in just one day it is worth not to exceed $100, although it is fairly worth $100 at the end of six months—for your own use. But it is well to cut those things in two at once. Then, the wagon bought to replace another wagon is chargeable simply to expense; that's all it is. Never enter it to Furt. and Fixt. account.

When I buy a new appliance, something I have not had before, I charge half of it to F. & F. or to Advertising, according to its nature; the remainder goes into Expense. At the end of the year, at inventory time, the entire F. and F. account is reduced by 10 per cent., which is charged up to Loss and Gain before the final balance is struck.

* * * *

Loyalty—true, unalloyed loyalty—is the most valuable quality to find in an employe. I don't care, now, if the young fellows do think I'm writing this at trem as a preachment, for the best of them will see the truth in it some day. But there are mitigating circumstances about some alleged loyalties that render the character more hopeless than open contempt of, or indifference to, the interests of the man who is paying the wages. One is true, clear through—as impossible for him to be two-sided as to breathe through the back of his head—he's made that way. Another is measureably true—in most things—and when it's convenient or when it's just as easy as not; also always when you yourself are "around"; his disloyalties are reserved for the times when he's away, out of sight.

Now, sonny, to which class do YOU belong? Don't hurry to reply. Take time to think it over so you can make an absolutely HONEST answer. And, remember, that an honest answer will go far toward fairly establishing the certainty of the correction of such faults of disloyalty as you may find concealed about your character.

* * * *

Retailers are not the only business men who make mistakes.

There's a successful packer of fruits whom I know who sent out last season a lot of goods so far below standard that they would not sell; who made no effort to correct the error; who, when attention was called to the poor stuff, needed urging of no uncertain character to induce him to take the unsatisfactory stuff off the retailers' hands in exchange for something said to be more nearly what it should have been to start with.

How long will it take him to rebuild that lost prestige? Knowing the circumstances, I hate to contemplate it.

Is it wise to waste ammunition scattering shot that way?

* * * *

Outside conditions limit our selling prices on many commodities. We must therefore so regulate our expenses and so keenly buy our supplies as to assure to ourselves a fair general margin.

And that's no easy task, nor one which any but a real merchant can accomplish.

* * * *

One customer of mine has such a fear of lettuce lice that it is almost a mania with her. She looks over nearly every leaf. She never buys without asking and examining. Last time she looked over the leaves she remarked that it seemed so peculiar to her that many people ate such things, never thinking of them. I looked into her eyes with a smile: "And did it ever occur to you," I asked, "to think how much better that was for the people and how much worse for the lice?" She said she supposed so, but she keeps on looking for lice.

A few days ago she returned to me a package of a perfectly fresh breakfast food on which she said she had discovered mould. Examining, I found two or three little dark spots, seemingly small particles slightly overbaked, that was all.

Again, a little time ago she sent very early on a Monday morning for some bread for toast. I told her maid we had one loaf of Saturday's baking, which, by reason of the hot weather and confined air of the case, was touched with mould on the crust here and there, but which would make fine toast if the crust were cut off. Well, it "came back"—like the cat.

Needless to say, she's rich, poor soul! richer than you or I will ever be. "Pity the suffering rich" who have the time to so worry about their little likes and dislikes and failings and foibles, and whose shekels so blind their eyes to their own failings!

It was another of those rich ones who surprised us with a long order a few days ago. It was filled with unusual care, and it was a "fussy" order. It was returned with the explanation that "through a mistake of the central, our telephone had been called in place of her regular grocer." Oh, the blindness with which a little money afflicts so many of us—blindness to the rights of others. What a chance for her to be gently courteous, keep the goods, thank us for our pains and then go on trading with her "regular grocer" thereafter.

* * * *

Gentlemen, if you only look at these things properly, you will become comfortable philosophers.

TRADE NOTES.

Church Bros., Picton, Ont., intend building a new canning factory there.

Archdale Wilson, of Hamilttn, Ont., spent a few days in Montreal last week.

B. W. Leverette, of Norwood, Ont., has purchased a grocery business in Brockville.

Kelly Brothers, general merchants, Wetaskiwin, Sask., are opening a branch at Imperial, Sask.

Thexton & Co., of Mortlach, Sask., have sold their general store to E. B. Tedford & Co.

W. H. Gray, of Campbellton, N.B., has opened a new grocery store on O'Leary Street.

Frank Garrett, grocer, Bowmanville, Ont., has sold his business and will travel for a glove firm.

J. L. Lennox, grocer, Wingham, Ont., is going out of business. He is selling his stock at reduced prices. The purchaser of the business is Mrs. Grisdale.

The government officials in Philadelphia recently seized 4,500 pounds of tomato paste, for use in the manufacture of catsup. It is alleged that the product was filthy, putrid and altogether unfit for use.

Demand Only Fair for Flour and Cereals

Flour Prices Have Not Been Affected—Millers Believe Present Prices Will Rule for a Time—English Market is Quiet and Steady—Fair Trade in Cereals of all Kinds, With Unchanged Prices.

Although wheat has been slightly reduced in price this week, still millers are not looking for lower prices in flour, at least for the present. Trade in general remains about the same, and while there has been a slight improvement in enquiry from European markets, still it is agreed that a little more trade in flour just now would be acceptable.

The English market in flour is quiet but steady, Canadian patents quoted at 27s, 9d to 28s, 3d ex-ship. The quantity of wheat and flour as wheat now in transit to Europe, with the visible supply of wheat in the United States and Canada, is estimated to be equivalent to 86,293,000 bushels, against 66,014,000 bushels a year ago. Two years ago the world's supplies were 181,000,000 bushels, whilst to-day they are 234,057,000 bushels, the largest known at this season.

Millers throughout the country are busy discussing the proposed placing of wheat on the free list. It seems to be the general opinion that if this takes place, it will be a severe blow to the flour and milling industry in Canada, as United States millers will have a great advantage over Canadian in regard to the exporting of flour. Our millers claim that they have been steadily gaining the export trade away from the United States, and have worked up a name for themselves as producers of Manitoba flour. They state that by the free entry of wheat into the United States, the millers on the other side will reap the benefit. It has been said that it would mean lower prices for wheat to the farmers and higher prices for flour. There are, of course, millers who do not entertain this idea.

A fair trade is passing in cereals of all kinds, with prices continuing at about the same level.

MONTREAL.

Flour.—There is not much doing in the flour market. Millers state that they are doing a fair amount of business for this season. Some believe that prices will advance before long, while others think that there will be little change in prices for some time to come.

One mill shows a slight increase in its price, and believes that others will soon follow.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents, bbl		5 10
" strong bakers		4 90
" second "		4 40

Rolled Oats.—The demand for cereals is about the same, it being rather slow. Some mills believe that the price of rolled oats will advance in the near future, while others do not anticipate any change in price for some time yet. Oatmeal remains firm, and prices are the same.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 55

TORONTO.

Flour.—Reciprocity talk is creating a great deal of interest among the flour men since the proposed reduction of tariff was made known. There was a sharp decline in local quotations on Manitoba wheat on Monday, and No. 1 northern is now offered at $1.01½. Millers generally do not believe that this reduction will cause any change in the price of flour, at least not for the present. Trade in flour at the present, although not booming, might be called fair, the domestic demand keeping up to the average for this month. One miller said that although the wheat market is bearish now, he would not be surprised to see the price of Canadian wheat advance five or ten cents per bushel if the present world conditions continue, and the proposed reciprocity agreement is accepted by the parties concerned, and that this would mean a substantial advance in flour. No changes have taken place in prices.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20

Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—Although some companies report a slight slackness in rolled oats trade, still others say that they have done more business during the past month than during January of last year. Rolled oats continue at the same price, and although the oat market is a little easier just now, no reduction in rolled oats is looked for. A fair trade is being done in rolled wheat, and there is a good demand for corn meal at the present time.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

WINNIPEG.

Flour.—The flour situation in Manitoba at the present time is satisfactory to millers. One company's mills have been running all winter, and while some others were shut down for a short time for repairs, they have again resumed, and all are busy filling orders. An effort on the part of eastern millers to raise the price of flour, following the recent bulge in wheat, is favorably considered by Manitoba millers. There is a good domestic demand and fair export while the number of enquiries received from the Orient shows that stocks in Japan are running low.



Mooney's Perfection Cream Sodas

are known for their lasting crispness. They ALWAYS reach you in perfectly fresh condition because we make it a point of honour to ship only stock that will increase the goodwill of our customers.

The MOONEY Biscuit & Candy Co. Limited

FACTORIES AT Stratford, Ont. Winnipeg, Man.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto

Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada

Hamilton, - Ontario

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

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Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.



Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager

Try it with your own tongue!

—that's the surest way to get enthusiastic about the delicious flavour of

TILLSON'S

PAN-DRIED

OATS

A FOOD—NOT A FAD

And there's a mighty good profit for every grocer who is handling "TILLSON'S," because the demand for this breakfast cereal—created by our extensive billboard and consumer advertising, is such a steady one.

Get in line with the wise ones, and make a generous provision for "TILLSON'S" on your shelves.

Write to-day for particulars and prices.



The Canadian Cereal and Milling Co., Ltd.

Head Office:
Lumsden Bldg.,
TORONTO

PUT UP IN 2 SIZES
Premium Family Package, retails at 25c.
Pan-Dried Package, retails at 10c

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

Salesmanship, the Bread of a Business Life

The Ability to Sell the Basis of Commercial Advance — Only About 25 Per Cent. of Capable Men Attain Any Moderate Success—Retail Salesmanship the Most Exacting — The Old Country System of Apprenticeship.

By Isaac F. Marcosson.

As a matter of fact, everybody lives by salesmanship. The article sold may be brains or kerosene, but some definite skill, art or service is required to dispose of it. In a larger sense all business is simply glorified salesmanship.

Thus the ability to sell something in the right way is the very basis of all commercial advance, and the institutions that foster and teach it are not only bulwarks of civilization, but real abettors of human progress. How much technical training is needed is attested by the fact that no more than twenty-five per cent. of the capable men in business life ever achieve a moderate success, and scarcely five per cent. attain positions of wide influence or big responsibility.

Though all salesmanship is interesting, the retail end is the most significant and comprehensive: first because it touches the most people; second, because it is the line of our largest business development; third, because the retail shopper, and especially the woman buyer, is our most skilful, exacting and intelligent purchaser and therefore a high efficiency is required in meeting her needs.

Clerks Get Military Training.

I know a man of big vision, who saw the dawning age of business science, which, summed up, is simply organization. To attain this he said: "I will give my future clerks a military training, because it makes for discipline." He argued that, in a great store, discipline is indispensable to organization; for to use his words "where discipline does not exist there can be no control, and this means that there is no system."

Why advocate salesmanship on the part of clerks who have experience in selling? Simply because, as the merchant at the head of a store believes, "the more you educate your employes the better merchants they will become." He has found that it makes for loyalty too.

Takes Somebody to Sell.

The maxim that a big New York store hangs over its clerks is this: "Anybody can buy, but it takes somebody to sell." A school for clerks is held every morning in a large recreation room. At one end of this room hangs the following motto: "Minimize friction and create harmony. You can get frictions for nothing but harmony costs courtesy and self-control."

Ask any woman shopper what impresses her most in the salesperson behind the counter, and the chances are that she will say "knowledge." The wise merchant, through his representatives, invests his stock with human and story interest, and the imparting of this interest to the customer is one of the biggest factors in successful retail salesmanship. The clerks who study their stocks forge ahead.

The Apprenticeship Way.

In Ireland and Scotland the boys are apprenticed for four years, and often their parents pay for the privilege of having their sons trained. The boy lives in the store, which becomes a sort of boarding school. His first task may be to sweep out the store, but he is required to know how to hold a broom before he starts. Then he becomes a cash boy, and is taught accuracy in making change.

The next step is to the stock. He may not reach this for two years, and then in the third year he may become valet to the clerk. After four years he goes behind the counter and makes his first sale. The result of this training is that the boy knows his business thoroughly.

Business is founded on service, good business on good service and the best business on the best service.

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price, will be your favorite.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg

To Have

your trade will be our reward after a trial of ANCHOR BRAND FLOUR

and

the longer you use it the more easy your trade will be

To Hold

LEITCH ANCHOR BRAND OAK LAKE

ANCHOR BRAND FLOUR

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Manitoba. 4



Purity Without Disguise

Consider the selling advantage of **unbleached** flour.

In view of the widespread preference for the **natural** article.

A direct consequence of the Pure Food Movement.

Finding its origin in a native disapproval of sham and simulation —selling any article for what it is not.

Consider that **FIVE ROSES** is one of the few—the very few—flours upholding the **unbleached** standard.

Native purity and careful milling stand out like the sun at midday. And the oven tells the tale of **deceptive** color.

The color of **FIVE ROSES** is the natural complexion of the floury portion of the spring wheat just as it issues from the heart of the very sound, healthy berries that are the cream of the Manitoba harvest.

It is not bleached because—be it known and understood—it requires no **artificial** whitening.

Having no deficiency to conceal, the result of careless milling, of off-grade or immature grain.

The pure product of sanitary methods, it sells without disguise. And if it has that dazzling clearness, that delicately creamy tint, that wholesomeness which are the greatest attraction of **FIVE ROSES**—it is because this flour is a **natural** product, unbleached, unartificial, undisguised, uncolored.

And being all of these, its very honesty breeds **loyal** custom. Therein lies the gain of the conscientious seller over the retail counter.

And **FIVE ROSES** gives **YOU** an **overwhelming** selling point such as is lacking in your competitor's vocabulary.

It lies within your reach.

Five Roses Flour

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

LAKE OF THE WOODS
MILLING COMPANY, Ltd.
"The House of Character"
MONTREAL

California Oranges

At prices they are selling for the demand should be very heavy; are looking for an advance in price in the near future.

GRAPE FRUIT, LEMONS, NUTS, FIGS, DATES. CALIFORNIA CELERY, ETC.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Line Up

PACKER:
FRANC TRACUZZI

These are peaceful days in the Lemon business. Nearly everybody is handling

"St. Nicholas" AND "Home Guard"

and are satisfied.

AGENT
J. J. McCABE, Toronto

Line Up

Grape Fruit is of Better Quality Now

Quality was Poor at First of Season—Oranges are in Plentiful Supply With Good Demand—Marmalade Oranges Going Out Well—Crop Shorter Than Usual — Strawberries Arrive From the Sunny South—Synopsis of Opinions on the Tariff.

The markets are well supplied with California oranges at the present time but demand is keeping at a high standard. The orange crop in California is six weeks earlier than usual owing to the pro'onged drought on the Pacific coast. Mild weather extended well into January when a cold wave and severe winter spell unequalled in twenty-five years brought an immediate harvesting of the fruit. Shipments of Florida oranges have been light of late, the demand being slight on account of the reasonable prices of the California fruit.

Dealers report that the trade in grape fruit has not been good so far this season. This is explained by the fact that the first shipments of grape fruit were of a rather poor quality, so that the consumer got turned against them. Oranges have been of good quality and this has also tended to detract the attention from grape fruit. But the quality of the fruit now arriving is excellent and a big trade is looked for from now on. Grocers on account of the good quality of the present grape-fruit and the fact that this fruit is a good tonic and valuable for its medicinal qualities, should be able to increase their sales in this line.

The crop of marmalade oranges is a little less than in other years. Arrivals up to the present have been good, and large quantities have already gone into consumption. A firmer tone is noted in the lemon market and higher prices may be seen. Southern strawberries are now being offered on the Canadian markets but prices are high. There is a scarcity of home grown onions and prices are gradually crawling up to a higher level.

The shortage reported in the apple crop last fall seems to have been much exaggerated and to-day there are ample requirements. The high prices ruling for some time curtailed the consumptive demand while the liberal supply of oranges resulted in less demand for apples.

It seems to be the general opinion that the proposed reduction in tariff will give cheaper fruits and vegetables at the time that they have to be imported from the United States. Some believe that the Canadian and United States markets will not conflict and that ordinarily prices would be the same.

MONTREAL.

Green Fruits—The fruit market in general is brightening up considerably, and business done is better than for the corresponding time of other years. The demand for California oranges is good and prices remain steady. Strawberries are arriving in larger quantities; prices are lower, quart boxes selling at 65 cents. There is a scarcity of cranberries, and prices have advanced. Both pears and plums have vanished from the market.

Apples, bbl.	4 50	7 50
Bananas crated, bunch	1 75	2 25
Cranberries, bbl.	13 00	
Cocoanuts, bags.	4 25	
Malagas keg	7 50	
Lemons	2 75	3 50
Oranges—		
California	2 75	3 75
Pineapples—		
Floridas, case	4 50	5 00
Strawberries, qt. box		0 65

Vegetable.—The market remains quiet, trade drifting along in about the same channels. Spanish onions are vanishing from the market, present stocks being light and consequently prices are high, red onions have also advanced. Tomatoes are arriving in larger quantities, prices averaging from $3.50 to $5 a crate. Potatoes remain firm at their present high prices, and the demand is fair. One dealer believes that prices will soon recede.

Beans, American basket		0 [illegible]
Beets, bag		1 00
Carrots, bag		1 00
Cabbage, doz.	0 50	0 60
Cabbage, bbl.	1 00	1 50
Celery, crate	4 50	5 50
Cauliflowers, Cal		3 00
" Florida.		5 0[illegible]
Cucumbers, doz.	2 50	2 75
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 [illegible]
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 60	2 40
Boston, box.		2 50
Onions—		
Spanish, cases	3 00	3 50
Red, bag		1 50
Potatoes, bag	1 00	1 10
New Bermuda potatoes, bbl		9 00
Sweet potatoes, basket	2 00	2 25
Parsley, crate		3 25
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 60	0 75
Spinach, bbl		5 50
Tomatoes, crate	3 50	5 00
Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—The first shipments of marmalade oranges have disappeared with great rapidity, at a price ranging from $2.50 to $2.75 per case in sizes of 240's, 200's and 160's. The next shipment for this market will arrive about Feb. 12th, the crop of marmalade oranges is smaller than on other years but local dealers are looking forward to a good trade in this line. Strawberries made their first appearance on the local market this week but the price is not such as would induce large sales, although they are fine quality of Floridas. The opening price per box was 65 to 70 cents. California oranges continue in good supply with excellent quality. Lemons are firm and higher prices are looked for by dealers in the near future. One firm was offering several hundred boxes of Greening apples this week at $1.65 per box. Trade in fruits is reported favorable for this time of the year, but of course dealers do not look for anything exciting at this season.

Apples, bbl.	3 50	6 00
Apples box		2 00
Bananas	1 [illegible]	2 00
Cocoanuts, sack	4 00	5 00
Cranberries, bbl	9 00	10 00
Cranberries, case		3 50
Grapes—		
Malaga, bbl.	6 50	7 00
Almeria, bbl.	5 00	7 00
Grape Fruit—		
Florida per case	3 50	4 00
Jamaica, case	3 00	3 50
Lemons—		
California		3 50
Messina	2 75	3 00
Limes, box		1 25
Oranges—		
Tangerines, a strap	5 50	6 00
Florida		2 50
Marmalade	2 50	2 75
Navels	2 50	3 00
Mexicans	2 00	2 25
Pineapples crate	4 00	4 50
Strawberries, bx	0 65	0 70

Vegetables.—There is a noted scarcity of home grown onions and some dealers are asking as high as $1.65 per bag while most agree that higher prices may be seen before long on account of the general shortness of supply. Arrivals of Spanish onions are fairly liberal and prices continue at $3 per case. Considerable California celery is offered on the local market with a good demand. Potatoes are going out quite freely with the price ranging around $1 per bag.

Beets, Louisania doz		1 25	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head		0 40
Cabbage, case—Canadian	0 75	1 25	Boston head lettuce, doz		1 50
Cabbage, per 100	3 50	5 00	Onions—		
Carrots, Canadian, bag		0 50	Spanish, large		3 00
Carrots, Louisania, doz		1 00	Spanish, ½-cases		1 50
Celery, dozen	0 30	0 40	Yellow, per bag	1 35	1 50
Celery, California, case	4 50	4 75	Potatoes, Ontario, bag	0 90	1 00
Cucumbers, Boston, doz		2 25	Sweet, hamper	1 25	1 40
			Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fruit.—An active trade continues in all classes of fruits, and prices have taken a few slight changes since last week.

Apples—			Florida grape fruit, box	5 00	5 50
Greenings, bbl.		6 00	Bananas, bunch	2 50	3 50
Can. Nor. Spies, No. 1		7 00	Cranberries—		
Can. Nor. Spies, No. 2		6 00	Unfrozen, bbl.		13 00
Other varieties		6 00	Frozen, bbl		9 00
Malaga grapes, per keg	8 00	10 00	Navel oranges	3 25	4 00
			California lemons crate	4 50	5 50

There are several United States capitalists now turning their attention to the growing of pineapples in Mexico. On one plantation, states C. A. Miller, who has been over the ground, experiments showed the land well suited for growing this fruit, and the owner at present has 75,000 plants set out. The young plants bear in 20 months, and it requires at least 5,328 to the acre. In addition to the revenue from the sale of pineapples, there is considerable income from young slips which the plants throw out after the first year. The estimated profits from this industry are $150 gold per acre, not including the revenue from the sale of slips.

Mr. Reekie will continue the business of Reekie & Olson, general merchants, Butler, Sask.

ONIONS

The crop of local onions is practically exhausted. Future supplies will have to come from Spain. This week we offer

1000 Cases Finest Spanish Onions

A direct shipment from Spain.

Prices are Moderate.

Our weekly price list mailed to any responsible dealer.

WHITE & CO., Limited

Suppliers to the trade in Fruit, Produce and Fish.

TORONTO - Branch at HAMILTON

Fresh Arrivals

California Celery

EXTRA FANCY, WELL BLEACHED STOCK.

The Celebrated

Golden Orange Brand

Navel Oranges

ALSO A FULL LINE OF

Grape-Fruit, Lemons, Bananas.

The House of Quality

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



Little Jack Horner sat in a corner,
Eating his Lemon pie,
In comes Tom, but the pie was gone,
And he began to cry.
But in comes Ma, who has been down town,
Where she bought a doz. "BUSTER BROWN"
In a little while they both did smile,
New pies were made with the Lemon-Aid.

Buster Brown Lemons, Italy's Finest



FOLLINA BROS., Packers W. B. STRINGER, Sales Agent



Fish - Oysters



Mild Weather Slackened Fish Trade

Retailers Buy Only Small Quantities in Mild Weather—Dealers Do Not Exactly Know How Proposed Change in Tariff Would Affect Trade—The 1909-1910 Was Best Season Yet For Canadian Fisheries—$29,629,169 was Total Value of Canadian Fish and Fish Products.

There is a fair amount of trade in fish throughout the Dominion, although business has during the past week been affected at some points by the mild weather. A report from the east coast says that arrangements have been made with the Newfoundland government to erect five cold storage plants in that country, each with a capacity of 1,000,000 pounds of fish.

Little improvement is reported in the fish market in New Brunswick. The price of pickled fish is about 25% higher than at this period last year.

Fish dealers believe that only a trial could tell how the fish market would be affected by the proposed reduction in tariff. It would undoubtedly open up a wider market for fish, but whether prices would be materially affected, could only be found out by the actual working of the new tariff.

The total value of all kinds of fish and fish products taken by Canadian fishermen during 1909-1910 was $29,629,169. This is the highest value yet reached during any one year in Canadian fisheries, being $4,178,084 ahead of 1908-09. Of the total, $8,081,111 was Nova Scotia's share, while British Columbia was second with $10,314,755 and New Brunswick third with $4,676,315. Of the total value salmon contributed $8,204,524; cod, $3,912,806; lobster, $3,657,146; herring, $2,754,751; halibut, $1,240,486 and white fish, $1,000,126.

The lobster catch shows a falling off, as does also the mackerel, the oyster industry is about the same, while the value of sword fish caught on the Nova Scotia coast is recorded in the returns for the first time, showing a total of $13,695 in value.

NEW BRUNSWICK.

St. John.—There has been little improvement in the local fish market during the last week. Herring are scarce and the only supply now coming are brought from Newfoundland. These are being used for kippers. Finnan haddie is high, the retail price now being 9 cents per pound and some of ehe dealers predict that the price may go to 10 cents.

It is reported that a company has been organized to build a sardine factory on the Canadian side of the St. Croix river, either at Chamcook or St. Andrews.

ONTARIO.

Toronto.—Under the unfavorable weather conditions of last week, there was a noted slackness in the demand for fish as retailers like to keep on the safe side and order only small quantities during the mild weather. However, this week with the approach of the cold weather, trade has brightened up consireably and fresh and frozen lines are going out quite freely. Frozen ocean herring are now offered in boxes of from 125 to 250 count at $1.90 per hundred, Lake Superior herring have been reduced ½ cent per lb. and are now quoted at 3½ cents. Finnan haddie has been reduced in price also and good quality stock is now being offered at 8c. There is a fair demand for oysters, but like the fresh fish, the trade is affected a great deal by weather conditions and during mild weather, orders are usually few.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 10
Lake Superior herring	0 03½	Smelts, extra	0 15
Pike	0 06	Tullibees	0 06
Pink sea salmon	0 09	White fish, pan frozen	0 10
Round red "	09	Yellow pickerel	0 08½

OCEAN FISH (FROZEN)

Herring, per l	0 1 90	Mullets	0 04
Flounders	0 05	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb.	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 08
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb.	0 06

QUEBEC.

Montreal.—The fish market this past week has been rather quiet. It seems that the market is taking a rest before entering the most busy period of the year for the fish market—the coming ten weeks. The stock held by wholesale distributors is quite ample to satisfy the demands for some time, although some lines are going out after a few light attacks from the consumer. Especially is this the case in the frozen lines as herring, halibut, lake trout and mackerel.

There is a scarcity in all lines of pickled fish, sufficiently scarce that the present prices are 25 to 30% higher than for the corresponding period last year.

On account of stormy weather on the coast lobster production is about nil. Smoked fish such as haddies and fillets are in good demand in a small way. The oyster trade is keeping quite active, with supplies easy.

FRESH

Steak cod	0 04½ 0 05	Haddock	0 05 0 06

FROZEN

Codfish	0 03½ 0 04	Pike	0 06 0 06½
Dore, winter caught, per lb	0 08 0 08½	Salmon, B.C., red	09 0 10
Haddock	0 04½	Gaspe salmon, per lb	0 20
Halibut, per lb.	0 08 0 09	Smelts, 10 lb. bxs	0 09 0 10
Steak cod	0 05 0 05½	Whitefish, large, lb	0 09 0 10
Mackerel	0 11	Whitefish, small	0 06½ 0 07
Tom cods, bbl	2 00		
Flounders, brl	2 00		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 50 9 00	Salmon, B.C., red, bbl	14 00
		" " pink, bbl	12 00
Labrador herring, bbl	5 50	" Labrador, bbl	16 00
" " ½ bbl	3 15	" " ½ bbls	9 00
Labrador sea trout, bbls	12 50	" " trcs., 300 lb	22 00
Labrador sea trout, half bbls	6 50	Salt eels, per lb.	0 07½ 0 08
No. 1 mackerel, pail	2 00	Salt sardines, 20 lb. pls	1 00
½ bbls	8 50	Salt sardines, brls. 200 lbs	7 00
No. 1 pollock, bbl	6 00	Salt sardines, half brls. 100 lbs	4 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring, " keg	6 50 1 00
Lake trout, half bbl.	6 00	Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

As expected, we have been kept very busy filling orders for all our lines.

Ocean Brand Fish

are so palatable that once tried they are always used. Packed under most sanitary conditions, they never lose that rich flavor which has won them such a reputation.

SOME OF THEM:

HADDIES NEW KIPPERS BLOATERS

Boutilier's Smoked Fillets never fail to please. Stock up. They sell themselves.

You want a profitable line? Try our Frozen Fish now in stock:

STEAK COD MARKET COD HADDOCK
NEWFOUNDLAND HERRING also SALT HERRING

The Halifax Cold Storage Company, Ltd.

45 William Street Selling Branch Montreal, Quebec

Headquarters for Fresh and Salt Fish

"BEACON" BRAND HADDIE

Sweet and Tasty

Every Fish Tagged

You can make sure of a Bigger and more Profitable January and February Fish Trading than ever before if you are handling our full range of Fresh, Smoked and Salt Fish.

We sell nothing but the choicest kinds, and as we buy in very large quantities, we can give you the benefit of the closest prices.

ON HAND—A full range of Labrador and Lake Superior Herrings in Kegs and Barrels, guaranteed bright 1910.

Better send along that trial order to-day

"BEACON" BRAND OYSTERS

Fresh

Juicy

Prime

Condition

The F. T. James Company, Limited

Church and Colborne Streets
TORONTO

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	6½, 7, 9, 10, 11
Shredded cod, per pkg.	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 00

MANITOBA.

Winnipeg.—Trade in fish has fallen off somewhat within the last week, and wholesalers expect a quiet market to prevail until lent starts. They predict a slower market this year owing to the lateness of this season.

Western whitefish, frozen	0 07½	Lake trout, lb.	0 11
Fresh salmon, frozen	0 09	Bloaters, box	1 50
Halibut, frozen	0 08	Smoked goldeyes doz.	0 50
		Finnan haddies	0 08

THE SELLING OF SALMON.

Editor Canadian Grocer.—"RESULT OF KNOWING THE GOODS"—This was the heading of a little article in your issue of the 27th of January, in which you pointed out the cleverness of a Smith's Falls grocer who, when a lady came in and asked for the best salmon in the store, managed to sell her a tin of the best and a tin of the cheaper, and consequently, inferior brand. You spoke of this as good business. We think it exceedingly bad business, and the chances are the grocer will find it out. That lady wanted the very best goods to be gotten and was willing to pay for same. This grocer succeeded in selling her a tin of salmon that could not be prime and which, when used, would give her offence. Anyone taking note of who are the most successful grocers will always find that they are the ones who are selling first-class goods and first-class goods only, never the man who is pushing inferior goods.

WHOLESALER.

Editorial Note.—The point in salesmanship intended to have been brought out was that the dealer sold two cans of salmon where only one was asked for. "Wholesaler" is undoubtedly correct in stating that the best groecrs are those who sell only first-class goods. If the one inferior grade of salmon was not good enough for salad as the grocer explained it was, then certainly he would be courting the disfavor of the customer to whom he sold. If he entertained any doubt whatever it would be bad business on his part to make the sale.

CANADIAN OYSTER PRODUCTIONS

The oyster fisheries on the Canadian Atlantic coast have shown little improvement, the yield for the 1909-1910 season being 34,575 barrels, an increase of only 2,500 barrels over the previous season. In 1882, the yield was as high as 64,646 barrels, but has steadily been declining since.

AIMS TO PREVENT TIPPING.

In last week's Grocer mention was made of a bill introduced into the House of Commons by Mr. Lewis, M.P., re secret commissions, tips, etc. This bill is known as Bill 87 and has been sent out in printed form in which it is stated that it shall apply only to the form of gift commonly known as a gratuity or tip.

Small Stocks and Quick Turnovers

This What a Grocery Broker Would Advise — Never Purchase Five Cases of Anything When One Can be Secured Relatively as Cheaply, He Suggests—Salesmanship a Valuable Asset, But Grocer Must Know Much About the Operating End of a Business as well.

"Look to the business management," is the advice given to clerks by a Canadian grocery broker who has been, during his business career, a close observer of methods of retail dealers who have evolved from the store assistant stage.

"A clerk may be the very best salesman possible," he said, "and not know anything about running a grocery store. I have known cases where grocery clerks who were salesmen of the first rank but who went into business for themselves and failed.

Lacked Business Judgment.

'It was simply because they didn't understand the operation end of the business—buying, account collecting, figuring profit percentages, etc. Salesmanship is probably the best asset any dealer can have but it will not stand alone.

"It seems to me," he continued, "that too little attention is paid in this country to the obtaining of a sound, all-around business training on the part of clerks. I have known some hard-headed business men who have gone into the grocery business and become successful, but who when they began were far from being salesmen. They made it a point to progress slowly until they knew their own measures as grocers. They took especial care that they bought sparingly and sold at a profit above operating expenses.

"In the Old Country things are different. A clerk must serve his apprenticeship and learn something about every department of the store's operation if he is to become a recognized dealer. He must learn one thing at a time and know it before another is trusted to him."

Must Turn Stock Frequently.

"What do you consider should be the chief aim of a grocery dealer?" he was asked.

"From what I have learned through my experiences, the successful merchant is the man who turns his stock over as frequently as possible. The small money-ed-man with the big stock is on the road to failure.

"I know grocery dealers who never purchase 2 or 5 cases of anything if they can get 1 at as cheap a rate and even where a quantity price is quoted for 5 cases or more they stick to the single case. This ensures them a low stock always and a rapid turnover of this stock and the money invested in it. They have no large invoices to meet and so reduce worry to a minimum. They are also able to get the assortment so as to supply the demand of every customer and gain and hold trade.

"The blame attached to large stocks on the part of some dealers must rest with travelers. They are anxious to show a good week to their houses and if they see some weak-backed retailer they often "load" him up with too much of one variety of goods by means of alluring talk on the lower price.

"This, I maintain, is a short-sighted policy on the part of travelers and one that ought to be discouraged by their principals unless a dealer is well able, financially, to stand the strain.

Assurance Against Dead Stock.

"Small stocks of many lines tending to quick turnovers, is the ideal method in my estimation and I have my doubts whether even a large retailer ought to go far afield beyond this rule. It means good credit standing, smaller outstanding accounts, less money tied up in the business and gives little opportunity for dead stocks. But when a dealer has a stock on his hands which is moving slowly or not at all, he should make extra efforts to help it along even at the expense of cutting the price. In such a case I would not consider it illegitimate price-cutting since a dealer is not attempting to attract trade, but is simply getting rid of something for which it is difficult to work up a demand and which could be replaced by a better seller.

"Small purchases, small stock, quick-turnovers by thoughtful and dignified salesmanship methods and good store management all the way through, is what would be my advice to the grocer anxious to succeed." These were his concluding remarks.

ADVICE TO BOARDS OF TRADE.

Toronto, Feb. 2.—The report of the members of the Toronto Board of Trade who towards the end of 1910 visited Chicago and Cleveland, has been issued in pamphlet form. G. T. Somers, W. P. Grundy, and F. G. Morley were the men who went out for this information.

In summing up they say :

"In our judgment we should start at once to cultivate in our members a pride in our city and a desire to serve it. We could then, without any wrench to our present constitution, without any change in our name or our policies, gradually build up an organization which in time may be just as effective in good service for Toronto as the Cleveland Chamber is for that city. Their problems are our problems, differing only in degree. Boston, Buffalo and other cities have sent themir deputations in turn to Cleveland, and are now engaged in working out Chambers of Commerce along similar lines."

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care, and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited

Black's Harbour N.B.

AGENTS—Grant, Oxley & Co., Halifax, N S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Donald says:

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

"BANNER" 1911 Cold Blast Lantern

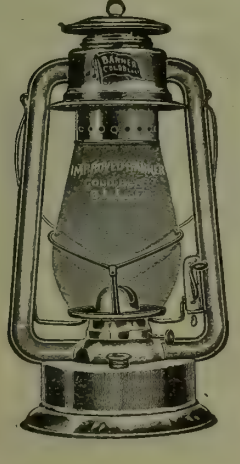
Have you seen it?

Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.

THE WEEK'S GROCERY CHANGES.

What is Going on in the Canadian Grocery Trade.

Ontario.—Thomas Wride has purchased the general store of J. H. Clark, Arner, Ont.

F. A. Vandrick, grocer, Port Elgin, has sold to Wm. King.

Geo. E. Running, general merchant, Steelton, Ont., has assigned.

J. S. Austin, general merchant, Belmont, Ont., has sold to O. Reid.

Robt. Calbeck, Hamilton, Ont., has sold his grocery to Herbert Dixon.

Joseph Karam, general merchant of Gowganda, Ont., suffered loss by fire.

Oscar Beckstead, grocer of Williamsburgh, Ont., has sold to Geo. Barclay.

W. V. Charlton has purchased the grocery of Ernest Charlton at London, Ont.

W. H. Bradfield, general merchant, Griffin's Corners, Ont., has sold to G. H. Godby.

Silcox and Smith, grocers of St. Thomas, Ont., have sold to Emerson McCance.

Quebec.—The Coulonge Supply Co., have purchased the general store of A. H. Leggo, Port Coulonge, Que.

R. Goold, grocer, of St Johns, Que., has assigned.

Korber Bros., grocers of Montreal, have dissolved.

Geo. B. Reid, general merchant, Gracefield, Que., has assigned.

The assets of Gobeil & Tremblay, general merchants, Riviere Du Moulin, Que., have been sold.

Maritime Provinces.—G. A. Robertson, grocer and hardware dealer, Moncton, N.B., suffered loss by fire.

J. Brait, of J. & W. Brait, general merchants, Rexton, N.B., deceased.

Western Canada.—C. J. A. Haas, general merchant, Gimli, Man., suffered loss by fire.

The grocery store of Woods & White, Victoria, B.C., was destroyed by fire.

J. Abraham, grocer, Vancouver, B.C., has sold to Sloan & Allen.

H. W. Brownell, Vancouver, B.C., has sold his grocery to F. Jones.

Biggar Bros, general merchants, South Westminster, B.C., have dissolved.

O. Nelson, grocer of New Westminster, B.C., is selling to Gunderson Bros.

The Westminster Trading Co. have purchased the general store of A. Gaudin, New Westminster, B.C.

R. L. Walsh, general merchant, of Claresholm, Alta., has discontinued business.

Walter Robinson, grocer, Enderby, B.C., has sold to the Enderby Trading Company.

W. E. Stapes & Co., general merchants, Swan Lake, Man., have sold to P. J. Hallemans.

Jack & Duncan have purchased the general store of A. G. Snelling, Strawberry Hill, B.C.

Craddock & Viner, grocers, Lethbridge, Alta., have sold to Vanderburg & Teeple.

J. L. Hay, general merchant and Nelson & Kjosners, general dealers of Ryley, Alta., suffered loss by fire.

At a recent meeting of the retailers of Regina, Sask., a branch of the Western Retail Association was formed.

The Difficulty of Collecting a Grocery Bill

One of the common occurrences in the grocery business is delayed payment of debts and the loss of these customers when their attention is called to their delinquency. Many are the stories that might be told and to the long list already recorded, this extra one should be of some interest.

A grocer in an eastern Ontario town had allowed one of his customers to build up a debt of $25. He knew the credit was good and did not pay attention to it for months. Finally, not long ago, he found himself in need of ready cash and he sent a letter in regard to this account. Then he sent one of his office hands and it was only a garnishee threat that brought the woman to the store. As is usual in these cases she spoke of some indignity in questioning her honesty, but the grocer replied that he was trying to clean up his books.

Well the money was all paid in a few weeks, but the woman wished the grocer anything but success in his business. She reminded him that he had been eager to get her trade in the first place. He admitted this, but replied that he did not want to wait a year for a small sum of $25. He was aware of the fact that there were many other grocers in the town and if she could get credit from them they were welcome to her custom. He did not mention this latter part to her, but he felt it strongly enough to have said it aloud.

Such is often the gratutude of the customer who has received favors.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland
CLAY PIPES

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade


Crisp News Notes From Everywhere

Oranges Growing in Manitoba—Foreign Demand for Dried Fruits—A New Co-operative Method for Distributing Goods—Rains Affect Olive Crop—Grocers' Association to Buy Goods At Net Weights Only.

Oranges have been grown in Manitoba by W. T. Johnstone of Wawanesa. The fruit resembles the Japanese oranges in shape, but were smaller and of good flavor.

The foreign demand for canned goods during the past season has not been so good as the previous one, and in consequence, the exports show a falling off. While there has been a decrease in quantity, still the prices obtained have ranged higher than last year.

A plan has been perfected by members of the Denver Retail Grocers' Association whereby clerks holding responsible positions in their employ may be bonded.

A new form of co-operative retailing will be used by O. W. Lamb of Clinton, Ia., who proposes to open a store and sell groceries at wholesale cost with 10 per cent. added. But in order for the consumers to get this rate they must pay $10 for a membership certificate for three years, and $2 each year for a partnership card. The membership fee and $2 yearly card tax is said to be for the purpose of assuring Lamb's salary as manager while the 10 per cent. above cost is for the purpose of maintaining the store. All invoices of goods purchased from wholesale houses will be, it is said, on the counter of the store for examination.

Heavy rains following the long drouth have further affected the European olive crop, but it will be several weeks before any definite estimate of the output can be made. It is reported that France will produce only 50 per cent. of a normal crop.

The Los Angeles Retail Grocers' Association at a big meeting recently adopted resolutions to buy goods only at net weights in the future.

The Grocers' Association of Cleveland, O., are doing their utmost to eliminate the dry measure and sell goods by weight only.

The retail grocers of Dundas, Ont., have decided to discontinue giving premiums of any kind.

In his annual report, the president of the Alaska Packers' Association says that the 1910 profits were $517,009, as compared with $779,729 during 1909. The canneries were all kept busy and salmon markets were brisk.

CALENDARS FOR 1911.

The Ontario Lantern & Lamp Co., Hamilton, Ont., have issued an elaborate 1911 calendar advertising the Tungsten lamp. It is 28 by 14 inches in dimensions with a dark brown colored paper for background. The illustration is that of an Egyptian figure, richly colored, turning on a Tungsten lamp with one hand and holding an ancient form of lamp with the other. She is standing at the bottom of a beautiful staircase in a handsomely furnished dwelling.

CATALOGUES AND BOOKLETS.

McVitie & Price, biscuit manufacturers, Edinburgh, Scotland and London, Eng., have issued an attractive booklet and catalogue, containing a comprehensive review of the building up of this business and a description of the various products manufactured. There are many illustrations setting forth, as well as the Edinburgh and London biscuit works, many prominent and historic Edinburgh buildings. There are also illustrations of a few of the leading biscuits manufactured by McVitie & Price, and handsome christening and Christmas cakes made by them. The booklet contains information worth while perusing.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

YOU DON'T BUY a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

AGENTS WANTED.

A WELL ESTABLISHED ENGLISH HOUSE, with 15 travellers calling upon the principal wholesale and best retail grocers and provision merchants throughout the British Islands, is desirous of securing the sole agency of a Canadian packer or manufacturer for the British market in the food and provision line. Highest references. Apply "Food," Box 51, The MacLean Publishing Co., Ltd., 88 Fleet Street, London, England. (5)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
¼-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Ontario and Quebec Prices.



Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½-lb	1 40
" 1 oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz.,	6 dz 0 70
No. 1, 1-lb.,	4 doz 2 40	No. 12, 4-oz.,	3 dz. 0 75
No. 1, 1-lb.,	2 doz 2 50	In Tin Boxes—	
No. 2, 5-oz.,	6 doz 0 80	No. 13, 1-lb.,	2 dz. 3 00
No. 2, 5-oz.,	3 doz 0 85	No. 14, 8-oz.,	3 dz 1 75
No. 3, 2½-oz.,	4 dz 0 45	No. 15, 4-oz.,	4 dz. 1 10
No. 10, 12-oz.,	4 dz 2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz.,	2 dz 2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Jellies	
Strawberry	1 95	Peach	1 80
Raspberry	1 95	Pear	1 70
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 95	Crabapple	1 45
Raspberry and gooseberry	1 80	Plum	1 70
Plum jam	1 55	Grape	1 85
Greengage plum, stoneless	1 75	Marmalade	
Gooseberry	1 75	Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 [illegible]

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

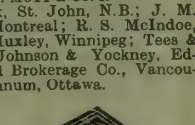
Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼'s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ¼'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ¼ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
¼-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S EVAPORATED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

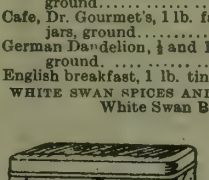
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ¼ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb. fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In carbons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 20

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
½	0 32	0 40
1 and ½	0 35	0 50
½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 gross	0 95 dozen
Medium, cases 1 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Good Buy



You can make sure of earning the goodwill of the ladies if you sell them

BLACK KNIGHT STOVE POLISH

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

Keep a generous stock of this profitable line and push it hard.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

USE NEW BRUNSWICK "KRAFT" WRAPPING PAPER

ASK YOUR WHOLESALER

The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

81 YOUVILLE SQUARE, MONTREAL

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

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ALFRED B. LAMBE & SON, TORONTO.
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CECIL T. GORDON, MONTREAL

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We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11½
½-bbls	0 11½
Tubs, 60 lbs	0 11½
20-lb. Pails	2 38
20-lb. tins	2 28
Cases 3l-b	0 12½
" 5-lb	0 12½
" 10-lb	0 12½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11
Tubs	0 11½
20-lb. pails	0 11½
20-lb. tins	0 11
10-lb. "	0 11½
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50
Post Toasties—No. T3 $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.90
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5o. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb.	"	2 60
No. 3, " {30 1-lb. / 60 ½-lb.	"	3 00
No. 5 Magic soda—cases 100 10-oz. pkgs.		
1 case		1 [illegible]
3 cases		3 [illegible]

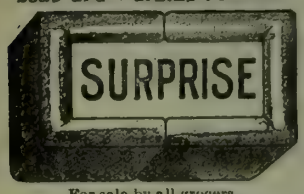
PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO., Ltd., London, Winnipeg

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 80

6 doz. to box $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½

2½-lb. boxes, ½c higher.

Celluloid—Boxes of 45 cartons, per case 3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



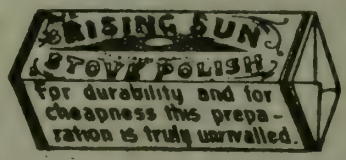
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

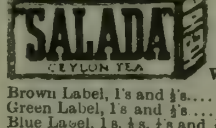
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

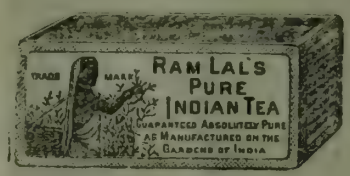
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 [illegible]
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s.	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1.00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label, 1 lb or ½		0 25	0 30
Red "	1 lb or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 [illegible]
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10 lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25



Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP



SELLS

SOONER or LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public, so cute and discerning, says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

SNAP LIMITED, MONTREAL CANADA

WARNING!

Crescent BM&Co. Brand

TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Cheese Salt

For Cheese is what the authorities are advising. Low grade, ordinary cheap Salt is now known to be poor value, and anything but economical. Let us quote you laid-down prices for genuine Cheese Salt.

Verret, Stewart Co.,
LIMITED
Montreal

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Grocer gets from its Readers a Degree of Attention—a Quality of Interest—that is Most Unusual

Not long ago a certain article was advertised in this paper, and several others simultaneously.

We questioned the advisability of using The Grocer, because we believed that the trade in which we circulate did not offer a very good field for the article in question. The manufacturer, however, was satisfied to make the trial, so the advertisement was inserted.

The Grocer brought better returns than any of the other mediums used.

Why ?

It was not because the other papers have not good circulation. They have. And it was not because they are not read. They are read.

The difference in pulling power between The Grocer and these papers is due to the difference in the quality of interest that each gets from its readers.

Thousands of good dealers save many times the subscription price by studying this paper closely every week. They give it a degree of attention—a quality of interest—that is most unusual.

That is why The Grocer, with a comparatively small number of readers who could be considered probable buyers, brought better returns than the other papers that should logically be much better mediums for this particular proposition.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, FEBRUARY 10, 1911 No. 6



Your customers want something to ward off the rigours of this wintry weather, and you can just fill the bill by selling them

Robinson's Patent Barley!

It is an equally efficient food for infants and invalids, and you can recommend it without hesitation. Stock "Patent Barley"—it's right in your line, and there's no reason the drug-store man should have a monopoly of this quick-moving product. Remember the name—Robinson's.

Agents for the Dominion of Canada

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

SYRUP SALES WILL BE SATISFACTORY

F C Harkness (DH)
511 Union Bk Bldg

both from the point of view of volume and profit, if you are handling

"Crown Brand" Corn Syrup

There's no syrup to which such care has been given to guarantee purity. Try this well-known line, and give it prominence. It will pay you to do so!

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal

The King Eats Them



The King Eats Them

Maconochie's Pickles

Pickles in Perfection

Pickles hold an important place in the store room of every household; for, wholesome in themselves, they add enormously to the enjoyment of so many other foods, and, in many instances, prevent waste.

But, if Pickles are to serve their proper purpose, they must be excellent in every particular, and it is the superiority of the FAMOUS MACONOCHIE BRANDS which secures for them their immense public favor.

Many acres of the finest land for the purpose are specially planted with vegetables for the Maconochie supplies, and at the right moment of maturity they are gathered, cured, and bottled.

The experience of a generation has been devoted to the work, and at the Maconochie Factory, the preparation of Pickles has been raised to the level of a fine art.

It does not matter in whatever climate the Maconochie Pickles are used, and they will be found in every corner of the globe, they are always bright in colour, beautifully crisp, and deliciously fresh in flavour!

The means by which this great result is achieved is no secret: They are simply:

THE FINEST MATERIALS,
KNOWLEDGE AND CARE—

FOR SALE BY ALL FIRST-CLASS JOBBERS

Also MACONOCHIE'S Peels, Pan Yan Pickle, Pan Yan Sauce, Worcester Sauce, Fish, Marmalade, Jams, Bloater Paste, Etc., Etc.

CANADIAN REPRESENTATIVES:

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO - - -

Nourishing
Palatable

Coco Fruitine

Vegetable
Butter

From the view-point of economy alone, a woman will be interested to investigate the merits of Coco Fruitine in her cooking and pastry.

Its matchless purity, rich yet delicate flavor and evident superiority to butter, oil or lard, commend it at once to the housewife who is anxious to save. Made in Marseilles, and made with scrupulous care!

Economical

LET the "fussy" customer know your store as the one place where she will always receive rapt attention. Let her feel, if necessary, that she is right and you are wrong when an inclination to differ arises. Flatter the keenness of her judgment and thereby pave the way to resting secure in her good graces. The best business asset you can have is a woman's goodwill. It is a pearl of priceless value, friend!

ARTHUR P. TIPPET & CO.
Montreal *Toronto*

"Griffin" Brand Seedless Raisins

The choice of "finicky" folks and therefore of critical judges of quality, has never fallen upon other brands of Seedless Raisins in such generous measure as on the famous "Griffin" trade-marked product.

Grown, cured and packed in the largest vineyards on the Pacific Coast, and never tampered with en route.

The Standard



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

WRITE TO

10 Garfield Chambers, Belfast, Ireland

For sample copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish Trade.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Evaporated Apples and White Beans

Can give best quotations.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 79

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Arrived in store one car

NEW ORLEANS MOLASSES

HALF BARRELS PRICES RIGHT

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16, Morin Block
Quebec, - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.

Promptness and Satisfaction guarante ed.

Business Solicited.

Three leaders for "QUICK SELLING" Send your orders NOW

"BALAKLAVA" BAKED BEANS

2s Tall Cans - Cases 2 dozen

THE QUALITY IS GUARANTEED.

1 Case free with 10 cases
½ " " " 6 " freight prepaid

90c. doz.

Imported DUTCH Biscuits

HUDSON CREAM WAFERS
DONSCO ICE WAFERS

28c. lb.

Tins 5 and 10 lbs. - Finest Quality.

Guaranteed—Equal to any imported line on the market.

"Pancake" Maple Flavor Syrup

Wine pint tins
Barrels 12 dozen.

Wine quart bottles
Barrels 4 dozen.

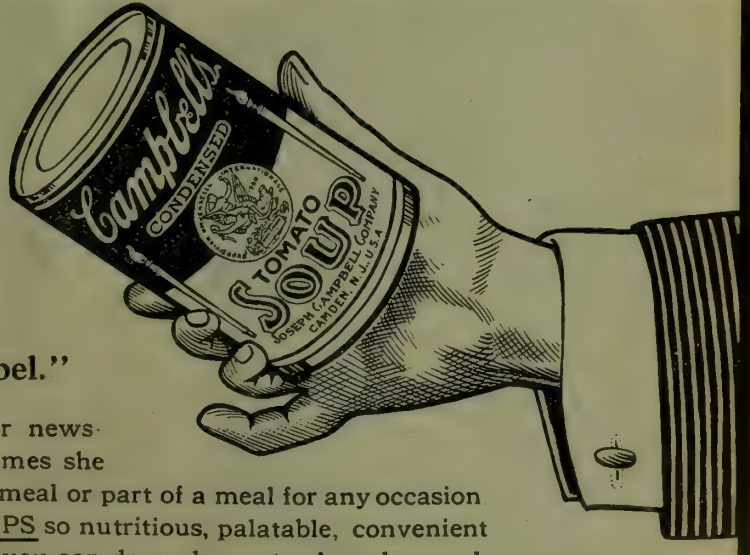
OUR QUOTATIONS ARE RIGHT

EBY-BLAIN, LIMITED

WHOLESALE GROCERS. TORONTO

Campbell's

SOUPS



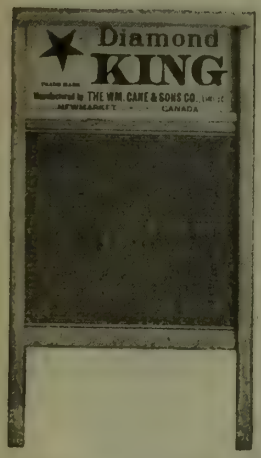
"21 Kinds—
Look for the Red-and-White Label."

Every woman who reads magazines or newspapers has seen the above words so many times she knows that CAMPBELL'S SOUPS provide a meal or part of a meal for any occasion Your customers will find CAMPBELL'S SOUPS so nutritious, palatable, convenient and economical that, once you induce a trial, you can depend on steady sales, and, that's what you want because they pay you a good profit. Well advertised, easy to sell, satisfactory to customers, profitable to you—CAMPBELL'S SOUPS have all these points in their favor.

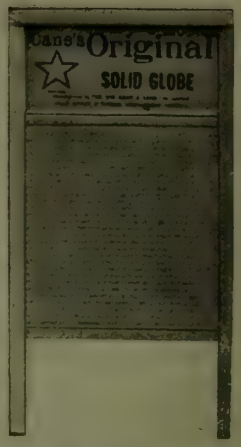
Joseph Campbell Co. - Camden, N.J.

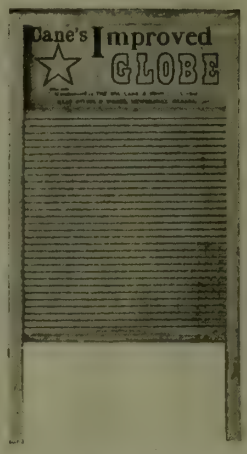
Rose & Laflamme, Montreal, Selling Agents for Provinces of Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island.

"21 Kinds—Look for the Red-and-White Label."



Cane's Washboards
LOOK BETTER, LAST LONGER





At anywhere near the same price, there are no washboards so attractive in appearance and that give such good service as Cane's. Early in our business career we formed the habit of putting the soundest materials and the most superior workmanship into our goods

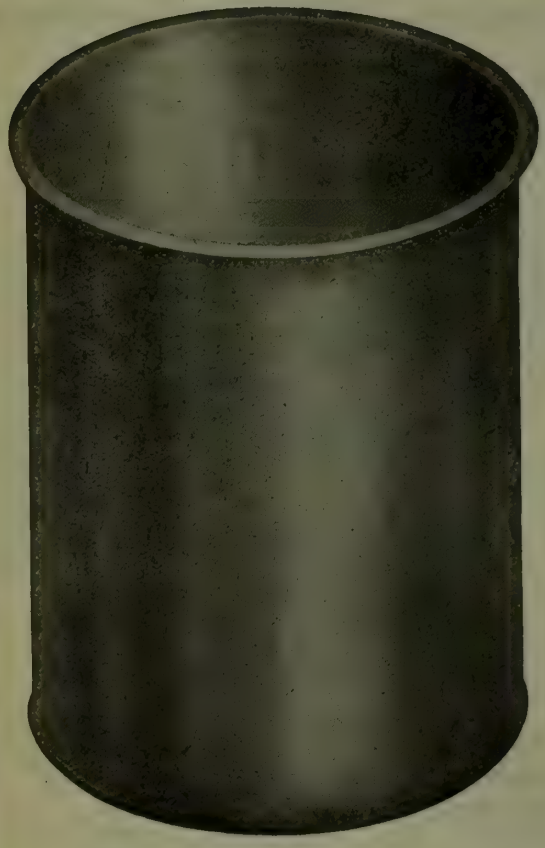
And the habit remains!

The boards shown on this page are three of our leading lines. Our catalog shows the full range—a board to meet every demand, and the best value at all prices.

Your jobber sells Cane's wasboards---or should.

Ask him to show you!

THE WM. CANE & SONS CO., Limited
NEWMARKET, ONTARIO



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

Contains More—Costs Less

IN these four words you have a very strong selling point for RED CROSS BAKED BEANS.

The tins contain more beans than the 3's flats, which are sold at a higher price.

There is a green sticker on the top of each can of RED CROSS BAKED BEANS that calls your customers' attention to this fact and tells them how to verify it.

RED CROSS BEANS are hand picked, prepared by a special process and packed solid, either plain or with Chili Sauce.

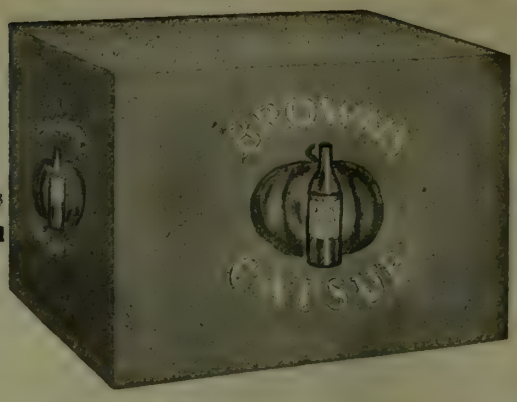


All the spices and sauces used in processing RED CROSS BEANS are very carefully selected with an ideal of absolute purity in view.

Dominion Canners Limited
Hamilton -:- Canada

We can supply Simcoe Brand in place of Red Cross if preferred

Protect Your Merchandise



From Water, Damp and Damage

by shipping in

"H and D" Corrugated Fibre Board Boxes

They are five times as strong and have greater carrying power than the best wooden cases, and are warranted to save freight, save storage space and save packer's time. Think what it means to have your product reach its destination in the same fresh, clean and attractive condition as it leaves your factory! An "H. and D." packing box will do this for you!

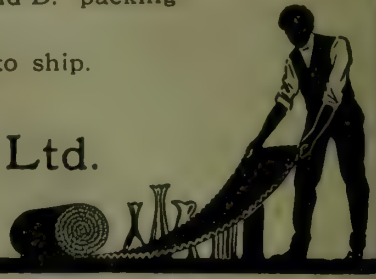
Write to-day for details, mentioning what you have to ship.

Ask for free Booklet "How to Pack It."



The Hinde & Dauch Paper Co., Ltd.

TORONTO, CANADA



Save Money on Egg Delivery

You can do it if you will spare a moment to look into

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

They stop all breakage and miscount, save time and satisfy customers. Actual cost of using less than 1-3 of a cent per dozen eggs delivered safely.

Compare this figure with the cost of delivery in paper bags or boxes, which break eggs. Our booklet, "No Broken Eggs," will interest you.

Write us and ask your Jobber.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Free to the Grocer

WITH

COMFORT SOAP

"It's All Right"

WHEN SHIPPED TO ANY STATION IN ONTARIO OR EASTERN CANADA

With 5-Box Lots we send FREE any one of the following:

1 Truck
1 Ladder
1 Solid Aluminum Scoop, No. 0
1 Set Galvanized Iron Scoops (4)
1 Fountain Pen
1 Nail Puller
1 Counter Stool
¼ Case Lye (12 tins, retails 10c)
⅓ Case Handy Ammonia (12 packets, retails 10c.)
1 Box Kleano (36 cakes, retails 5c.)
2 Small Pictures
1 Large Oval Picture
1 Large Silver-Framed Picture
1 Large Gilt-Framed Picture
2 Medallions

With 10-Box Lots we send FREE any one of the following or any two on the 5-Box List:

1 Wire Door Mat
1 Solid Aluminum Scoop No. 2
⅔ Case Handy Ammonia (24 packets, retails 10c.)
½ Case Lye (24 tins, retails 10c.)
1 Imperial Clock
1 Kitchen Set

WITH 25 BOX LOTS we send free FIVE TIMES as many Premiums as mentioned on the 5-Box List, or any one of the following:

1 Rug 30 in. x 60 in., same both Sides, Smyrna Pattern
1 Lady's or Gent's Tight Rolling Fine Silk Umbrella
60 Tins Comfort Lye, (retails at 10c. per tin)
60 Packets Handy Ammonia (retails at 10c. per package)
3 solid Aluminum Scoops, assorted sizes
1 Rubber Tired Express Wagon, box 18 in. x 36 in.
1 Iron Wheeled (malleable) Express Wagon, box 18 in. x 36 in.

With	1	Box	Lot	either	Wagon	for $3.00 cash
"	5	"	"	"	"	2.50 "
"	10	"	"	"	"	2.00 "
"	25	"	"	"	"	Free

When ordering be sure and state which wagon you require. We cannot exchange them.

Freight Prepaid on 5 Boxes and Upwards

Terms—Net 30 Days. No Discount for Prepayment.

THE COMFORT SOAP CO.

TORONTO - - - - - - CANADA

PERRIN'S

LEMON  NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

THE ONE YOU KNOW

Flico Fly Catcher

Your customers know and appreciate that FLICO is much cleaner and handier than any Fly Paper.

Can be hung anywhere without fear of it falling on the carpets or coming in contact with other articles.

Price **$2.40** Per Gross

PACKED THREE DOZEN TO CARTON

RETAILS TWO COILS FOR FIVE CENTS

BIG PROFITS TO THE TRADE

If you have not already done so, place your order now and so save disappointment, as last year we were oversold.

If you have not sold FLICO before, write for free samples and state who your Wholesaler is.

FLICO CATCHES MORE FLIES AND

QUICKER THAN ANY OTHER FLY CATCHER

GIVE THEM THE CHANCE

IMPORTED AND FOR SALE BY

MacLaren Imperial Cheese Company, Limited

Manufacturers and Importers Grocers' Specialties

TORONTO, - CANADA

Swiss Cheese

Your customers are becoming more and more particular about the quality and purity of their foodstuffs. You will do well, therefore, to give a prominent place in your display to

Otto Wartmann's Emmenthal Cheese

which is absolutely pure. Manufactured in the valley of Emmenthal, Switzerland, from milk of the highest quality and guaranteed unskimmed. It is so rich and creamy that it will please even your most particular customers.

IT IS SUPERIOR

to the Gruyere cheese, which is made of partly skimmed milk, and which, therefore, cannot have that delicious flavor which has done much to make the Emmenthal cheese famous. Further, the Gruyere loaves are 1-3 or 1-2 smaller than the Emmenthaler.

BEWARE OF IMITATIONS

Such has been the success and reputation gained by Emmenthal cheese that many manufacturers, both in Canada and the United States, have tried to imitate it.

Note:—We import ours direct from Switzerland.

WRITE FOR PRICES

YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO.

Enquiries from Ontario to our Toronto office.

The Charles Ciceri Company LIMITED

Enquiries from all of Canada outside of Ontario to our Montreal office.

Gossages' Magical Soap

The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE



William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

IMPORTANT DECISION

New York State Pure Food Law and Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

Hon. William F. Sheehan,
37 Wall Street,
New York City.

Albany, January 11, 1911.

Dear Sir:—

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully,

R. A. PEARSON,
Commissioner.

The Influence of Your Tea Trade

There's no article the grocer handles that has more direct influence on his profit than his tea business. Quality and flavor mean the retention of the whole family trade, and

RIDGWAY'S TEAS and COFFEES

Get our full particulars and prices.

are lines that will surely help you to obtain and hold this desirable connection.

We have a very wide range of Ceylon, Japan and China, in tins, packages and in bulk, and our variety of blends cannot fail to cover the requirements of every taste.

We pack grocers' own label teas in half lb. or lb. lead packets at a small extra cost.

Donnelly, Watson & Brown, Limited,

CALGARY and VANCOUVER

Sole Agents for British Columbia and Alberta

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

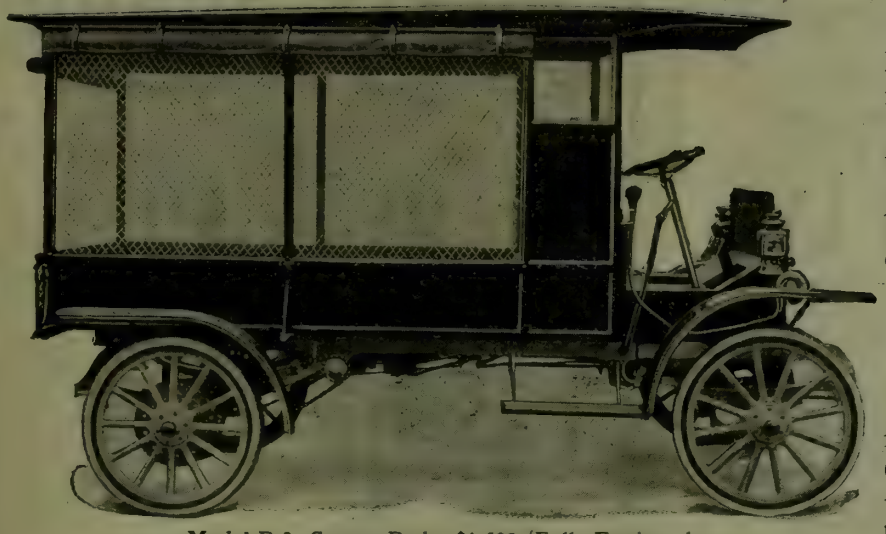
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Put Your Delivery on a Paying Basis



Model B 2, Screen Body, $1,600 (Fully Equipped)

Simplify the tangled trend of a losing system and have it earn money.

The best asset of an enterprising firm is an equipment to facilitate the delivery of its output.

The Commercial Car is the only economical and expedient method.

Deliver Goods the Canadian Way

Write to-day for catalog giving full particulars of Canada's first Commercial Cars and what they will do. **A High Grade Car at a Low Price.**

MR. BUSINESS MAN

It will pay you to investigate this car, its makers, its mission, its good points and its durability. It will bear the closest investigation and will fill every promise made for it. It is a Canadian car, built in Canada by Canadians, for Canadians and FOR SERVICE,

THE CANADIAN CAR

(EXCLUSIVELY COMMERCIAL)

SPECIFICATIONS

ENGINE—22 h.p., two-cylinder opposed, water-cooled, 5½ bore, 4-inch stroke.
WHEEL BASE—107 inches.
TREAD—Standard 56 inches.
WHEELS—34-inch artillery type, mounted on roller bearings.
SPRINGS—Front semi-elliptic, 38½ x 2 in. Rear platform type, 36½x2 in. Side, 40½x2 in.
BRAKES—Internal expanding on rear wheels, adjustable by turn-buckles.
TRANSMISSION—Planetary, two speeds forward and one reverse.
IGNITION—Bosch magneto.
FRAME—Three-in. channel section steel; length over all, 144 in.; width over all, 32 in.
AXLES—Drop forge front and rear I beam
STEERING—Improved solid double nut, 16-in. ebony steering wheel.
TIRES—Solid endless rubber, front 34x2½ in.; rear 34x3 in.
CONTROL—Slow speed forward, reverse and brake operated by foot pedals. Clutch and emergency brake by one hand lever, spark and throttle by levers at top of steering wheel.
DRIVE—Double chain direct from Jack-shaft to rear wheels.
LEVERS—All levers, foot pedals and rocker arms are drop forged, clamped and keyed to proper place, except foot pedals, which are loose on one shaft.
COOLING—Thermo syphon system.
CRANKSHAFT—Drop forged.
LUBRICATION—Force feed direct to bearings.
CLUTCH—Disc running in a bath of oil.
BODY—Loading space 42x88.
EQUIPMENT—3 oil lamps, horn and tool kit.
CAPACITY—1,800 lbs. (guaranteed).

DEALERS

We have territory for good live responsible agents to represent The CANADIAN Car. It has every good feature a commercial car should have. It is a rapid seller and delivers the goods. You can talk and show facts about this car at the same time.

Write for full details and catalogs.



Model B, Open Express Body, $1,500 (Fully Equipped)

The Canadian Commercial Motor Car Co., Limited

WINDSOR, ONTARIO

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,
and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

New Lot of Marmalade is Ready for Shipment



My! How attractive every jar of this new lot of Orange Marmalade does look! We've never put up a finer lot. And the flavor of it will delight you—and will bring your customers back for another, and another, and many another jar.

Shirriff's ORANGE MARMALADE

has always been noted for its "class." It would be hard to equal its deliciousness; impossible to better its quality. SHIRRIFF'S Orange Marmalade is looked upon as a "staple" line with hundreds of grocers. How does it stand with you?

Imperial Extract Co.

Toronto, - - Canada

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N S.; F. H. Tippett & Co., St. John, N.B.; C. E Jarvis & Co., Vancouver, B.C.

Tartan BRAND

Our travellers have specials in:

Dried Fruits of all kinds, Currants, Raisins, Peaches, Evaporated Apples, Figs.

200 Kegs Labrador Sea Trout. Very fine red fish.

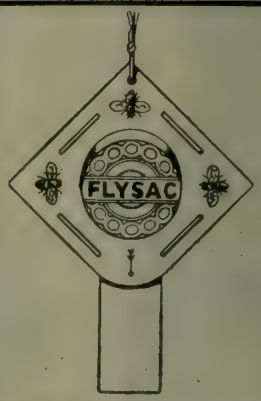
Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

Mail orders specially looked after.

Phone No. 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

70 cents per box of 50 pieces.



$12.75 per 1,000 pieces.

The

"Flysac" Flycatcher

has come from England as a boon to the Canadian household. An easy and profitable seller.

5 Good Reasons Why

1. It is hermetically sealed.
2. There is absolutely no leakage.
3. Ribbon is securely packed.
4. Covered evenly with gum.
5. It is a sure catcher.

Almost 100 per cent. profit is assured you on every order. But you cannot afford to delay. If your wholesaler cannot supply you, write direct to

HODGSON, SUMNER CO., LIMITED

347 St. Paul Street, Montreal

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co. Toronto; Young Bros., Vancouver, B.C. Wm. Braid, Vancouver B.C.; L. T. Mewburne & Co., Calgary, Alta.



BJELLAND'S

awaits the Grocer who features

Smoked Herrings in Bouillon

These delicious summer-caught small herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at ten cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents



The Original

Important Notice to Retail Grocers

Each grocery salesman travelling on territory East of Fort William has particulars of our selling campaign for

Borden's Eagle Brand

Make enquiries or write us direct.

Wm. H. Dunn
Selling Representative
for Eastern Canada
396 St. Paul Street, Montreal

Borden's Condensed Milk Co.,
"Leaders of Quality"
Originators of Condensed Milk and largest
Manufacturers of Milk Products in the world.

PYRAMID FLY CATCHER

does not interfere with flat fly paper, because it appeals to the medium and better classes of your trade. They do not like fly paper because of its annoying features. The Pyramid is just what they want.

Place your order now to ensure early delivery.

WM. H. DUNN
Sole Importer
Montreal and Toronto

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King.

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

Ask for copy of our Illustrated Price List.

AGENTS:

Wm. H. Dunn
Montreal
and
Toronto

Hamblin & Brereton,
Winnipeg
and
Vancouver



The Biggest Package. The Best Quality.

Here is a combination that means a lot to you---an opportunity to offer your customers bigger value for their money when buying Soda Biscuits.

MEADOW CREAM SODAS

come in the largest package for the money in the trade. And they are as good as care, skill and superior materials can produce.

THE W. J. CROTHERS CO. - Kingston, Ont.

INVALID OXVIL



THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price-protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to

THE HARRY HORNE CO, 309-311 King St. W., TORONTO

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the Inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk This is incorrect and SHOULD BE MADE ILLEGAL. As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628 which contains 25.20 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."
This one sample was prepared by FUSSELL & CO., Ltd, LONDON AND NORWAY.

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

Is REAL CREAM and contains from 25 to 30 per cent. milk fat. Condensed milks—the so-called "Evaporated Creams"—contain about 8 per cent. only.

Samples and particulars of:—The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta, C. Fairall Fisher, 22 St. John St., Montreal, for Quebec. W. H. Escott, 137 Bannatyne Avenue. Winnipeg for Manitoba, Saskatchewan and East Alberta. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

Do Not Neglect Placing Your Order



This good old Soap has been a household name for over fifty years, and the new bar, improved both in quality and appearance, is making new friends every day. Sells 5 Cents straight.

Our travellers will call regularly, but our Mail Prices, our Travellers' Prices and the prices quoted by Wholesale Trade are all the same.

PRICES ONTARIO AND QUEBEC

Quanti	Per Case	Premium
5 Case Lot	$4.15 and	20 Bars Quick-Naptha
10 Case Lot	4.05 and	40 Bars Quick-Naptha
25 Case Lot	4.05 and	1 Case Quick-Naptha or Richards Pure

Freight Prepaid — Terms: 30 Days

Sold to retail at 5 cents per cake straight

The Premium Soap is equal to a discount of 20 cents per cake

IF IN URGENT NEED TELEGRAPH OR TELEPHONE AT OUR EXPENSE



This is the Soap most women are eventually going to buy—

BECAUSE

It requires no boiling, only cold or warm water.
It can be used Winter or Summer.
It goes further and does better work
It is MADE IN CANADA.
It sells at only FIVE CENTS per cake.

FACTORY, WOODSTOCK ONT.

Afternoon Tea Biscuits



Dainty Biscuits Daintily Packed

A post card brings our Album

PEEK, FREAN

& CO., LTD.

LONDON ENGLAND

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

"Banner" and "Princess" Condensed Milk

THE LEADERS

Here are two lines of milk that are remarkable for their quality and purity. Only the richest country milk and pure cane sugar are used in their preparation, and the milk is handled and canned in a factory that is a model of cleanliness.

They never fail to satisfy.

Write for prices.

When you are in the market for Unsweetened Milk, buy

ST. GEORGE EVAPORATED MILK

John Malcolm & Son

ST. GEORGE :: :: ONTARIO

New Customers For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca,

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.

ORANGE - MASS.

Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.

Glasgow, Scotland

Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co, Winnipeg; R. Robertson & Co., Vancouver and Victoria.

A REAL SUBSTITUTE FOR FRESH COW'S MILK!



The care given in the preparation of

"Canada First" Evaporated Milk

and the absolute purity and efficient sterilization of each can, make it the line for you to stock and recommend. The safest milk to sell for infants and invalids. A steady business bringer and profit producer.

Order from your Jobber.

The Aylmer Condensed Milk Company, Limited, Aylmer, Ont.

Head Offices: Hamilton, Ontario

LOW COST, HIGH QUALITY

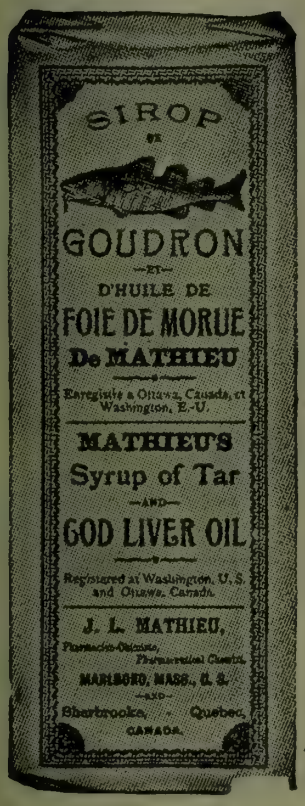
Just now the market conditions permit of

ST. LAWRENCE GRANULATED

THE HIGHEST QUALITY OF SUGAR PRODUCED

being bought and sold at prices that make the handling ot other low and inferior grades unattractive. EVERY Grocer now has the opportunity of selling advantageously this highest quality sugar, and at attractive prices.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



MATHIEU'S SYRUP
of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—
Thousands of testimonials attest their wonderful value—
They never become dead stock—
They afford dealers a good profit—
Those who once use them make them a household remedy—
Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada.

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any space

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES.

Send postal—we will mail you full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.



W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



Do Your Customers Pay Up?

Don't continue to lose money through credit business Don't drive good credit customers away by jumping on them "rough shod." Hold the credit business—get more of it, but make it SAFE by using the right tactics.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you saw only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR BRAND package dates

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

—CLUB— MILK PUDDING

is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well

S. H. EWING & SONS
Montreal and Toronto

WARMINTON'S

Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

To WHOLESALE HOUSES

We are closing out the balance of our Japan Teas at special prices.

S. T. Nishimura & Co., - Montreal



Steady, White Brilliant Light

At ½c. per Hour 500 Candle Power

If you want absolutely safe lighting, better than electricity or city gas, cheaper than coal oil or candles, get in touch with us. Lighted and extinguished by a pull of the chain. The best light for stores, homes, hotels, churches, etc.

First-Class Agents Wanted

You Save Money by Buying Your Mantles and Glassware from Us.

MACLAREN & CO.,
Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO

McLean's  **Cocoanut**

THE QUALITY COCOANUT
THAT NEVER FAILS TO SATISFY!

The Canadian Cocoanut Co., Sole Makers, Montreal



Notice to Live Grocers
(OF CANADA)

The Famous KIT Coffee Essence is now being offered to the Canadian Trade. All grocers who are desirous of pleasing their particular customers should order KIT Coffee at once from their wholesale grocer, or get full information from our Canadian Agents,

For full particulars apply to

KIT COFFEE COMPANY
GOVAN - - GLASGOW

NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material
Absolutely pure, never becomes rancid, and keeps indefinitely.
Highly degestible and nutritious.
Unrivalled for frying, cooking and pastry
Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited
206 Papineau Avenue MONTREAL

Where Knowledge is Power 'tis Folly to be Ignorant!

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS,

Ginger Talks, by Holman	$ 2.00	50 Lessons on Show Card Writing	2.50
Brain Power Business Manual	2.00	Tea Hints for Retailers	2.00
Salesmanship, Deportment and System	1.00	Tea, Its History and Mystery	2.00
Straight Talks on Business	1.00	Coffee, Its History	2.00
Book-keeping Self Taught	1.00	Hardware Window Dressing	2.50
Ropp's Commercial Calculator	.50—1.00	Hardware Store Business Methods	1.00
Buyer's and Seller's Cost Tables	1.50	Art of Decorating Show Windows and Interiors	3.50
Success in Letter Writing	.75		
Card Writers' Chart	1.50		

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THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.
143-149 UNIVERSITY AVENUE, TORONTO

Purity in Foodstuffs

has become a first consideration nowadays, and your reputation is at stake, especially when you are handling preserves.

JAMS

Sterling BRAND

JAMS

are guaranteed to contain nothing but the purest ingredients and are prepared in a model, sanitary factory.

We make every kind of Jam in season and put them up in both glass jars and pails.

Order "Sterling" Jams to-day.

The T. A. LYTLE CO., Limited
Sterling Road - - TORONTO



Salesmanship in the Store Tends to Success : : : :

THE Canadian Grocer's competition on *Constructive Salesmanship* was established with the view of aiding retail dealers and their clerks to realize the importance of the selling forces at their command.

These selling forces can best be utilized when they have been studied carefully. Therefore let dealers and clerks who are desirous of understanding the details of their methods for *selling* goods enter this competition—nine medals are to be given the winners as tangible recognition of their ability as constructive salesmen.

Write for full particulars to

The EDITOR, **The Canadian Grocer,** 143-149 UNIVERSITY AVE.

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



BRANCHES:
Toronto Winnipeg Hamilton Fort William

The crossing of the twenty-three million mark and beyond.

Last year our output was 23,087,810 packages. It was the largest year in our history. 1911 will be still greater.

Our sales for the first four weeks of 1911 show a total increase over the same period in 1910 of 69,707 lbs., as follows:

Week	ending	Jan. 7,	increase	14,774	lbs.
"	"	" 14,	"	28,016	"
"	"	" 21,	"	21,414	"
"	"	" 28,	"	5,503	"

In the amount of tea sold—
In the quality of that tea—
In its ability to build trade—
In the extent of its distribution—
In the confidence and satisfaction created by its sale—



takes first place. It has held the same position for nineteen years.

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How to Obtain the Exact Cost of Goods

The Question is Answered, Should Discounts be Deducted in Order to Determine Cost?—A Negative Reply—The Value of a Cost Book Explained — The Items to be Always Included Under Expense.

By Henry Johnson, Jr.

I have the following very pertinent and interesting inquiry from a general merchant:

Dear Sir,—I have been a subscriber to and reader of your valuable paper for the past two years, and admit it is an indispensable paper, one from which I have obtained a great deal of valuable and practical information. I have been and still am very much interested in your department, and, as one of your "scholars," I would ask you to kindly inform me what you consider should properly be added to an invoice to arrive at the true cost. Also, what do you consider as expense. In arriving at true cost do you deduct the discounts and then add to the remainder such amounts as you consider part of the cost, or do you add to the gross amount of the invoice? Hoping I have made plain what information I desire.

R——— S———

Winnipeg, Man.

That's a good letter, right to the point. Maybe I can answer the questions satisfactorily, but more likely I shall leave many points uncovered. I hope, however, that where I fail to cover important phases of this question, others will kindly step up and say where I am at fault. Such a question as this must be met by all of us in all sections, under all conditions. There should, therefore, be various methods, some better, some worse, of figuring costs; and a full discussion would aid all of us, might, indeed, lead to the fusing together of the best ideas into the one best method.

Get at Exact Cost.

I have detailed in former articles what jobbers add to cost. I have shown that therein we have a hint of what is good for us; but I have also shown that it would be impracticable for retailers to follow all that out to the fine point reached by jobbers. The safe way for us will be to take into consideration just what it has cost us to get the goods into our places of business ready to sell.

In the case of a bill of goods bought under the regular prices it's not hard to arrive at invoice cost of any given item per dozen or piece. But in cases where goods are bought otherwise it is not so simple. Supposing a traveler offers you five cases of an article free with 25 boxes of something else; he will likely point out that this shows you a cost of say $2.29 on the latter. To make positive of his meaning ask him whether he is figuring the free article at $4.25 per case, or $4 or $3.90. You can see at a glance that it will make a difference in your cost of the 25 boxes if it is figured at regular cost of $4.50 or at $3.90. You should consider carefully whether or not you are paying more for the free article than you could purchase it ordinarily by itself. But having bought the goods and having found say that the cost is $4 per case, you can readily compute the actual invoice cost. If this article is bought freight paid, it will be right for you to add 5c per box to your invoice cost to get actual cost to you in your store.

Another class of goods is olives in bottles. Here you must figure invoice cost; then add the actual freight cost, going right out to weigh up the goods in order to learn the actual cost of transporting a given size to your store. Then make some allowance for handling, whether you do it yourself or pay for having it done; lastly, add fully 5c per dozen all round, and in high-priced goods, costing $3.75 and upward, add 10c. per dozen to cover breakage, spoilage and leakage. Bulk olives will cost you 10c per gallon for waste, sampling and spoilage.

Using a Cost Book.

The systematic keeping of a cost book, wherein is entered the cost of every item that you receive, will require some work—hard work, at first—but nothing will pay so well; nothing is such an educator. We cannot know too much about our business. The more we know the better able will we be to do business correctly. And the more we ponder over and study actual conditions around us the more will be revealed to us. Careful computation and record will consume many evenings; but, as we go on with the work, as we dig deeper into classifications and learn that certain goods cost more to get in than others, the better off will we be.

Do I deduct discount? Certainly not. Why? I can best reply in the old school formula.

There's a man whose name is Capital. He has certain duties in a business. In proportion as he is able to perform those duties well or ill, he is paid much or little. His pay is called NET PROFIT AND DISCOUNT. If he is weak and cannot meet his bills promptly, cannot carry his full burden, he suffers loss—labors under the disadvantage of PAYING INTEREST instead of receiving Discount and, as a consequence, he realizes less Net Profit than if he were stronger. BUT, with continued application, frugal living and careful management he may grow stronger and does, in fact, gain great strength. Then he is a better worker, then he draws More Pay. He rises in his strength and casts off the incubus, "Interest," thereafter gathering to himself large portions of Discount.

Capital Should Keep the Discount.

Now, having worked in the vineyard, shall Capital not have the pay he has earned? Shall that pay be divided with anybody else? No. It belongs only to him, since by his exertions alone has that pay become an actuality.

Put it another way. Suppose you are not in position to discount your bills. You must still so figure as to make a profit over and above all deductions and expenses; over and above and beyond the drawback of losing discount. If you figure properly, then, you will overcome the disadvantage of paying more than your neighbor who has capital wherewith to discount, and in time you will have accumulated enough reserve to discount all your bills. Now, seeing you made money before you could discount without giving any part of the discount benefit to merchandise cost, you must continue to let merchandise cost carry its full burden in order that you may realize the ADDED PROFIT which YOUR OWN LABOR and care have thrown in your way.

Cost, full cost, belongs to merchandise. Full gross profit belongs to merchandise. Discount is the reward of having capital wherewith to take discounts—to pay more promptly than the law requires—and the benefit must go to Capital.

What Constitutes Expense.

What do I consider expense? I can only reply very briefly in the remaining space. Expense is the ENTIRE COST of handling goods from the time you have landed them in your store ready to sell until the money is in your bank account. You can readily figure what that means. It includes rent, clerk hire, insurance, light, heat, horse feed, wear and tear on equipment, replacement of lost or worn out tools, water rates, advertising collections, postage — every blessed thing that you can think of that does not enter properly into the cost of goods as above set forth.

And, whether you figure as I say or not, one thing is absolutely incontrovertible—you PAY ALL THE BILLS for all these. Think of that occasionally. It will help you to "bear down" a little harder on the Cost of Goods.

Thinks Traveler Should Leave a Copy of the Order

Editor Canadian Grocer.—A great deal of inconvenience is often caused the merchant through the neglect of the "Knights of the Grip" to leave a plain copy of order received, on which is also marked the terms, date of shipment, etc. Invariably the merchant wishes to look up his order to see when the goods will arrive, or prices quoted, and it certainly is annoying to find that the traveler has failed to leave a copy.

It is also annoying to find a copy which has been left but which does not bear the firm's name or address. Should the merchant wish for some reason to write the firm about an order given and does not know the name and address and cannot find it on the copy of the order, it is enough to make him "say things."

Of course the merchant can procure a copy by asking for it but he should not be called upon to do so, and if travelers would all use a duplicating order book, it would be no trouble to give a copy.

DICKIE & CHAPMAN.

Pickering, Ont., Feb. 8, 1911.

Calgary Dealer Reasons Why Displays Sell

Advocates the Use of Every Available Space in the Window and Inside the Store—The Store with Clean Goods Attractively Shown will Attract New Trade—A Selling Force in Moving Out New Lines.

Calgary, Alta., Feb. 7.—"The proper displaying of goods is an essential of modern merchandizing," remarked a Calgary grocer recently.

"A merchant may manage to run along with a bare living without displaying goods," he continued, "but he will run a store on this method a long time before he will be able to buy a building of his own or put himself on Easy street. No matter how commonplace are the goods, they look more attractive when well displayed.

"A statement came to my notice the other day," he continued, "wherein it was said that a show case is not needed for potatoes because when people want potaoes they will ask for them anyway. It may be correct that we do not need a show case for potatoes, but nevertheless it is true that potatoes will sell better when well displayed to the prospective customer than when hid away in the back store house.

Will Sell New Lines.

"There are two objects of display. The first is to sell more goods to regular customers and the second to interest visitors. It may be argued that regular customers will buy all their requirements from you anyway without display but is a well known fact that many families' demands may be greatly increased by proper methods being used by the grocer in both introducing new lines and also increasing the sale of staples by display.

"The merchant is the loser if a family goes without goods for a day longer than it intended to, just because there was nothing in the store to remind the shopper of the need for them. While display of straight staples may not increase the total consumption, still it causes people to buy where they are shown and that is to the benefit of the merchant who makes displays.

"In regard to how it affects visitors," continued the merchant, "a person visiting your store may see some article which her regular grocer has not shown. She buys because the article was displayed. When she requires another supply, she probably comes back again. Perhaps this time you have something else which she sees on display and purchases it. Perhaps just at that time, she is out of potatoes and seeing some nicely displayed in your store, she gets a bag sent up with the other goods. Thus, gradually the merchant with the good display wins over the customer from the merchant who was waiting for her to ask for goods.

Sales Depend on Displays.

"More display means more sales," he said, "whether it be staples or fancy goods and every merchant should give particular attention to exhibiting goods. Displays should be changed often so that goods are presented to customers in a different way on each visit.

"Displays may be made around pillars, on the end of counters and in places about the store which are of little use for anything else. Unused spots at the back of a store need not present the unattractive appearance that many do but may be used to good advantage for the display of goods. This would not only improve the looks of the store but also would help in the sales.

"The judicious addition of price cards," in his opinion, "will add greatly to the selling power of the displays."

QUEBEC R.M.A. MEETING.

On Wednesday and Thursday of next week, Feb. 15 and 16, the annual meeting of the Quebec Provincial Retail Merchants' Association will be held in Montreal. The meeting will take place at 80 St. Denis St. beginning at 10 o'clock a.m. Wednesday.

James A. Gibson, grocer, Belleville, Ont., won a municipal bye-election there recently and is now an alderman. Three of the Belleville city council this year are grocers.



SHOW CARDS ACROSS THE STORE

The above is an interior view of the grocery store of F. A. Wilson, 33 Queen St., St. Catharines, Ont. One of the features are rows of show cards from one counter across the store to the other. These are fastened to semi-circular bars and are used to advertise baked beans, tomato sauce, relishes, salad oil, etc.

SHORT TALKS TO CLERKS

By An Ex-Clerk

PUNCTUALITY.

Punctuality is a subject on which mostly all retail clerks can be plainly talked to, as it means the starting out right for a good day's work. When you start out right for a good day's work, you are starting out in the world right.

If the time to be at the store is seven o'clock, you hire with your employer knowing that that is the time. Why should you come to the store at 7.15? Many clerks will come to work ten minutes late, twenty minutes late, thirty minutes late. If you are engaged to come to work at seven, then carry out your contract. If your employer engaged you on the understanding that he would pay you $12 a week, what would you think if he gave you on Saturday night only $11.80? You would immediately say, "You have not carried out your contract."

My point is, MAKE GOOD RIGHT FROM THE START. Is it fair, do you think, to steal fifteen minutes—for that is what you do when you are late. Stealing may sound harsh, but when you come right down to facts that is what it is. You could be of value in that fifteen minutes straightening things up, putting things in their places, and in many other ways.

And let me impress another thing on you: When YOU are late, why shouldn't the other clerks come late? In fact, the result is that they do, and they get it into their heads that it is all right. As a matter of fact, it is all wrong.

A bank opens at ten o'clock. It does not open at 10.10. It opens on the dot. That is punctuality. If you are going to the depot to catch a train at nine o'clock, you would never figure on getting there ten minutes after nine; you would be there ahead of time—caused by punctuality in the railroad system.

Probably you think that when you come in ten minutes late it is never noticed. Don't fool yourself! Don't ever get the impression that, because there is no mention made of an irregularity, it is not noticed, because it is. It is noticed not only by your employer but by your brother workers. It is noticed by the opposition store across the road. Now there is no chain stronger than its weakest link—a very weak link—which you want to immediately remove from your chain.



The clerk can be of much value straightening things up the 15 minutes he is Late.

I recall a serious railroad wreck that was occasioned by an employe not being punctual. He was an operator, and he was due at his post at 8.00 p.m., at a little wayside station. The Chief Dispatcher, of course, knew when this operator was due, as they know of all the duties of the junior operators. At eight o'clock the Chief Dispatcher called this operator's station to stop train No. 5. At two minutes past eight he called him again to stop train No. 5, but could get no answer to the call. Again and again did he try to get a reply from this operator, knowing that the man should be on his job at eight o'clock or be dead. It was of the utmost importance that No. 5 passenger train be stopped, as a freight train coming in the opposite direction had mistaken orders; and if No. 5 were not stopped they were going to meet, which would mean the loss of many lives. And it had to be stopped before five minutes past eight, or the passenger train would go rushing past this wayside station.



Serious Railway Wreck Was Caused by the Operator Not Being Punctual.

Well, it was not stopped. The operator was late. The operator was not punctual. The result was DISASTER, and the loss of many lives. Think of the lives on the passenger train that depended on that operator being punctual!

You never know what may depend on YOU being punctual. The very time you are late may be the very time you are being watched. You might wonder, "Why would I be watched?" Well, your employer is probably thinking of promoting you; he may be thinking of taking in a silent partner, and is watching you to find out just how much interest you have in the business.

A retail clerk is the same as any other man; he has something to sell, and that is his time. When a man buys that time the clerk should deliver the goods. Now, you might say, "Well, many a night I have worked after hours." True! show me a successful man in this world who has not worked many a night after hours! I have done so thousands of times. You must have the temperament and the disposition to be willing to give what you can—but don't take back something to offset it. That is not the way to succeed.

CATALOGUES AND BOOKLETS.

Kenneth McDonald & Sons, Ottawa, are sending out their annual seed catalogue. The front cover presents an attractive combination of a tomato, cucumber, ear of corn, beans and a muskmelon.

STORY OF AN ORDER SENT TO CATALOGUE HOUSE

By Theo. Legault.

I read with interest in a recent issue of The Canadian Grocer the article "Why Farmers should Trade at Home," by M. Moyer. Of all the relative questions which concern us, this one, I believe is of the most immediate and vital importance. If there are any leaks, defects or discrepancies through which the local retail merchant suffers, Mr. Moyer certainly has hit them on the head. The citizens and farmers of this district have acquired the habit and now they spend the best part of their cash on mail orders.

This habit is so strangely contagious that it even prevailed for supremacy of patronage in a lodge where it was arranged that a gift should be presented to a retiring officer. One member scrupulous about the expenditure of the court funds, suggested that they purchase a certain toilet and manicure set of pure French ebony binding, in a beautiful calf case, lined and trimmed with mauve German silk, etc., etc., all for $23.90 at a Toronto mail order house. It also occurred that a well stocked fancy goods merchant had something of that description. He invited them to have a look at it, as he claimed it to be the same article.

Not much! These men could not believe nor did they want to be convinced that this $12 case could compare with the catalogue article.

They sent the cash to Toronto to get it. When it arrived, they examined it closely and found it to be in every respect identically the same as the set the local merchant had offered—and a man who helps every society, keeps the town together and spends all his money to give it appearance and comfort.

This lodge had actually paid 100 per cent. more by sending their cash away from home.

Mr. Moyer suggests an educational campaign to assist the merchants to contest this business. His plan apparently would be of mutual benefit to both dealer and consumer. I am satisfied that he is in earnest, as the cause has the sympathy of all dealers. Could we not hear more from him in this direction, and would it not be a good idea to have him explain his plans exactly.

Practical Methods in Retail Stores

How a Delivery Man Assisted Proprietor in Obtaining Contractor's Trade—Developing Salesmanship Among Clerks—High Quality Coffee Secured Much Trade—Chatham Grocer Dresses Window With Corn and Corn Products—Advertising Which Ottawa Grocer Sends Out With Monthly Accounts.

Secured the Contractor's Trade.

Portage la Prairie, Man., Feb. 9.—"I believe that the way in which to get the best results from employes is by taking them into your confidence," said a local retailer recently. "I always talk over new ideas which I may have in use to improve business with my clerks and get their opinions. They have often valuable suggestions which they give me and which I would never hear of if I were not on intimate terms with them. I even discuss business propositions with the delivery boys and find it brings good results.

"Last summer following a talk which I had with one of the delivery boys in whom I had worked up considerable enthusiasm for the business, he came to me and told me about a contractor who was starting on some work and who was going to board the men himself; and that if I would see him that probaly he would allow us to supply the groceries.

"I at once called on the contractor and secured his grocery order. If that boy had not become interested in the business by my talk with him, I would probably never have secured that extra business."

Clerks Develop Their Salesmanship.

Victoria, B.Cf, Feb. 9.—In referring to a method he uses for increasing sales a Victoria dealer says: "I find that by stirring up some friendly rivalry among the clerks in regard to sales is a good way to help business. When I get in a new line of goods, I place a display at each counter and then offer a small prize for the clerk who sells the largest quantity during the first week. Sometimes on a new line, I allow each clerk one day at a time to push that particular line and they generally work hard to see who can sell the most during his day.

"Then again I adopt a different plan and offer a prize to the clerk who sells the most goods during the week and at other times the prize will be offered to the clerk who shows the largest increase over the previous week. I find that in these competitions, the clerks work hard to make a good showing and besides the benefit I receive, it helps them also, as they are continually developing their salesmanship abilities."

Features Coffee Quality.

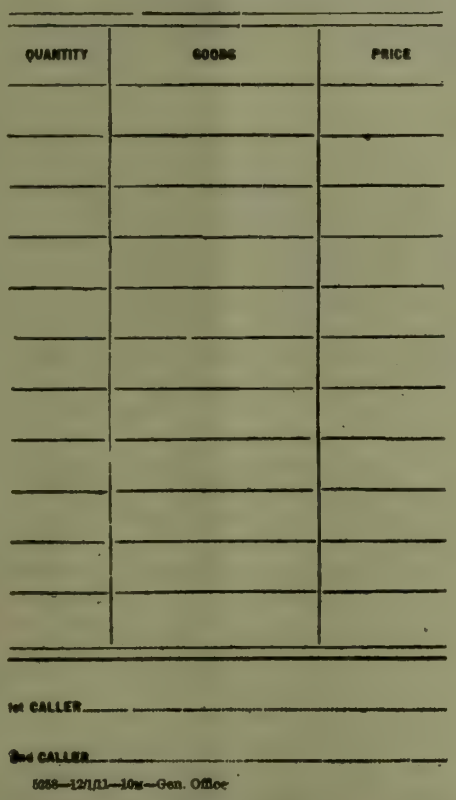
Edmonton, Alta., Feb. 9.—An Edmonton dealer says that by giving special attention to coffee that he has done much to keep his trade together. He believes that he has many customers who deal with him for no other reason than because he features an excellent brand of coffee. Therefore he makes it a rule to sell coffee to every customer whenever possible as he considers this a good way to secure all her grocery trade.

He claims he does not attract customers because of the price but on account of the high quality and uniformity of this line. He does not spend his time in looking for bargains but is willing to pay a little more and get the high quality goods, and he finds that his best customers are willing to pay a little more for a superior brand of coffee.

System of Stock Taking.

Toronto, Feb. 9.—The accompanying cut serves to illustrate how the T. Eaton Co. take stock. An ordinary piece of cardboard 6x3 inches in dimensions is used, ruled and worded like the illustration. These cards are tacked to the counters or shelves in the various departments and filled in by the clerks who conduct the stock-taking operations, the goods, quantity and selling price being given.

When one card has been filled a new



Card Showing How T. Eaton Co. Take Stock.

one is used until this work has been completed. When finished the goods are called off by one clerk into a large specially-ruled stock book, the name of that clerk being written on the ruled line on the card designated by the words "first caller." In order to make the posting absolutely correct another clerk known as "second caller" reads off the same cards to a bookkeeper, who looks after a similar stock book. When everything has been concluded the totals of the two stock books are compared so as to prevent errors.

This company takes stock twice every year.

A Corn Product Window.

Chatham, Ont., Feb. 9.—Coincident with the holding of the Ontario Corn Exhibition in Chatham, corn played a prominent part in the window displays of the various merchants, practically every display during the week of the Exhibition including ear corn in honor of the visitors.

H. Malcolmson's grocery went into the matter more thoroughly by making up a corn products window, the aim being to include in the articles displayed everything produced from corn, and no other product.

The background of the window was made up of an arch of empty boxes, so piled as to make a series of steps on each side. The boxes were draped with white cheese cloth, with the legend embroidered in blue "Corn is King." Below this, on both sides of the archway as well as over the entrance, ears of field corn were arranged in a semicircle, the ears being fastened to the front of the arch, forming a sort of facade. On the summit of the arch, and on each of the steps—there were three steps on each side—were neatly arranged various corn products in packages.

Behind the entrance to the arch were piled packages of breakfast food made from corn. Immediately in front were two boxes of young corn plants, just sprouted, the one containing 25 sprouts from 25 seeds, and the other 48 sprouts from 50 seeds—an indication of the excellence of the seed corn. In the foreground of the window were two tall glass jars, one containing starch in bulk and the other corn syrup.

The floor of the window was covered with white cheese cloth, ears of sweet corn being neatly arranged over it, with the explanatory legend, "Grown by J. G. Lang of Chatham township, for the ——— Canning Company, four tons of sweet corn to the acre," appearing on a large display card. Other corn products neatly arranged at various vantage points were ears of field corn, pop corn, canned corn, corn starch of various brands, and corn syrup in cans. A feature was the display of pop corn, the centre being a colored pop-corn ball, outside this an area of white pop corn, loose, and outside this again a circle of ears of popcorn.

The display, besides being appropriate and attractive, was quite an education in the value of corn products. It was designed and put together by Messrs. Collins and Kime, of the Malcolmson staff.

Talks With Monthly Accounts.

Ottawa, Feb. 9.—Ellis Bros., corner Somerset Street and Bronson Avenue, continue to issue cards and small circulars to be sent out with monthly accounts.

At the beginning of the year an attractive card was sent to all his customers thanking them for their patronage in 1910, etc. This was 6x3¼ inches in dimensions with a gold border around

the wording of the card which was in purple ink. It read :

CARD OF APPRECIATION.

We desire to express to our many patrons our thanks for their esteemed patronage in the past, and also to assure them how much we appreciate the confidence they have in our store and system.

As we enter upon another year's business, we look forward to the pleasure of an increased trade and will promise all our present customers a greater interest in their business than heretofore. Our aim is to please. If anything has not been satisfactory, kindly give us an opportunity to make it right.

With best wishes for a Prosperous and Happy New Year.

We are,
Your obedient servants,
ELLIS BROS.

At the beginning of February a small circular was sent with the monthly accounts advertising marmalade and California oranges and coffee. In reference to the former, customers are urged to buy in February. Californias are offered both by the dozen and case and it is further explained that they are are now at their best. The talk on coffee is as follows:— "We certainly have the finest blend of Coffee one could wish for; it has a rich flavor and is good and strong. Delivered to you freshly ground in air-tight lead bags at 39 cents a pound. We want you to try it."

Such cards and talks as the above are sure to have good results as it is practically assured that they will be read. Money in stationery and stamps is also saved when this literature is sent with monthly accounts.

Merchant Seeks Aid of Ry. Commission

Central Ontario Dealer Complains That New Canadian General Electric Siding Will Injure His Business—He Wants Litigation to Prevent Siding Crossing the Street or Else That He be Compensated for the Injury Done to Him — Smoke will Spoil Goods Displayed He Says and Engines will Frighten Horses.

Peterborough, Ont., Feb. 9.—R. C. Braund, a local grocer, is not going to allow the Canadian General Electric Company to place a siding across Park St. without his opposition to the idea having been fully considered by the Railway Commission and the municipal council of Peterborough.

Mr. Braund has built up a large suburban general store establishment. His place of business, which is located at the corner of Park and Albert Streets has been enlarged from time to time, until to-day it constitutes a good sized modern departmental store. The Canadian General Electric Company's factories are located on Park Street, some little distance above Mr. Braund's store. This company recently purchased a quantity of land in the vicinity and are erecting large extensions to their plant. They have applied to the city council for permission to run two sidings from the C.P.R. tracks across Park St. These two sidings will then run parallel to Albert St. on the company's property, of course, straight across the street from Mr. Braund's place of business.

Asks for Damages.

Mr. Braund naturally objects to these sidings, unless he receives due compensation for the damage he alleges will occur to his business. When the matter came up before the city council, he and his solicitor stated their objections and the matter has not as yet been finally disposed of.

Mr. Braund claims that the proposition is the height of injustice. He points out that these two sidings immediately across the street from his store, on which shunting engines will work for the greater part of the day, will result in loss of trade to him. The engines, he claims, will belch forth smoke that will destroy his goods displayed outside: that no horses can stand in front of his store without becoming frightened, and that general depreciation of his property will follow. He demands compensation from the Canadian General Electric Company and states that he is perfectly willing to leave the matter to the decision of the Board of Railway Commissioners for Canada.

The point he takes is, that the siding in question cannot be put across Park Street without the permission of the city council, or the Board of Railway Commisioners, and that neither of these bodies should grant this permission, when it is apparent that it is bound to damage his property and business, unless he is duly compensated.

The Question at Issue.

The case is a peculiar one and the outcome will be awaited with interest. There is no doubt that the Canadian General has a perfect right to have as many tracks as it sees fit on its own property, even if these tracks are immediately opposite Mr. Braund's store, and even if they do prove injurious to Mr. Braund's business. But the fact remains that these tracks cannot be laid on the Canadian General Electric Company's own property without crossing Park street. Therefore, should the city council, or the Railway Commission grant permission for the laying of the tracks in question across Park Street, when it appears perfectly certain that Mr. Braund's business will suffer thereby?

London Grocers Have Merry War In Price Cutting

London, Ont., Feb. 9—What was probably the only price-cutting war among London retailers over sugar took place here prior to the last decline. One of the grocers advertised a ten-days sale of sugar. Increasing his newspaper advertising somewhat, he quoted standard granulated sugar at $4.64 per sack, or 20 pounds for $1, pointing out to the public that "the wholesale price of granulated sugar is lower now than it has been in the past three years, and we want you to get the benefit."

However, the lead was followed by a number of other grocers about the city, who promptly advertised by newspaper and window cards that they were selling 22 pounds. Then the former quoted best granulated by the sack, $4.50 and 22 pounds for $1, adding "To those who bought at our stores at the prices quoted in Wednesday's paper we will allow the difference." The advertisement was headed "Who put the Price of Sugar Down?" Followed by the argument that "the grocer who did ought to be patronized."

A number of other London grocers then held a telephone consultation and decided to go one better, so on Saturday sugar was selling all over the city, including the first price reducer at 23 pounds for the $1 and $4.45 per cwt. A half dollar bought 11 pounds. Laid down in London, it cost $4.44, so the profit was not large, and it will be noticed that by-the-dollar rate was lower still, which meant selling at a loss.

The result was that all grocers, sold a lot of sugar but last week things got back more to normal when the first man to reduce prices let up. Other dealers say they were prepared to get even, even if the process was an expensive one.

An Ontario City Council Getting After Peddlers

St. Thomas, Ont., Feb. 9.—A committee of the city council has been named to formulate a measure that will provide for an adequate charge to be made for licenses for transient traders, and outside and local peddlers. The committee is to suggest a by-law that will meet the needs of the case, as well as the views of the police magistrate.

Ald. Chant, on behalf of protesting merchants, pointed out at the meeting that the legitimate trade is being handicapped by permitting pedlers to get rid of a cheap class of goods without any icapped by permitting peddlers to get rid time ago, but was finally declared "no good" because of the prohibitive fees imposed. With the present nominal fee of $25 to transient merchants, he pointed out, they could do business without doing much to reinburse the city.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

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PUBLISHED EVERY FRIDAY

DEVELOPING INTO SALESMEN.

A story comes from British Columbia telling of the commendable method used by a dealer to develop salesmanship among his clerks.

He establishes friendly selling competitions, offering some small prize to the clerk who wins. These contests are usually put on to introduce new lines of goods in which the dealer has become interested and at the same time they are advantageous to the clerk who is desirous of developing into a real salesman.

Clerks should realize that their entire future in the retail business practically depends on their abilities to sell goods and they should snatch at every opportunity given them to increase sales. They ought to study the theory of salesmanship, as well as to become students of character, for on this depends much of their success.

The writer was, not long ago, in conversation with a traveling salesman, who had evolved from a grocery clerk, who made it a point to study phrenology. He had a whole library of books on the subject and he was still a student; as might be presumed he was a man who was much in demand as a salesman and therefore commanded a good salary.

To become a salesman, should be every clerk's ambition and to do this he must take advantage of every possible chance of developing his ability to sell.

WHY FISH SHOULD BE SOLD.

Because fish is a food the average Canadian grocer should be interested in it. He may not understand that up to the present, the fish business has been carried on largely in a haphazard manner.

Advanced systematic methods have been witnessed only within the last year or two. But the feeling is one of optimism. One of the signs of the times is the fact that the importation of United States fish is rapidly declining. Canada has practically inexhaustible supplies and the cost of the long haul from the coast is lightened by the government's action in paying one-third of the express charges.

Because of the fact that various interests are at work to expand the fish industry, the retail grocer should acquaint himself with the situation. Home consumption is increasing but there is room for still greater growth. If this is accomplished the retail grocer should be one of the sharers in the new business. He is in closest touch with the consuming public and should satisfy himself as to whether he feels that in his community there is an opportunity to build up a good trade in fish especially at particular seasons of the year.

EARLY CLOSING RESCINDED.

The early closing by-law has been rescinded in Belleville, Ont. This is to be regretted because it is a step in the wrong direction.

Last year a by-law was passed there compelling grocers to close at 7.30, Saturdays excepted. One or two grocers and fruit dealers refused to do so and a police court case followed with the result that the minority won out on the plea that they were fruiterers and not grocers. This caused the grocers as a whole to ask for the old method and the city council has answered the request by erasing the law from the municipal statutes. Now there is no limit to open hours.

This is to be regretted because in other towns and cities the early closing system has been working satisfactorily. Retail dealers have been frank in their assertions that where such a method has been adhered to there has been no loss in business. On the other hand they maintain in the majority of cases that what they save in light, fuel, recreation, worry, etc., more than balances any profit they were ever accustomed to make when they kept open until a late hour.

Retailers want some time to themselves; they must not be cooped up in their stores from seven in the morning until eleven at night if they care anything about their health. None but a strong man can do that and if he continues for any length of time he will eventually experience the reaction.

Looking at it in a purely business light, in nine cases out of ten the grocer, according to stated experiences, loses money through late closing. Light and fuel costs him something; his clerks and delivery men lose enthusiasm in a business at which they are compelled to spend all of their waking hours; the grocer does not do justice to them nor to himself in late closing, and the lack of independence on the part of the dealer is not appreciated by the better class of trade.

MUST OPERATE CLEAN STORES.

The Washington, D.C., health authorities are looking sharp after grocers and butchers who keep their stores in untidy and unsanitary conditions. They recently fined a grocer for allowing dust to accumulate on his windows, for having a dirty floor and a cellar full of debris.

It will thus be seen that the day of the dirty store is gradually waning and it is a pretty safe prediction that at the end of another half century, it will be as difficult to find an unsanitary store as a needle in a haystack.

Live Canadian merchants already see the trend of public opinion in this regard and they are now more than fulfilling the requirements of the most fastidious persons.

Let all realize what is or what soon will be required of them and meet these requirements more than half way.

LEAVE A COPY OF THE ORDER.

As pointed out in a letter from a Pickering grocery firm, travelers should never neglect to leave copies of orders taken while out on the road. The traveler owes it to his customers to do so just as a retail dealer does to those who purchase on credit from him.

There are no doubt many dealers who never ask for copies of the orders they give and possibly the traveler may claim that it is not his place to give duplicates. But in this he is in error. The traveler who desires to have permanent customers must treat them all fairly, openly and above-board. He must not let the idea get abroad that he is in any way trying to get the better of any customer, for as certain as he does, he eventually will lose that customer whether he was right or wrong.

By giving a duplicate of an order therefore, the traveler is not only assisting the merchant to take a greater interest in his business but is gaining the confidence of the merchant.

HINTS FOR GROCERS.

Look out for the man in the overalls; he may have a five dollar bill in his pocket which he will spend in less time than it takes her ladyship to purchase a pound of prunes.

—

Merchants should pay particular attention to the heating of the store during the winter months. Customers, especially those who drive in from the country, like to have a place where they may warm themselves on their arrival and before leaving on the return journey.

Country Retail Merchants Issue Catalogue

They Began to Do This in 1910 and Business Last Year Increased $8,000—Advertise That They Can Meet or Beat Any Mail-Order Price—An Editorial Conversation About Advance in Prices, Etc.

Richmond, Ont., Feb. 2.—The 1910 business of Lewis Bros., Richmond, exceeded that of 1909 by $8,000.

Their turnover last year was $37,000 and they operate a general store business.

They attribute a big share of the increase in trade to a four-sheet catalogue called the "Up-to-Date Store News" the front page of which is reproduced here. The original size of the catalogue is about 14 x 11 inches in dimensions and it is issued, as will be observed from the introduction, occasionally.

About 1,000 of these catalogues are issued every month at a cost of about $18 per month, which with the addition of stamps for mailing bring the entire cost to about $28. The prices quoted, unless otherwise stated hold good during the month.

One criticism that might be made of the catalogue is that the various departments are possibly broken up a little too much. Had, for instance, all grocery news been on one page, hardware on another, etc., the reader would not have had to look in various parts of the paper for all the news about groceries, hardware, etc.

Meet Mail Order Prices.

The editorial introducing the goods and their prices is run in a conversational style which should secure the attention of the prospective buyer. It reads in part as follows:

"We desire to apologize to the many customers who were obliged to go away without being waited on, on some of our busy days this month. We expected to have had some extra help for Thursdays and Saturdays but were disappointed. Under the circumstances, we did the best we could and trust our customers will pardon any inconvenience they were put to.

"Since the last issue of our little paper prices on many lines of goods have advanced very materially. There have been stiff advances on flour, feed, rolled oats, rolled wheat, tapioca, sago, rice, raisins, currants and canned goods. With the exception of flour and feed, we are trying to keep to our old prices as much as possible, as in some of the lines mentioned, we had anticipated advances and had stocked up accordingly. On some of the other lines, we are obliged to make small advances. But our prices will still be lower than present value. You will find our prices, even on the lines we have had to advance, as low as the lowest. This little paper is published to give you a chance to compare our prices with others.

"We stand ready at any time to meet or beat the prices of any city or mail-order house on the same quality of goods, on anything we have to sell. All we ask is that you compare our prices with others before purchasing. They speak for themselves, etc."

UP-TO-DATE STORE NEWS

Published occasionally by Lewis Bros., Richmond, Ontario for the benefit of ourselves and our customers

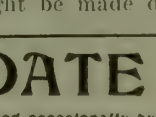
Volume One Number Four — AUGUST AND SEPTEMBER, 1910 — Subscription Price: Your Confidence and Patronage

Editorial

We desire to apologize to the many customers who were obliged to go away without being waited on on some of our busy days this month. We expected to have had some extra help for Thursdays and Saturdays, but were disappointed. Under the circumstances, we did the best we could and trust our customers will pardon any inconvenience they were put to. Since the last issue of our little paper prices our many lines of goods have advanced very materially. There have been stiff advances on flour, feed, rolled oats, rolled wheat, tapioca, sago, rice, raisins, currants and canned goods. With the exception of flour and feed, we are trying to keep to our old prices as much as possible, as in some of the lines mentioned, we had anticipated advances and had stocked up accordingly. On some of the other lines, we are obliged to make small advances. But our prices will still be lower than present value. You will find our prices, even on the lines, we have had to advance, as low as the lowest. This little paper is published to give you a chance to compare our prices with others. We stand ready at any time to meet or beat the prices of any city or mail-order house on the same quality of goods, on anything we have to sell. All we ask is that you compare our prices with others before purchasing. They speak for themselves. As, heretofore, our Thursday Bargain Sales will continue to be a strong feature. In another part of the paper you will find the special Thursday prices quoted for five weeks. Nearly every Thursday, we have extra bargains to offer that are not published. These consist of different lines of goods that we pick up at special prices. In every case, we give our customers the beneht of these low prices. If you do not receive this paper regularly kindly advise us and we will make inquiries, and see that you get it. If you have a friend that you would like us to send it to we will do so if you furnish us name and address.

Flour and Feed

As we forewarned our customers in our last price list there has been a stiff advance on all lines of flour and feed. We expect still further advances. We expect a car of flour and feed on us a few days, probably before this paper reaches you. We quote to-day's prices below on flour and feed, but cannot guarantee them. We are obliged to follow the market promptly, up or down



When the bread or cake or pastry comes from the oven light, crisp and appetising, you are wont to say you have had good luck with your baking.

The "good luck" idea is a relic of the time when housekeepers pitted their competency against poor flour.

To day good baking isn't a matter of good luck in any home where [illegible] is inteligently used.

In the hands of competent housewives it never fails because it is the whitest, lightest, purest and best baking flour to be had.

If the goodness of your baking is due to chance, your grocer is giving you the wrong kind of flour. Ask for [illegible] Flour Mills Co., Ltd. Montreal.

[illegible] Household Flour, per bag	$3 40
Glenora, Household Flour, per bag	$3 15
Baker's Special, Household Flour, per bag	$3 05
Big Loaf, Household Flour, per bag	$3 15
Rose Bud, Household Flour, per bag	$3 25
Empire, Household Flour, per bag	$3 00
Imperial Feed, Household Flour, per bag	$1 80
Moulee	$1 50
Shorts	$1 30
Bran	$1 20
Gold Dust Corn Meal, per bag	$2 50
Corn Feed, per bag	$2 00
Rolled Oats, 90 lb Sacks	$2 25
Rolled Oats, 80 lb. Sacks	$2 00
Wheat Granules, 6 lb bags	25c.
Oil cake	$2 40



Harvest and Threshing Gloves and Mitts

We have a good stock of Harvesters' and Threshers' Gloves and Mitts. We have mitts made with and without fingers

Prices 25c., 30c., 35c., 40c., and 50c., per pair. Also Belt Laces, Cylinder Oil, and Machine Oil by the gallon or barrel Close prices quoted to threshers on machine oil by the barrel

Pork

We carry a good stock of Pickled Rolls, and Short Cut Pork by the barrel and can quote you a very close price on the same. Don't purchase without getting our price.

Bread! Bread!

We sell the Sloan-Shouldis Company's Bread and receive it fresh every day. Still selling at the old price



Building Material

We invite comparison with any other store on Building Material. Get our prices before purchasing your Nails' Locks, Hinges, etc., and save money.

Fencing Material

We are selling agents for the Pittsburg Perfect Fencing which we consider the best fencing on the market. The wire from which it is made is of a special quality of high grade, open-hearth Steel made especially for fence use. This wire is extra-heavily galvanized and by electrically welding the stay to the strand there are no warps to hold moisture and cause rust. Where it is welded it is re-inforced by a little excess galvanizing which piles up where the weld is made It is guaranteed by the maker and by ourselves to give satisfaction. Also high carbon, hard coil spring wire, plain galvanized wire, plain black wire, fence staples, etc. Let us quote you prices.

Tea! Tea!

Our 32c. Japan Tea is a winner Sold at 30c. per pound in 5 lb. lots, with a discount of 5 % off for cash, the best value in the trade for the money We would like you to compare it with any other 35c. tea you can purchase. We have a good Japan Tea at 25c. per lb. Lipton Black Tea in sealed packages at 30c., 40c., and 50c., etc. Black Tea in bulk at 25c., 35c., and 40c., per lb. If you use a Black Tea please compare our Gold Star 40c., Black with anything you can buy in bulk or package at 50c. or 60c., and let us know the result



Taylor's Borax Soap

Until further notice we will sell 5 bars [illegible] Borax and 1 cake Infant's Delight Toilet Soap for 25c. and 3 cakes. [illegible] Toilet Soap and 1 cake [illegible] Soap, for 25c.

In other words, 35c. worth of soap for 25c.



DON'T MISS THE BARGAIN DAYS

Reproduction of Front Page of Catalogue Issued by Lewis Bros., Richmond,

TIME LIMIT ON STORAGE GOODS.

Bill Introduced for this Purpose—Opposed on Grounds that it is not Practical.

Ottawa, Feb. 9.—E. N. Lewis, M.P., for West Huron, Ont., has introduced a bill into the House of Commons amending the Cold Storage Act. The principal clauses he inserts are:

That from and after the passing of this Act it shall be unlawful in Canada to keep in storage in any warehouse or other place of deposit for a longer period than one year any meat, fish, poultry, game, butter eggs, oysters or other food products intended for sale or distribution.

That whenever it shall appear to the satisfaction of the Dominion Medical Health Officer or food inspector that any meat, fish, poultry, game, butter, eggs, oysters or other food products kept in storage for a period under one year, may not be sold or distributed without prejudice to the public health, the said Medical Health Officer or Food Inspector shall cause such products to be seized and destroyed.

Mr. Lewis considered that the need of a law of this character was realized by the recent receipt in Montreal of $100,000 canned eggs from China.

The above proposed changes were criticized by Mr. Chisholm, M.P. on the grounds that the question at issue was not so much the length of time goods were left in cold storage, as the regularity or otherwise of the temperature of the cold storage in which they were kept. The bill went to committee.

The Markets—Beans Go Up in Winnipeg

Advance of 5c per Bushel There—Other Markets Report Beans Firmer—Prices of Tapioca are Also Firmer—Trade Slackened by Heavy Snow Storm—Sugar Market is in An Uncertain Condition—Trade in Dried Fruits Brisk.

See also Provisions, Cereals and Fruit, Pages Following.

ONTARIO MARKETS

Beans—Firm.
Gallon Rhubarb—Advanced.
Evaps—Firm.
Tapioca—Firm.

Toronto, Feb. 9.—Although trade last week was fairly good, so far this week business has been slack, due no doubt to the heavy snow storm which swept Ontario on Monday and which affected trade throughout the country. Many of the travelers did not start out on Monday owing to the bad weather, so that they were one day late in getting their orders in.

No change has taken place in sugar during the past week and as one dealer said, a man would be foolish to predict any further decline in sugar and he would be equally as foolish to say that sugar had reached the bottom. There is no doubt that trade in sugar would be greatly stimulated if it were certain that sugar had reached its lowest level. The visible supply at the present is 3,846,070 tons against 3,321,813 tons last year or an increase of 524,257 tons.

Dealers believe that higher prices will be seen in beans as good quality beans are scarce. Evaporated apples are also firm at present prices as stocks are not plentiful.

The trade in dried fruits has been brisk lately, due, no doubt, to the fact that the housewife's supply of canned fruit is growing small, and also because retailers, realizing that supplies are short are getting in a stock. Chief among the good sellers in dried fruits is prunes, while peaches also have a good sale.

An advance of three shillings has taken place in tapioca in the primary market with the result that prices here are firmer.

The firmness still continues in the several lines of canned goods but no advances have been made except in gallon rhubarb which is now quoted at $3.50 to $3.60 per dozen.

Sugar.—There has been no changes in sugar prices during the past week and dealers do not feel like expressing any definite opinion as to what the next change will be or when it will take place, realizing that the market just now is in a critical condition. There are some dealers who are looking for a further slight decline but in the face of this, the raw market has taken on a firmer appearance. Sales of raws in New York are reported at a higher price while European beet sugar markets continue to strengthen with quotations for beets 9s 3d per cwt. f.o.b. Hamburg, which is equivalent to 3.93 duty paid New York as against the duty paid value of 3.45 for 96 degree test Cuba centrifugals, or a difference of 48 cents per 100 lbs. Cuban raws are arriving slowly and to the first of February were nearly 200,000 tons short and the crop will likely be shorter than anticipated. Local demand is only moderate, dealers being uncertain as to whether bottom prices have yet been reached.

Extra granulated, bags	4 30
" " 20 lb. bags	4 40
Imperial granulated	4 10
Beaver granulated	4 15
Yellow, bags	3 90
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	4 70
" " 50-lb. boxes	4 90
" " 25-lb. boxes	5 00
Powdered, brls	4 50
" 50-lb. boxes	4 70
" 25-lb. boxes	4 90
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 20
" in 50-lb. "	5 30
" in 25-lb. "	5 50

Syrups and Molasses.—Trade in molasses as can be expected at this time is not very brisk. Barbadoes is reported firmer at primary points, overcoming the easiness which has existed in the market. The trade in syrups still keeps up to a satisfactory point.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 62
Muscovado	0 30

Dried Fruits.—The same scarcity and high prices which have existed in all lines of dried fruits for some time still prevails. The demand for these lines is keeping up exceedingly well under the high prices, although it is generally believed that this will be a "lean" year in dried fruits as besides the high prices, stocks are short. "This year," said a local wholesaler, "demonstrates that prunes have a trade of their own and that people will buy a certain amount without regard to price. The demand for prunes has been very brisk, although prices are high, and stocks are getting pretty low." Retailers have little choice in regard to sizes of prunes because stocks are so small that they have to take what is offered. Cooking figs are having a good trade at the present because they are about the cheapest dried fruit available. A better trade is also noticeable in both dried apricots and peaches. Advices from Greece state that the stock of currants undisposed of is considered to be hardly sufficient to last to the end of the season. The French markets are continually buying at going prices and holders do not seem anxious to sell, expecting that a further advance may take place.

Prunes—			
30 to 40, in 25-lb. boxes	0 13½	0 13¾	
40 to 50 " "	0 12½	0 13	
50 to 60 " "		0 12	
60 to 70 " "		0 11½	
70 to 80 " "		0 11	
80 to 90 " "	0 09½	0 10	
90 to 100 " "	0 09	0 09½	
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard	0 16	0 16½	
Choice, 25 lb boxes	0 16	0 17	
Fancy, " "	0 19	0 25	
Candied Peels—			
Lemon	0 09	0 11	Citron 0 15 0 17
Orange	0 10	0 12½	
Figs—			
Elemes, per lb.			2½ " 0 11½ 0 12½
1½ inches	0 08	0 10	2½ " 0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes 0 12 0 14
2½ "	0 09½	0 12	
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 10 0 10½
Dried apples			0 09 0 09½
Currants—			
Fine Filiatras	0 07½	0 08	Vostizzas 0 10 0 12
Patras	0 08	0 08½	
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08 0 08½
Seeded, 1 lb packets, fancy			0 08½ 0 09
" 16 oz. packets, choice			0 07½ 0 08
" 12 oz. " "			0 07 0 07½
			Sairs 0 04½
Dates—			Package dates, per 1 lb. 0 06½ 0 06¾
Hallowees—			
Full boxes	0 05	0 05½	Fards choicest 0 10 0 10½

Tea.—Because of the expansion of the world's consumption of British grown teas which has been continuous and with no further material increase in production, the past twelve-month has produced higher averages than we have had for some years. The demand for these teas from Russia and United States has increased tremendously and there will need to be a big increase in production in order to supply the demand. The increased demand has already had effect of raising prices, and if it had not been for the increased output from India of about 18,000,000 pounds, the position now would be even more serious, as the Ceylon crop for the twelve months showed a deficiency of 9,000,000 pounds. This falling off in the crop from Ceylon has been due, in a large degree, to climatic influences, but the inter-planting of rubber trees on many of the tea gardens has undoubtedly been responsible to some extent, and as the trees grow, it is practically certain to be detrimental to the tea shrub.

Coffee.—A strong feature of the coffee situation is that according to reliable estimates the balance of this crop is only 300,000 bags Santos and about 400,000 bags Rio. The quantities of coffee now afloat are small. If consuming markets do not buy in Santos more liberally during this and next month, the greater will be the needs of trade for the government coffee to be sold in April. With supplies at both producing and consuming points so scarce, gives strong reasons for not only the maintenance of present

values but perhaps even higher prices before the new crop arrives. The estimates of the experts for the growing crop are gradually growing smaller. First estimates of the next Santos crop was 11,500,000 bags, but at the present 10 millions have been named and there are others who state that 9,000,000 bags would be a nearer estimate. Prices locally remain the same, with a fair amount of trade being done.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	....	0 22	Mexican	....	0 25
Maricaibo, "	....	0 20	Gautemole	....	0 18
Bogotas	0 22	0 25	Jamaica	....	0 20

Spices.—The usual trade for this time of the year is passing in spices. The foreign markets are firmer in peppers while cloves still continue at the higher price abroad. No changes in prices have taken place here.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs.	½-lb. tins doz
Allspice	0 14	0 18	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 28	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—The trade in rice and tapioca continues in the usual manner. Although prices of sago and tapioca have advanced slightly in some other markets, there has been no change here, although a firmness is noted. The trade in these lines is so small that dealers do not seem to be devoting much attention to them. Primary markets report tapiocas as slowly advancing and the prediction made that prices are likely to go higher.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 2 90

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm	
Rangoon	0 03½	0 03¾	brown	0 05½ 0 06
Patna	0 05½	0 06½	Tapioca—	
Japan	0 04½	0 06	Bullet, double	
Java	0 06	0 07	goat	0 08
Carolina	0 10	0 11	Medium pearl	0 05½ 0 08
			Flake	0 08
			Seed	0 05½ 0 08

Evaporated Apples.—"Evaps" still continue firm and present stocks are being reduced quickly, due no doubt to the scarcity of dried fruits. Supplies are not plentiful and higher prices are predicted by some dealers. Prices are the same as last week.

Evaporated apples 0 12 0 12½

Nuts.—Little business is being done in nuts by wholesalers just now, but prices have been maintained because of the strength noticeable in the primary markets.

Almonds, Formigetta	0 15	0 15½
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15	0 15½
Peanuts, roasted	0 09½	0 12½

Beans.—There is a noted firmness in beans on the local market and dealers are looking for higher prices. Especially is this true in the high quality grades. There are some who believe that there are plenty of beans in the hands of the farmer but at any rate there were a good many poor quality beans from last crop due to being picked too soon and poor beans are bad sellers. Prices remain the same as yet.

Prime beans, per bushel	1 85	1 90
Hand picked beans, per bushel	2 00	2 10

CANNED GOODS

MONTREAL—The demand for canned vegetables is good. The trade in canned fruits is also satisfactory. Prices are steady and firm. In canned fish the chief activity centres in canned salmon which is quoted at steady prices. Other lines are quiet. Canned meats are in good demand. There have been no particular price changes of late. The market is rather featureless outside of a steady demand and strong prices.

Peas, standard, dozen	....	$1 30
Peas, early June, dozen	....	1 35
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	....	1 00
Corn, dozen	....	1 00
Tomatoes, dozen (Ontario and Quebec)	....	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	....	1 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	....	1 67½
Plums, Lombard dozen	....	1 00
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
Humpbacks, dozen	....	1 40
Cohoes, dozen	....	1 60
Red Spring, dozen	....	1 90
Red Sockeye, dozen	....	2 10
Lobster Futures—		

4-lb. flats, dozen, $3.75; 1-lb. talls, dozen, $4.25.
1-lb. flats, dozen, $5.25.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 80
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 00
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 60	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Canned goods has lost some of their prominence of a few weeks ago, as both wholesalers and retailers seem to be dropping the matter, at least for a time. However, prices show no recession from their high level, and the firmness will likely still continue. If prices in some lines go any higher, retailers will have a difficult time in selling at a profit. For instance, early June peas, size 2, are quoted at $1.50 per dozen. Salmon is in fair demand just now at ruling prices. Gallon rhubarb is scarce and prices have been advanced to $3.50 and $3.60 per dozen.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 35
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	....	1 35
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" gal	3 50	3 60
Blueberries, standard, 3's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices are:		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 30 1 35		
Northern River Sockeye			1 95
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

WINNIPEG.

Winnipeg.—An excellent demand has been in existence for all lines of canned goods during the last two weeks. Country merchants with few exceptions did not load up with heavy stocks, and owing to severe weather have almost been cleaned out and are busy purchasing now. Another cause for this delayed buying is the fact that high prices were ruling at the opening of the season. Although all stocks held here are pretty heavy it is the opinion of the wholesalers that they will not hold out, and that next spring will find practically a bare market for some lines, viz., peas, cherries and some lines of berries. Stocks of blueberries are exhausted and cannot be replenished before new goods are packed, which will be next fall. Tomatoes have advanced to $3.15 per case and are likely to go higher. With the lowering of the stocks general higher prices can be expected.

QUEBEC MARKETS

POINTERS—
Tapioca—Primary market firm.
Sugar—Doubtful.
Molasses—Firmer.

Montreal, Feb. 9.—Trade is moving along satisfactorily. Demand is well extended over general lines and business is apparently on a solid basis. Dried fruits are moving fairly well but there is room for improvement. Currants are rather quiet and the demand for table raisins is lighter than was expected. Last year at this time table raisins continued after the holiday trade to amount to something beyond the average. This condition is not noticeable just now.

Orders are coming now that suggest a preparation for the new year after stock-taking and an examination of goods on hand. Tapioca is firm in the primary market as is also molasses. Sugar is in doubt. Canned goods are still bringing

high prices and in the lines in greatest demand there are no signs of lighter business.

Sugar.—The sugar market is reported fairly firm at the last reduction. It is admitted that there is the possibility of lower prices if sellers force them. However, it is thought that the market has traveled about far enough. In addition the winter will soon be terminated and heavy demands should again begin to be felt. Just what will happen in the meantime is difficult to tell but the tendency is to look forward to signs of higher prices.

Granulated, bags	4 20
" 20-lb. bags	4 30
" Imperial	4 05
" Beaver	4 05
Paris lump, boxes, 100 lbs	5 1
" " 50 lbs	5 10
" " " 25 lbs	5 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	4 90
" 100 lb. boxes	5 00
" 50 lb. "	5 10
" 25 lb. "	5 30
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls	4 65
" " 50-lb. boxes	4 85
" " 25-lb. boxes	5 05
Powdered, bbls	4 45
" 50-lb. boxes	4 65
Phoenix	4 20
Bright coffee	4 15
No. 3 yellow	4 05
No. 2 "	3 95
No. 1 " bags	3 80

Bbls. granulated and yellow may be had at 5c. above bag prices

Syrups and Molasses.—The molasses market is a little firmer, due to the advance reported from the primary market of one cent a gallon. Demand for syrup is fair.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls		0 03½
" ¼-bbls		0 03¾
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—Valencias are scarce and apparently there is only a limited supply of the finer stocks. The demand for currants is rather quiet. The trade in other dried fruit lines is fairly good. Choice seeded raisins are quoted at a slight advance.

Currants, fine filiatras, per lb., not cleaned				0 06½
" " " cleaned				0 07½
" Patras, per lb				0 08½
" Vostizzas, per lb				0 09½
Dates				0 06
Figs, 4 crown		0 09	Figs, 6 crown	0 11 0 12
" 5 crown	0 10 0 11		" 9 crown	0 13 0 14
Prunes—				
30-40				0 12
40-50				0 11
50-60				0 10½
60-70				0 09½
70-80				0 09
80-90				0 08½
90-100				0 08½
Raisins—				
Choice seeded raisins				0 08
" fancy seeded, 1-lb. pkgs				0 09
" loose muscatels, 3-crown, per lb				0 07½ 0 08
" " 4-crown, per lb				0 09½
Malaga table raisins, clusters, per box				2 40 5 50
Valencia, fine off stalk, per lb				0 07½
" select, per lb				0 07½
" 4-crown layers, per lb				0 08½

Tea.—There is practically no change in the tea market. Orders are coming in liberally but conditions are practically identical with those existing a week ago.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 21
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The coffee market is normal with prices holding firmly. Demand is good. The market is considered steady and strong but the keenness that characterized it a few months ago under the excitement of fluctuations is lacking.

Mocha	0 22	30	Santos	0 18 0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Spices.—Firmness in several lines of spices continues. The demand is normal and nothing of a feature can be said to prevail at this time.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	16	0 18	" Cochin	0 17	0 20
" ground	0 18	0 19	Mace		0 75
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60
" ground	0 25	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Nuts.—Nuts are in good demand with prices holding at a high level. There has been no depreciation in quotations since prior to the Christmas season. That is there has been no decline of appreciable extent. Owing to the short crop year and the meagre holdings reported the market continues to maintain its position.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb	0 11 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 16
Walnuts, Grenobles, per lb	0 16½ 0 19
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb	0 65
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Broken	0 30 0 32

Rice and Tapioca.—The primary markets in tapioca have been firm and top prices have been paid. It is thought by some that the prices recently paid are as high as any reported during the last twelve months. America has been buying and prices are expected to be maintained. The wholesale trade is fairly good. Rice is steady.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Peas and Beans.—There is not much change in the pea market. Offerings are fairly liberal. The situation in beans is not quite so clear. Brokers quoting to western dealers have advanced their prices slightly but have had no replies to their offerings. One stated that he was not sure just what the situation was but he was inclined to believe that the present silence may be traceable to the reciprocity proposals.

Ontario prime pea beans, bushel	1 85
Peas, boiling, bag	2 30

MANITOBA MARKETS

POINTERS—

Beans—advanced.

Evaporated Apples—scarce.

Currants—strong.

Winnipeg, Feb. 10.—Trade during the last week has been hampered considerably, owing to the severe snowstorm prevailing over the entire west. Passenger trains have been running irregularly, while on many of the branch lines in the northwestern sections of the country, no freight trains have been running at all. Notwithstanding these drawbacks trade has been good, and wholesalers predict a rush of business as soon as the elements become settled again.

In reviewing the trade for the month of January, wholesalers are of the unanimous opinion that more business was conducted than for many a long year in this month. One large house stated it was a record January for them. In spite of the intense cold and severe storms, which not only delayed freight shipments, but tied up travelers for days at a time in various towns, orders have been satisfactory and the demand has been good for all lines. Farmers have experienced a great deal of hardship by not being able to get to town regularly, which has resulted in their buying larger quantities at one time than they were in the habit of doing; and in view of the fact that the second severe storm for the month has not completely abated yet, it would seem that they acted on the right principle.

The largest demand has been for syrup which was brought about by the high prices prevailing for all classes of dried and foreign fruits. Collections have been fair and fewer failures have been recorded than usual, as payments have been met pretty regularly all winter.

Sugar.—This market is still so weak that even lower prices are looked for. Last week's decline has had a tendency to increase sales as merchants have been keeping in close touch with conditions and were holding off, but are now starting to purchase in fair quantities as this makes a total decline of 20 cents per barrel since Jan. 20. Stocks in the city are of considerable size so that all orders can be easily handled.

Montreal and B.C. granulated, in bbls	4 85
" " in sacks	4 80
" yellow, in bbls	4 45
" " in sacks	4 40
Icing sugar, in bbls	5 45
" " in boxes	5 65
" " in small quantities	6 10
Powdered sugar, in bbls	5 25
" " in boxes	5 45
" " in small quantities	5 60
Lump, hard, in bbls	5 75
" " in ½-bbls	5 85
" " in 100-lb. cases	5 75

Foreign Dried Fruits.—The recent advances in raisins and prunes are still maintained, and no new prices are reported. The demand for prunes during the last month has not been as heavy as in former years, owing to the high prices which have been prevailing. Stocks are only of medium size at present, and the outlook, if anything, would indicate higher prices. Mediterranean dried fruits are holding firm at their high figures also. Currants are high, without any likelihood at present of a decline, while figs are firm and an advance would not be unlikely.

Smyrna Sultana raisins, uncleaned, per lb				0 12½
" " " cleaned, per lb				0 13½
California raisins, choice seeded in ½-lb. packages per package				0 07½
" " fancy seeded, in ½-lb. packages per package				0 07½
" choice seeded in 1-lb. packages per package				0 08½
" " fancy seeded in 1-lb. packages per package				0 09
Raisins, 3 crown muscatels, per lb				0 07½
" 4 " " "				0 07½
Prunes—				
25 lb. box, 90-100, lb	0 09		Prunes, 50-60 "	0 13
" 80-90 "	0 11½		Prunes, 40-50, lb	0 13½
" 70-80 "	0 12		Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 12½			

Currants uncleaned, loose pack, per lb	0 07½		
" dry, cleaned, Filiatras, per lb	0 08½		
" wet, cleaned, per lb	0 08½		
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½		
Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 07
Apricots, standard, per lb	0 11	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—A strong demand has been in existence for both commodities, but more especially for syrup. No changes have taken place in prices, but a good steady trade is expected to continue throughout the winter. These articles are being consumed in place of evaporated apples and other dried fruits on account of the scarcity and high prices existing in these lines.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Evaporated Apples.—Prices still continue higher. Stock in Ontario with the exception of one or two odd cars are practically exhausted, and the general expectation is that the market will be bare of this line before spring. A fair demand still continues.

25-lb box, per lb	0 12½
50-lb. box, per lb	0 13

Beans and Peas.—The demand for beans still continues to increase, which has resulted in an advance of 5 cents per bushel during the week. Large quantities are being shipped now to logging and railroad construction camps. Stocks however, are of good size, and there is little danger of them being exhausted. Split peas and pearl barley are also in good demand, and prices are becoming firmer. Split peas are now quoted at $2.85 per 100 lbs., barley at $2.50, and pearl barley at $3.50.

3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25
Peas, split, 100 lbs	2 85
Pearl barley, 100 lbs	3 50

Green Coffee.—No change has taken place in prices since last week, although market still continues to soar. The rapid advance during the last month is attributed to the fact that the demand was greater than the supply, and to manipulation of market by Brazilian dealers. The prevailing opinion is that there is little likelihood of lower prices until new crop is reaped.

Coffee, standard Rio	0 14½	Coffee, choice	0 15
		Coffee, extra choice	0 16

Tapioca and Sago.—Both these lines have taken advances of ¼c per lb. during the week. The demand has improved considerably during the last three weeks, and a declining market has been changed into an advancing one. Stocks are of fair size, but if the present demand continues higher prices if anything are looked for.

Pearl tapioca, per lb	0 06½ 0 06¾
Sago, per lb	0 04½ 0 05¼

BRITISH COLUMBIA MARKETS.

Vancouver.—Never has halibut been so scarce as it is this season. One vessel got in last week with 40,000 pounds after being out 26 days, the longest trip on record. It is reckoned by the fish companies that it costs them all the way from 15 cents to 30 cents a pound to get halibut and that the boats just now are operated at a loss. The local price is seven cents. The demand for other kinds of fish is greater than the supply. No salmon is coming in at all now. The weather has been very bad, which accounts for the small catch of fish. Fish men here will not discuss the tariff agreement, saying that if it is ratified it will revolutionize the business. After decision is passed, they will be ready to talk.

Vancouver, Feb. 9.—The supply of goods has been augmented for the first time by importations from Japan. The imported article is of good quality, better than the local, and can be brought in at a slightly lower price. Local potatoes now are being bought by the wholesalers at $28 a ton and being sold for $32. No Ashcrofts are on the market, The outlook is that there will be enough to see the season through, without any big increase in the price.

There is a reduction in Eastern butter, the quotation this week being 29 cents to 30 cents. There is no Australian butter on the market this week, but New Zealand brings from 30 to 32 cents. Local butter varies, as the supply is not as large as the demand, and some weeks more is coming in. This week the quotation is 35 cents.

Apples, cooking		1 00	Prunes	0 07½	0 11½
Apples, local	1 25	2 75	Currants	0 08	0 10
Beans, per lb.	0 03½	0 04½	Dried apricots	0 15	0 18½
Butter, Eastern dairy in tubs	0 29	0 30	Eggs, Eastern		0 35
Butter, Eastern dairy, choice	0 28	0 29½	Eggs, local	0 45	0 50
Butter, local creamery		0 35	Flour, Standard, bbl		6 50
Bacon	0 26	0 32	Tapioca, per lb		0 05
Canned Goods—			Evaporated apples		0 11
Peas, Early June		1 37½	Ham, cooked	0 18	0 20
Tomatoes		1 52½	Lard, pure		0 16½
Corn		1 20	Lard, compound		0 13½
Apples		3 95	Potatoes—		
Strawberries		2 02½	Potatoes, local		32 60
Raspberries		2 02½	Rice, per ton	62 50	75 00
Canned salmon		6 85	Sugar, standard granulated		5 35
Cornmeal, p. 100 lbs		2 40	Sugar, Imported		5 25
Cornmeal, local		2 80	Sugar, light yellow		4 70
Cheese, Ontario	0 15	0 15½	Sugar, dark yellow		4 60
Dried Fruit—					
Val. raisins, lb.		0 06			
Cal. " "		0 08½			

NEW BRUNSWICK MARKETS.

St. John, Feb. 9.—Sugar, pork, lard and molasses declined in the local market last week. Sugar dropped ten cents and present quotations are: Standard granulated, $4.35 and $4.45; Austrian, $4.25 and $4.35; bright yellow, $4.15 and $4.25; No. 1 yellow, $3.85 and $3.95. Prices quoted for pork are: domestic mess, $23.50 to $24.50; American clear, $23.50 to $25.50. American plate beef is offered at $20.25 to $20.50. Lard is 14 to 14¼ for pure and 12¾ to 12¼ for compound. Fancy Barbadoes molasses is quoted at 29 and 30 cents per gallon.

Beans, hand picked, bus	2 15	2 10	Cal. raisins, seeded	0 08½	0 09
Beans, yellow eye, bus	2 65	2 75	Prunes, lb	0 05½	0 09
Cheese, new, lb	0 13	0 13½	Molasses, fcy. Barbados, gl	0 29	0 30
Currants, lb	0 08½	0 08¾	Butter, dairy, lb	0 22	0 24
Canned goods—			Butter, creamery, lb	0 24	0 26
Peas, No. 4		1 20	Eggs, new laid		0 30
" No. 3		1 27½	Eggs, case		0 28
" No. 2		1 32½	Ham	0 16	0 18
" No. 1		1 80	Potatoes, new, bbl	1 90	2 00
Peaches, 2's, dozen	1 95	2 00	Rice, lb	0 03½	0 03½
Peaches, 3's, dozen	3 00	3 05	Lard, compound lb	0 12½	0 12½
Raspberries, dozen	1 85	1 90	Lard, pure, lb	0 14	0 14½
Tomatoes	1 35	1 40	Bacon	0 16	0 20
Strawberries	1 85	1 90	Pork, domestic mess	23 50	24 50
Flour, Manitoba	6 35	6 45	Pork, American clear	23 50	25 50
" Ontario	5 20	5 65	Salmon, case—		
Fish—			Red spring	7 00	7 50
Cod, dry	4 00	5 50	Cohoes	6 50	6 75
Herring, salt, bbls		5 25	Baked beans, dozen	1 20	1 30
Bloaters, box	0 85	0 90	Lemons, Messina, per box	3 00	3 25
Cornmeal, gran.	4 65	4 75	Sugar—		
Cornmeal, bags	1 40	1 45	Standard gran.	4 35	4 45
" bbls.	2 85	2 90	Austrian "	4 25	4 35
Oatmeal, bbls	5 15	5 20	Bright yellow	4 15	4 25
Std. oatmeal	5 60	5 70	No. 1 yellow	3 85	3 95
Rolled oatmeal	5 10	5 20			
Buckwheat, west. grey, bag	2 90	3 00			

SHOW CARD PHRASES.

You may buy cheaper goods, but you can't buy better.

Equal to any, superior to many, second to none.

Buy to-day for to-morrow's dinner.

The price is not high but the quality is.

If satisfied, tell others; if not, tell us.

Good goods at fair prices.

Ask for what you don't see.

There is coffee and coffee; try our 10c line; it will please you.

Did you order tea? We have the best package tea on the market.

Cheese to suit every taste. Try a wedge of your favorite kind.

The foundation for the day's work is a good breakfast. Let us supply your breakfast foods.

TRADE NOTES.

C. R. Hickman, grocer, of North Vancouver, B.C., has sold to W. B. Hood.

Alexander & Panar have purchased the general store of Lyons Bros. at Vonda, Sask.

Mr. Cutler, Halifax, N.S., secretary and a director of the Acadia Sugar Refining Co., died suddenly on Monday.

Jno. Hickey, of Rigney & Hickey, grocers, Kingston, Ont., was attacked by highwaymen on Tuesday night. It is believed these men knew he carried money home with him.

Getting Ready for Convention in Classic City

Guelph, Ont., Feb. 9.—Preparations are well under way for the 13th annual meeting of The Ontario Provincial Retail Merchants' Association, to be held here on Tuesday, Feb. 28, and Wednesday and Thursday, March 1 and 2. A representative of the city went to Toronto this week to make arrangements for the programme with the head office of the association.

As many important trade questions are to be thoroughly discussed the association is anxious to have as many merchants present as possible. The dates above were chosen for the reason that June, the time of last year's convention, is considered to be an unusually busy time on account of so much fruit arriving on the market.

In addition to the convention sessions there will be a conference between the Guelph merchants and their customers on Wednesday morning, March 1, to talk over the mail order question, and its evil effects on home development. This will be an innovation so far as R. M. A. conventions are concerned and it will undoubtedly prove interesting.

Royal Commission for Investigation

Montreal Produce Merchants' Association View the Tariff Negotiations With the U.S. With Some Alarm—Hold Special Meeting to Go Into the Question and Pass Resolution Embodying Their Opinions.

Montreal, Feb. 7.—The Montreal Produce Merchants' Association at a special meeting held last week passed a resolution favoring a royal commission making investigation into the proposed new tariff arrangements with the United States. Their resolution was:

"Whereas, the prosperity of Canada largely depends on the prosperity of the agricultural population.

"Whereas, the prosposed reciprocal agreement with the United States removes all protection from the farmer by opening the Canadian markets, not only to the United States, but to most of the countries of the world producing farm produce in surplus quantities, while the protection is maintained on all articles that the farmer requires to buy.

"Whereas, while it is true that for several years past the value of farm products generally in the United States has ruled higher than similar goods in Canada, yet under the stimulus of these high prices an over production has now taken place there, and to-day a surplus actually exists in many lines, and prices have declined to a lower basis than that which now prevails in Canada; this statement applying especially to the large items of hog products, butter, cheese and eggs, with the result that to-day enormous losses are being sustained by American dealers and they are offering to import them into this country.

"Whereas, it is claimed by advocates of reciprocity in the United States that it will reduce prices of all farm produce and thereby cheapen the cost of living, it necessarily follows that they anticipate lower prices to rule in the future, and it is altogether improbable that the opening of the United States markets to Canadian produce will result in Canadian farmers realizing higher prices than under present conditions.

"Whereas, the proposed arrangement will also admit the produce of many other countries free, values in Canada will necessarily be brought down to the level of the country offering farm produce the cheapest.

"Whereas, statistics published in the United States prove that the per acre production there is only about one-half that of the most advanced European countries, and as in the United States more attention than ever before in the history of that country is being given to intensive and scientific methods of agriculture, it is most probable that the United States will go on increasing its production of farm produce and continue to have a surplus; therefore, to allow their produce free entry into Canada, together with farmers to accept lower prices for their hogs, butter, cheese, eggs, poultry and other produce that they now obtain in the Canadian market under existing conditions.

"Whereas, Canadian farmers have never been as prosperous in the history of the country as they have been, and are to-day under existing conditions, realizing higher prices than most producing countries of the world.

"Whereas, in order to weld the provinces together and also to strengthen the bond of union between the Mother Country and Canada, it is necessary to foster the policy which would most conduce to that end for which our railways and carriers were built, namely to carry trade east and west, while the proposed agreement will result in trade being diverted north and south, thereby endangering our political autonomy and possibly our union with Great Britain.

"Therefore, be it resolved, that we, the members of the Montreal Produce Merchants' Association, view with grave apprehension the proposed reciprocal agreement, and we would respectfully urge that the Government appoint a royal commission to take the evidence of farmers, producers and dealers and those interested generally, in order to ascertain their views and to learn to what extent they will be affected before consummating the proposed agreement."

"Arctic"
GROCER REFRIGERATOR



meets every requirement of your trade. Case is of ash, hardware of solid brass with lining of spruce, shellacked. All parts separable. Perfect circulation of cold, dry air is guaranteed

Write for Catalogue

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

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Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

ASEPTO
SOAP POWDER
THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made; it makes your customer's money go farther.

Ask your jobber.

ASEPTO MFG. CO.
ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal

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BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
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The Condensed Ads. in this Paper will bring good results

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Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

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Do you want live representation? We are in touch with the trade.

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Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

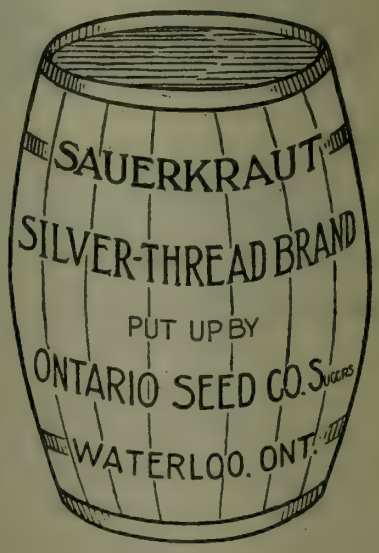
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THE YOUNG COMPANY, Limited

NORTH BAY - and - SUDBURY

The Demand for **SAUERKRAUT** *is daily increasing*

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.

Reciprocity in India

FOR 16 years the trade relations between the retail grocery trade of Canada and Red Rose Tea have been broadening and strengthening. The foundation of these relations is the high quality of the tea. That quality makes Red Rose a standard of quality among tea experts. To a tea expert, "As good as Red Rose" means as good as money can buy.

Your trade and mine in Red Rose has been built up on this foundation of quality. I appreciate fully the co-operation and good will of my customers, and have sought, by every means in my power, to strengthen the mutual relations between the trade and Red Rose Tea.

I am firmly convinced it will pay **you** to sell more Red Rose Tea; to display it, and recommend it to your customers. You will sell more tea.

Red Rose Tea
"is good Tea."

T. H. Estabrooks

Toronto Winnipeg
St. John, N.B.

Your customers want to know where to buy

WONDER-SHINE

Every day we receive enquiries about **WONDER-SHINE**—"Where can it be purchased? Who sells it in this town?"

Some of these enquiries are from your neighborhood.

Our advertising has interested these people.

They want to buy this new silver cleaner.

Mr. Dealer—We can only point out a small percentage of the trade you are losing each day by not displaying this new specialty prominently.

Hundreds of people read the advertisements and would buy if suggested by their dealer, but will not take the trouble to write.

Do not let your competitor reap all the **WONDER-SHINE** profits—50% clear on every package.

Keep a display carton *always* in your window and one *always* on your counter.



Suggest to your customers this new method of keeping the silver bright and beautiful.

A pleased customer will tell her neighbor—you reap the benefits.

If you haven't **WONDER-SHINE** in stock, ask your jobber for it or send for three dozen trial order. Write to-day.

Household Convenience Co., Ltd., Toronto, Ontario

Agents for Quebec and Maritime Provinces: Smith Hardware Co., 212 Lemoine St., Montreal
Agents for Manitoba and Saskatchewan: Daw & Wyssman Co, 67 Merchants Bank Bldg., Winnipeg
Agents for Alberta and British Columbia: Donnelly, Watson & Brown, Limited, Calgary, Alta.

c59

SYNOPSIS OF CO-OPERATIVE BILL

Retail Merchants Sending It Out in Pamphlet Form.

The Retail Merchants' Association of Canada is sending out through its secretary, E. M. Trowern, a synopsis of the association's objections to the passing of the Co-operative Bills now before the House of Commons.

The principal clauses of this synopsis, which will reach every member of parliament, read as follows:

"There is to be no proper Government inspection.

"No guarantee or money deposits are to be placed with the Government.

"Any inexperienced man can manage them. Seven men with one dollar each, or with seven ($7.00) dollars capital, can start agents out on commission to knock at the door of the householders anywhere in Canada, and canvass the working men in the workshops, and secure their hard-earned earnings, by inducing and offering them large rates of interest, and stating that these societies are to be theirs. They are to own them, they will be able to control them, and so forth, and in this way endeavor to show the superiority of these 'speculative visions" over the old established, well managed Loan and Savings Companies and Banks, that have solid Government deposits and experienced men at their head.

"Ten per cent. of their profits are to be laid aside to meet losses, so that they evidently anticipate losses before they start.

"Children of any age can take shares.

"What the societies can do depends upon the "rules" that they make themselves.

"The rules of the society are to be given to the members only on demand, and on payment of a fee fixed by the 'rules.'

"Officers who receive or have charge of money shall become bound with or without surety.

"Any similar corporation can hold the shares of any other corporation, thus making it a huge 'Wheel within a wheel,' and making it also an endless chain scheme.

"Each society is limited to an electoral district, but hundreds of societies may be operated in any electoral district.

"They say 'No officer shall be paid,' but no reference is made as to how much commission is to be paid for securing the stock.

"One corporation or society may lend on the shares of any other corporation.

"No member or person has any right to inspect the books of the society, but he may inspect his own account, and yet they claim that the society belongs to the subscribers.

"Disputes, not exceeding $100, are to be decided by the rules, and cannot be collected by any court of law. What sort of protection is this for innocent investors?

"In case a member is dissatisfied or disputes a claim, ten members who have been members twelve months, can appoint an accountant, and all expenses are to be paid by the applicant or society, as may be directed.

"In case a society fails, if the contributions of the existing members are not sufficient to pay the liabilities, all those who have ceased to be members for less than one year, can be called upon to pay toward the liability fund, a sum equal to the amount they subscribed.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

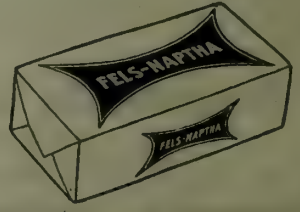
The W. H. ESCOTT CO.
WHOLESALE
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137 BANNATYNE AVENUE
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COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

53 Highest Awards In Europe and America
WALTER BAKER & CO.'S
CHOCOLATE
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Registered, U. S. Pat. Off.
Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.
Walter Baker & Co., Ld.
Established 1780
DORCHESTER, MASS.

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Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Timothy, Red, White and Alsyke Clover Seeds.

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Established 1879
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KINGSTON, - - - JAMAICA

The Best Advertisement
for
Fels-Naptha Soap
is Fels-Naptha Soap itself. Women are constantly praising its merits to each other, and wide-awake merchants know that such goods are quick assets.


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...in...

Eastern Canada, Europe and the U.S.A.

desiring to place grocery lines in the rapidly developing market of Western Canada will do well to get in touch with us. We have a most extensive connection with the Western Canada trade, and exceptional commercial facilities, including large warehouses in Winnipeg, Calgary, Edmonton, Sakatoon and Regina, the five main distributing centres of Western Canada. Now is a good time to begin cultivating this great market. Commence by writing us for detailed information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WININPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

The Catsup with the different flavour!



There is a delicacy of flavor and appetising richness to every bottle of

"E.D.S" Brand Tomato Catsup

that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is *pressed out* by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best Catsups made in the States or any other country.

It will pay you to feature this splendid line!

"E.D.S." Brand jams and jellies (a very wide range) are real profit-producers and trade-winners.

E. D. SMITH *Made only by* at his own fruit farms **Winona, Ont.**

[STILL

"EASIFIRST"

GUNNS



easily holds its lead against all competitors.

You cannot afford to buy anything but the best.

ORDER TO-DAY.

GUNNS Limited

Packers :: West Toronto

English Breakfast

Bacon

as made by Fearman Co. at Hamilton, is the finest Breakfast Bacon, and has been cured and selected by us in the same way for over fifty years. Nothing like it for breakfast food.

F. W. Fearman Co. LIMITED

HAMILTON





Talking Points

For Grocers and Clerks!

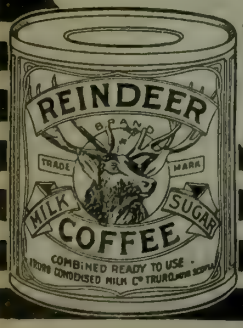
Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK CO. LIMITED
FACTORIES
TRURO, N.S.
HUNTINGDON, P.Q.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing-Houses
FERGUS

70-72 Front St. East
TORONTO

Good Demand for Both Butter and Eggs

Supplies are Plentiful But Good Demand Keeps Prices Steady—Firmness in the Cheese Market—Poultry Supplies are not Large—Arrival of Hogs Has Been Light but Prices are Easier Following United States Market.

The arrival of hogs at the important centres has been light during the past week, but prices of live hogs are a little easier, following the trend of the United States market. The supply of hogs in the Western States was quite heavy during last week. The English market reports a firm bacon market with Canadian quoted at 60s. to 65s.

The firmness in cheese still continues with a fair home trade and a little better export demand. Montreal reports that supplies are smaller than at this time last year and that the great bulk of what remains in store belongs to English houses, to be shipped out as ordered. An English report states that the cheese market is strong at a further advance of 1s. Finest Canadian cheese is at 61s. to 63s. and stocks of Canadian are light and in good demand.

Although butter is quite plentiful, the market is kept steady by a good demand. Besides local trade, Montreal firms are shipping considerable butter to the North West while some is going from Ontario to the Maritime Provinces. This has relieved the market from an overload to a certain extent.

Both the arrival and demand for new laid eggs is good, so that prices are steady Prices of the United States storage article still continue low and some low offers have been made to Canadian firms, with the result that eggs are being brought across the line to most of the centres.

Supplies of poultry are not abundant and in those centres where the demand is large, prices are a little higher.

MONTREAL.

Provisions—Demand is generally good and markets are steady and well sustained. Lard is down a little but not to any appreciable extent. Smoked meats are bringing good business. Receipts of live hogs are light. On the whole the market is uneventful at present.

Pure Lard—		
Boxes, 50 lbs., per lb		0 13¼
Cases, tins, each 10 lbs., per lb		0 14
" " " 5 " "		0 14
" " " 3 " "		0 14
Pails, wood, 20 lbs. net, per lb	0 11½	0 13¼
Pails, tin, 20 lbs. gross, per lb		0 13¾
Tubs, 50 lbs. net, per lb		0 13
Tierces, 375 lbs., per lb		0 12½
Compound Lard—		
Boxes, 50 lbs. net, per lb		0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 12	0 12½
" 5 " " "		0 12½
" 3 " " " "		0 12½
Pails, wood, 20 lbs. net, per lb		0 13¾
Pails, tin, 20 lbs. gross, per lb	0 10½	0 11½
Tubs, 50 lbs. net, per lb	0 11	0 12
Tierces, 375 lbs., per lb		0 10¾
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces		25 00
Bean pork		20 50
Canada short cut back pork, bbl. 45-55 pieces		25 00
Clear fat backs		26 50
Heavy flank pork, bbl		24 00
Plate beef, 100 lb bbls		8 75
" 200 "		7 00
" 300 "		25 00
Dry Salt Meats—		
Green bacon, flanks, lb		0 11
Long clear bacon, heavy, lb		0 11½
Long clear bacon, light, lb		0 12½
Hams—		
Extra large sizes, 25 lbs. upwards, lb		0 12½
Large sizes, 18 to 25 lbs., per lb		0 14½
Medium sizes, 13 to 18 lbs., per lb		0 15½
Extra small sizes, 10 to 13 lbs., per lb		0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb		0 16
" " " small, 9 to 12 lbs., per lb		0 17½
Breakfast bacon, English, boneless, per lb		0 17½
Windsor bacon, skinned, backs, per lb		0 18
Spiced roll bacon, boneless, short, per lb		0 16½
Hogs, live, per cwt	8 00	8 50
" dressed, per cwt	11 00	11 50

Butter—Demand for butter is improving. Several good enquiries have been received from the Maritime Provinces and local demand is good. It is rather an irony, the fact that even the factories are looking for butter in Montreal. This is explained by the shipping of cream to Boston and as a result customers who depend on the factories are supplied from the city provision men who apparently receive better money for the cream than by churning it into butter. There is a poor demand for dairy butter. This has been noticed for a long time and the condition continues. Dairy rolls that used to be in heavy demand during the winter are hardly bought at all now. The confectioners seem to be the only ones who are now asking for this variety.

New milk creamery	0 26	0 26½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Eggs—The market is steady with supplies farly good. Prices are unchanged and just at present there are no features.

New laids	0 32
Selects	0 28
No. 1	0 25

Cheese—Cheese is quite firm and fourteen cents is the prevailing price. Supplies are much below those existing at this time last year. One dealer claims that there is not half the supply of a year ago. The export enquiry is good. Under these conditions the market is firm, prices are steady and there is no sign of easiness yet in sight.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

Poultry—The poultry market seems to be quiet for the present. Spot supplies are not abundant but they seem sufficient to meet the demand now running.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Honey—The honey market is unchanged. Firmness is evident and prices are steady. The total volume of business is not heavy.

White clover comb honey	0 15	0 16
Buckwheat, extracted		0 08½
Clover, strained, bulk, 30 lb. tins		0 10
Buckwheat comb		0 12½

TORONTO.

Provisions.—There is considerable trade being done at the present time in the various lines of pork products and dealers seem to be well pleased with business just now. The arrival of hogs which was fairly free last week, was cut down to small proportions this week on account of the heavy snow storm, as farmers were unable to deliver the porkers, but this lull will likely be made up for during the latter part of the week. The price of live hogs is a little easier, the average quotation at country points being $7 per cwt., while locally the price is $7.25 to $7.30. There seems to be quite a difference in prices existing this week in the different wholesale houses, as for instance one firm is quoting pea meal backs at 18 cents, while 20 cents is the price of another house. There seems to be a little easier feeling than last week in several lines, such as lard, hams, and short cut pork. Lard in tierces is quoted at 12¼ to 12¾ cents, and in pails at 12½ to 13 cts., while the compound article is ranging at 10¼ to 11 cents. In short cut pork in barrels there is a range extending from $24 to $26 per barrel.

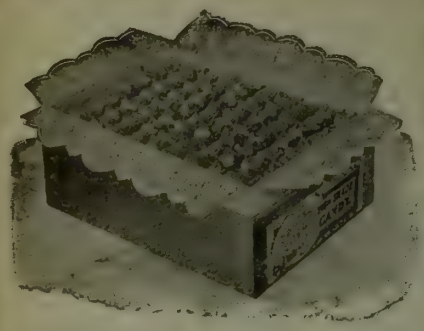
Long clear bacon, per lb	0 11½	0 12
Smoked breakfast bacon, per lb	0 17	0 18
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb	0 12½	0 13
Light hams, per lb	0 15	0 16½
Medium hams, per lb	0 14½	0 16
Large hams, per lb	0 13½	0 14
Cooked hams		0 21
Fresh shoulder hams		0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb	0 17½	0 19
" pea meal	0 18	0 20
Heavy mess pork, per bbl	21 00	22 00
Short cut, per bbl	24 00	26 00
Lard, tierces, per lb	0 12½	0 12¾
" tubs "	0 12¾	0 13
" pails "	0 12¾	0 13¼
" compounds, per lb	0 10¼	0 11
Live hogs, at country points		7 00
Live hogs, local	7 25	7 30
Dressed hogs	10 00	10 25

Butter.—The arrival of butter continues free and as a result prices in some lines have again been reduced. There has been a further drop ranging around one cent. per lb. in creamery solids, farmer's separator butter, dairy prints and the tub article. The recent lowering of the price of butter has stimulated demand so that the market is not loaded to such an extent as it otherwise would have been.

A difference of opinion exists as to the amount of butter in storage. Some say that there is little, while others think that there is a good supply, but the general opinion is that there is a fairly large quantity of this article yet in the storage houses.

	Per lb.	
Fresh creamery print	0 28	0 29
Creamery solids	0 24	0 25
Farmers separator butter	0 22	0 23
Dairy prints, choice	0 19	0 20
Fresh large rolls	0 19	0 20
No. 1 tubs or boxes	0 18	0 19
No. 2 tubs or boxes	0 16	0 17

Eggs.—Storage eggs are following the example of new laids and are into the sliding game also, and seem to be determined to make an equal exhibition of sagging prices as new laids have done during the past few weeks. One month ago storage eggs were worth 32 cents per dozen, while at the present they are quoted at 21 to 22 cents. The reason given for this is the low price of storage eggs in the United States, from which large quantities have been imported by local firms. During the past week, still lower prices were offered by some United States firms, and that has caused the further reduction in price. It is also hinted that there are good sized quantities of eggs in some local storage houses and that they have also been making an effort to get rid of their stock. There has been an excellent demand for new laids lately and this has had the result of steadying prices. Pickled eggs are



When you are ready

to place an order for **Chocolates**, you naturally want the best that money can buy. Everybody claims to have the best; but how many can "make good"?

One of our Chocolate Specialties is called "Bordo" (registered), and up to this date it has never been equalled. We want you to know something about it, and let you be the judge; you know what pleases you best, we don't. We do know that no greater care can be taken by anyone in the selection of materials than we take. We are proud of our efforts and success with "Bordo" (registered), it has "made good," and makes friends wherever introduced.

Now, you as a progressive, modern Merchant, want something different to what is usually offered.

Note this special introductory offer; open until February 15th. We are going to give you an opportunity to get a 5-lb. box **"Bordo" chocolate absolutely free.** We are giving away during the next 15 days 100 boxes (5 lb. each) **to Merchants who have not previously sold this line.** Write us to-day, your letter will be numbered when received and **one free box goes Express Prepaid** to every tenth (10 h) letter received. You have an equal chance, so **don't delay.** We wish you to test this line at our expense.

THE

Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

quoted all the way from 20 to 24 cents, according to quality.

New laid eggs	0 29	0 30
Eggs, storage	0 21	0 22
Pickled eggs	0 20	0 24

Cheese.—There has been no change in the price of cheese during the past week, large new cheese being quoted at 13 cents. Prices are firm and dealers are looking for a further advance in price before long. Trade in this line is keeping up to the ordinary.

New cheese—		New twins	0 13 0 13½
Large	0 12½ 0 13	Stiltons	0 14
Old cheese	0 14 0 15		

Poultry.—The trade in poultry is showing considerable life lately and as stocks are not large, prices have been advanced under the new demand. Dressed chickens are quoted at 16 to 18 cents and dressed turkeys at 18 to 20 cents.

Chickens, dressed	0 16 0 18	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 13 0 14
		Turkeys, dressed	0 18 0 20

Honey.—There are no new features in regard to honey, a normal trade, being done at unchanged prices.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " 10 lb pails	0 11½ 0 12
" " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 06½ 0 07

WINNIPEG.

Provisions.—Trade has been steady during the winter throughout the west, and compares favorably with former years. The [illegible] prevailing for live cattle and hogs has succeeded in keeping the market up in all lines. During the last month slight fluctuations in prices have been taking place, the range being ½c per lb. for cured meats, ¼ to ½c per lb. for dry salt meats, a general advance in lard, and an advance of ½c per lb. for dressed hogs. Prices for live cattle and hogs have been advancing during the last two weeks, and higher prices for dressed carcasses and cured meats can be expected before long Prices quoted at present are :

Cured meats—		Boneless backs, per lb	0 17
Hams large	0 14½	Mess pork, bbl.	28 0
Hams, medium	0 13	Mess pork, ½ bbl.	14 00
Breakfast bacon backs	0 20	Lard—	
Breakfast bacon bellies	0 19½	In tierces, lb	0 14½
Shoulders	0 12½	50-lb tubs	7 30
Long rolls	0 18½	20-lb pails	3 00
Short rolls	0 17½	10-lb pails, cases	9 10
Dry salt meats—		5-lb pails, cases	9 15
Long clear sides per lb	0 13½	25-lb pails, cases	9 25
		Compound, 20 lb pails	2 60
		Dressed hogs	0 12½

Butter.—There is little change in the butter market. A steady trade continues and prices remain unchanged. Manitoba fancy fresh made bricks are steady at 37c per lb.; Eastern Townships creamery bricks at 30c per lb., and boxes at 29c per lb., and dairy No. 1 fancy at 26 to 27c per lb.

Eggs.—Southern fresh laid eggs are still being offered on the market at 35 to 37 cents per dozen in fairly liberal quantities. Stocks of stored eggs are still heavy, and these are now quoted at 26c to 27c per doz. Representatives of British Columbia firms have been offering during the last week fresh eggs to the local wholesalers at prices below what they are being brought in direct from the States for. These eggs which they are offering are supposed to come from United States towns on the Pacific Coast.

THE WEEK'S TRADE CHANGES.

What the Grocers Throughout Canada are Doing.

ONTARIO.—W. J. Parks, grocer and butcher, St. Catharines, Ont., has sold to J. Marshall.

E. W. Richardson, grocer, Ottawa, has assigned.

Harry Cohen, grocer, Hamilton, Ont., has sold to Nathan Cohen.

William M. Leigh, general merchant, Kirkton, Ont., has assigned.

Almas & Soules, grocers and butchers, Hamilton, Ont., have dissolved.

Frank Somerville, for 35 years a grocer on Queen Street, Toronto, deceased.

The stock of James S. Forsythe, general merchant, Cochrane, Ont., has been sold.

QUEBEC.—J. D. Thompson, general merchant, Buckingham, Que., has offered to compromise.

Maurice Beaudon, grocer, Montreal, has assigned.

F. X. Boileau, grocer, Montreal, has assigned.

L. Remillard, grocer, Montreal, has assigned.

J. E. S. Gauvin & Co., grocers of Quebec, registered.

Geo. St. Amant, general dealer, Sandy Bay, Que., assigned.

The Montreal Consumers Exchange, Montreal, has been registered.

R. Gould, grocer and wine merchant, St. John's, Que., has assigned.

The assets of J. L. Lefrancois, St. Felicite, Que., have been sold.

Geo. B. Reid, general merchant, Gracefield, Que., has offered to compromise.

NEW BRUNSWICK—Lloyd S. Belyea, general merchant, Gibson, N.B., has assigned.

The assets of Xavier Lavallee, general merchant, St. Aubert, Que., have been sold.

Mrs. John Murdock, Wolfe Lake, Que., has sold her general store to P. J. Murdock.

J. Langevin, grocer, Dorion St., Montreal, suffered damages of $800 by fire.

The assets of Mde. Jos. Landry, general merchant, St. Barthelem, Que., have been sold.

The assets of Gobeil & Tremblay, general merchants, Riviere Du Moulin, Que., have been sold.

A demand of assignment has been made on Joseph Norton, general merchant, Caughnawaga, Que.

WESTERN CANADA.—H. B. Desmartins, has opened a grocery and shoe store at St. Jean Baptiste, Man.

M. Bereskin, grocer and butcher, Winnipeg, has assigned.

Stratt Bros. have opened a general store at Chase, B.C.

Gordon & Gordon, general merchants, Harris, Sask., suffered loss by fire.

Edwin Messemy has opened a general store at Lougheed, Alta.

Doherty & Co., general merchant, Edson, Alta., suffered loss by fire.

Cook & Orr, general merchants, Strathcona, Alta., suffered loss by fire.

The general store of Shields & Agar, Methven, Man., was destroyed by fire.

The grocery and meat store of H. Bastedo, Regina, Sask., was damaged by fire.

Lyons Bros. have purchased the general store of S. Rodminsky at Rosthern, Sask.

Grocers: The consumers of to-day have confidence in the advertised articles of manufacturers whose goods are acknowledged as the standard of purity, because most of them know that manufacturers value their reputation, and that they will not spend large sums of money in advertising an article unless they know that such an article will prove any claims made for it.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg Montreal





Be helped instead of hindered in your accounting.

The McCaskey Account Register System

(First and Still the Best)

will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

WITH ONE WRITING

Over Sixty Thousand in use. Ask any User! Or write

Dominion Register Co., Limited

90-98 Ontario Street, Toronto, Ont.

Agencies in all Principal Cities.

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

CLARK'S

Concentrated Soups

(Chateau Brand)

Sell Well

These are soups in tins, and of surpassing quality. Several varieties. As they need only the addition of boiling water, housekeepers find them most convenient.

Priced to sell at 10 cents a tin, CHATEAU BRAND CONCENTRATED SOUPS are winning a large share of this trade.

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate.

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

G. . Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto
Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton
Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Every Day More People Learn
POSTUM



Is better for the human system than tea or coffee. Ten days' trial tells the story.

Many grocers recommend Postum because they know from experience the health benefits which follow its use in place of tea or coffee.

Steady, truthful advertising has made millions of users, and its popularity is increasing.

"There's a Reason"

Postum has the friendly co-operation of both wholesalers and retailers, with whom the profit is liberally shared, and the sale is guaranteed.

If Postum is well made—according to directions on package—the change from coffee or tea is easy, and the better feelings which follow make steady customers.

CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

The Demand for Flour is Not Very Brisk

Millers Could Easily Handle More Business — Wheat Goes Up and Down within Small Margin—Rumor That the Armour Interests Will Try to Boost Prices—Trade in Rolled Oats is Fair —Slight Reduction in Montreal.

Wheat regained the ground which it lost during the first part of last week, and just now continues to fluctuate within a small margin. Ontario wheat is dull also, in the absence of an export demand. Prices of flour continue the same as for the past month and millers do not expect any change in prices under present conditions. The price of 1st patent Manitoba flour at Toronto at the present time is $5.40, compared with a price of $5.70 one year ago.

In connection with this the visible supply of wheat in Canada is 10,105,000 bushels, as compared with 8,071,000 bushels for the corresponding week last year. The quantity of wheat and flour as wheat now in transit to Europe with the visible supply of wheat in the United States and Canada, is equivalent to 89,139,000 bushels, against 69,864,000 bushels a year ago.

It has been rumored that the Armour interests in Chicago are getting ready to do what Patten did to the wheat market, but with wheat shipments as liberal as they have been for some time past, it does not seem as if the operators would be able to boost prices to any great extent.

The quietness in flour trade is not confined alone to the Toronto market. From all the important milling centres in the United States come complaints of the dull condition of trade in flour. A report from St. Louis says: "Mills probably did less business than any week in the crop year. Few mills are able to run half time. Export is almost impossible, a small lot of clears or low grades only being worked to Europe."

The cereal market on the whole seems to be fairly active. Owing to the easiness in oats last week, the price of rolled oats in Montreal has declined 5 cents per bag, but other markets keep steady under the firmer feeling in Canadian western oats.

MONTREAL.

Flour.—The market is fairly steady and prices are generally well sustained. Winnipeg wheat prices declined slightly and one result has been a somewhat quieter demand. Business on the while is satisfactory however. The stock of flour in store on Monday showed a decrease of 5,000 bbls. compared with a week ago and an increase of over 1,000 bbls. with a year ago.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents, bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 40

Rolled Oats.—Business in rolled oats is good. The demand is holding to a high figure that may be expected at this time of the year. Owing to a recent slight decline in western oats quotations the feeling is slightly easier, but on the whole the market seems sound.

Fine oatmeal, bags	....	2 40
Standard oatmeal, bags	....	2 40
Granulated " "	....	2 40
Bolted cornmeal, 100-bags	....	1 80
Rolled oats, bags, 90 lb	....	2 1[illegible]
" barrels	....	4 4[illegible]

TORONTO.

Flour.—No changes have taken place in the price of flour during the past week, 1st Patent Manitoba being quoted at $5.40 to $5.50 per barrel. The easiness in wheat prices of last week has been somewhat steadied again and No. 1 Northern Manitoba is quoted at $1.02. Trade in flour at the present time is none too brisk, in either Manitoba or Ontario. The local demand is keeping fair, but there has been little enquiry from British importers, and it is said that some mills have been confronted with the necessity of making sacrifice offers in order to make sales. Millers are not looking for any change in prices under the conditions existing at the present time.

Manitoba Wheat.

1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20

Winter Wheat.

Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—The prices of western oats which were a little easier last week have become steadier again, although local prices have not hardened to any great extent. Rolled oats remain at the same price as last week and no changes are looked for just now. Some mills report that trade in rolled oats has been a little slack, so far this month, although a fair January trade was reported by most millers. Rolled wheat is continuing along with the usual trade, while corn meal has created considerable business during the past two weeks.

Rolled oats, small lots, 90 lb. sacks	....	2 20
" " 25 bags to car lots	....	2 10
Standard and granulated oatmeal, 98 lb. sacks	....	2 41
Rolled wheat, small lots, 100 lb. brls	....	2 85
" " 5 brls. to car lots	....	2 75

WINNIPEG.

Flour.—A steady trade continues in domestic and export flour. The recent break on the wheat market has had no effect as yet on flour prices, although millers have been buying all the No. 1 and 2 Northern wheat offered at these lower prices. Prices quoted at present are:

1st Patents, per cwt.	2.90	2.95
2nd Patents, per cwt.	2.75	2.80
Strong Bakers, per cwt.	2.55	2.65

W. F. Schooley, Holland, Man., has sold his grocery business to J. J. Pickard.

The health department in Chicago recently seized and destroyed 15,000 pounds of turkeys which were unfit for use.

The genuine Bermuda onion is likely to be forced off the market by the Texas Bermuda. In this state, onion culture has reached large proportions, $1,000 profit per acre sometimes being made.

"VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Grocer Gives Prize to Best Ad. Setter

Anxious That the Compositor Should Take Deeper Interest in his Copy—Reasons Why the Advertiser Should Look to the Setting of His Ads.—If They are to be Read They Must be Attractive—Ads. in Guelph Papers Brought $100 worth of Business in One Day.

Guelph, Ont., Feb. 9.—That a grocer should look carefully to the make-up of his newspaper advertisements, is the opinion of R. J. E. McCrea, of J. A. McCrea & Son, local grocery dealers. Recently he offered $1 to the compositor who set up his copy the best. The advertisement was used in two local papers and the same copy was given to each with the instructions that the same space should be used in both.

That readers may see the result of this commendable contest, both advertisements are herewith shown in reduced form, the originals being two column wide and 12 inches in length. The prize was won by the compositor of No. 1 advertisement and in selecting this as the winner, Mr. McCrea was undoubtedly correct in his judgment.

Too Many Poorly Set Ads.

Retailers who advertise cannot be too careful in this regard. Type-setters occasionally get the idea that so long as everything in the copy is set the advertiser will not register any objections, since the latter knows little or nothing about type composition. In this the ad. setter is quite frequently correct—the advertiser is not particular enough. Many ads. are often rendered unattractive through poor setting; the type is jumbled up so that the reader cannot get the thread of the conversation and in disgust passes on to something else. Again the type selected is often "boorish" in its nature and not by any means appropriate to the tone of the contents of the advertisement. Heavy black type should be used within reason; for a fire sale it might be all right but not for the ordinary everyday sale. The first introduction and the firm name at the bottom are of course usually written in medium heavy type.

Should Change the Proofs.

It is therefore expedient that every advertiser should be particular about the appearance of his copy when in type. He should take such a deep interest in its setting that he should not hesitate to return proofs to have them reset to his liking. In this way the printer soon discovers his methods and type wanted, and afterwards little trouble arises. In order to be able to do this intelligently, the advertiser must have some knowledge of type and general ad. appearance. Any newspaper firm would only be too glad to grant him a proof, upon request, of the various types in stock. These could be studied carefully and the best ads. of other merchants can be watched for general appearance. If this work is gone thoroughly into with zeal on the part of the advertiser, he will soon be a superior critic on the setting of advertisements.

J. A. McCrea & Son have proven that their advertising is profitable since the accompanying advertisements brought $100 increase of business last Saturday.

BIG STORES IN AUSTRALIA.

A correspondent recently writing from Sydney, Australia, in regard to the grocery business there, says that the big store monopoly is gradually growing in that city. Large central depots are being established with their smaller grocery stores throughout the city and suburbs. These large and well organized stores are a direct and effective menace to the small man. They buy at lowest prices and receive the largest discounts. They are direct importers and in some cases they manufacture and pack many of their own lines. They are able to make a better display and give systematic and prompt delivery of goods.

They make the best possible displays and sell at lowest prices for spot cash. The same thing is finding its way into the Australian country towns, in a less marked degree and it seems as if the days of the small grocer were numbered in Australia.

THE REAL MEANING.

"Plaze, mum, the grocer did be tellin' me somethin' this mor-rin' th't I'm not afther understandin' at all, at all," said a new cook to her mistress. "And what was that?" asked the lady of the house. "He towld me he'd give me a commission on all the groceries I bought uv him. Phwat does that mean?" "It mean," said her mistress, "that we're going to have a new grocer!"

LARD to BURN

2 Ton McHardy's Lard at COST!

We are offering for Saturday only 2 tons of McHardy's Pure Kettle Rendered Lard at Wholesale Prices. This offer stands good for Saturday only and will positively not be repeated.

3 lb. Pail McHardy's Lard for.. **50c**
5 lb. " " " " **80c**
10 lb. " " " " **$1.60**
20 lb. " " " " **$3.10**

You may secure this big reduction in Lard at either the Grocery or the Meat Department.

FRESH MEATS

Beef, Veal, Lamb, Pork, Cooked, Smoked and Pickled Meats

40 CENT ORANGES for 27 Cts.
30 CENT ORANGES for 22 Cts.
25 CENT ORANGES for 18 Cts.
1 lb. Good Cooking FIGS for 10c
2 lbs. New DATES for - 25 cts.
60 Cent Pails JAM for - 55 cts.
Best Sugar, one day only, $4.39 per 100 lbs.

The Sugar Market is becoming very firm—in fact it is liable to soon go up Take advantage of this exceptionally cheap offer.

3 lbs. Fresh Biscuit - 25 Cents
3 packages Gunn's Mincemeat for 25 cents

A FISHY SPECIAL

Smoked Gold Eyes from Winnipeg, considered by Western Connoisseurs, the finest fish obtainable Now for the first time introduced in Guelph at prices within the reach of all.

Saturday Only - 4 for 25 cents
Fresh Boiled Lobsters - 25c each

DINNERSET BARGAIN

Our window is dressed with three lines of Dinnersets priced at positively the lowest notch. You can save money by investing now.

SPECIALLY PRICED TABLES

We have arranged in our China Palace seven or eight cheaply priced tables. In every instance the price is below the regular wholesale price and you can save money whichever way you turn. Come up and see them. Don't take our word for it

Yours For Pure Food

J. A. McCREA & SON

Nos. 6 and 8 Wyndham St., Guelph.

Ad. No. 1.—Compositor who set this advertisement won retail grocer's competition.

LARD TO BURN

2 Ton McHardy's Lard At Cost

We are offering for Saturday only 2 tons of McHardy's Pure Kettle Rendered Lard at Wholesale Prices. This offer stands good for Saturday only and will positively not be repeated.

3 lb. Pail McHardy's Lard for.....50 cts.
5 lb. Pail McHardy's Lard for.....80 cts.
10 lb. Pail McHardy's Lard for.....$1.60
20 lb. Pail McHardy's Lard for.....$3.10

You may secure this big reduction in lard at either the Grocery or the Meat Department.

FRESH MEATS

Beef, Veal, Lamb, Pork, Cooked, Smoked and Pickled Meats.

40 Cent Oranges For - - 27 Cents
30 Cent Oranges For - - 22 Cents
25 Cent Oranges For - - 18 Cents
1 lb. Good, Cooking Figs - 10 Cents
2 lb. New Dates For - - 25 Cents
60 Cent Pails Jam For - 55 Cents

Best Sugar, One Day Only, $4.39 Per 100 lbs.

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Specially Priced Tables

We have arranged in our China Palace seven or eight cheaply priced tables. In every instance the price is below the regular wholesale price and you can save money whichever way you turn. Come up and see them. Don't take our word for it.

YOURS FOR PURE FOOD

J. A. McCrea & Son

No. 6 & 8 Wyndham Street, GUELPH.

Ad. No. 2.—It will be noticed that the general appearance of this is not as good as that of No. 1.

Tea is Partly Supplanted by Rubber in India

Toronto, Feb. 9.—In a letter received by a local man from a friend in Ceylon, India, some interesting points are related regarding that far eastern country and its principal product—tea.

"I was shown over the tea factory on one estate," says the writer, "which is a picture of cleanliness, and the smell of the fresh tea leaf, just as it is brought in is delicious—like primroses. I saw the withering, rolling, oxydizing and firing all going on.

"The coolie's average wage on the estate is about eleven of our cents a day and a garden requires one and a half coolies to the acre.

"As to rubber, as far as I can see it really is replacing tea in the low country districts. I saw tea garden after tea garden on the way here from Colombo interplanted with rubber and when it develops it will undoubtedly crowd out the tea. Up here in Nuwara Eliya it is too cold for rubber but tea prices will be affected everywhere."

Another letter reads in part: "We put up for the night at Kandy and drove about 20 miles out to a green tea factory and saw quantities of green tea being made. It is all uncolored when it leaves the factory here; there are firms in Colombo who do the coloring and facing. It seems the Russians desire a different shade of color from the United States and Canadian tea dealers, the



Tapping a Rubber Tree in Ceylon, India.

former wanting olive green and the latter a lighter shade, but I suppose the new United States Pure Food Law will stop all artificial coloring of teas."

ANXIOUS FOR CONFERENCE.

British Columbia Retailers Want to Talk Over Matters With Wholesalers.

Vancouver, B.C., Feb. 9.—James Roy, who was formerly secretary of the Vancouver Retail Grocers' Association, has been appointed secretary of the B. C. Wholesale Grocers' Exchange, succeeding J. N. Ellis, a lawyer who held the position nominally.

The retail grocers look upon this action with favor. They have endeavored for some time to hold regular conferences with the wholesalers to discuss matters of mutual interest, and Mr. Roy is familiar with both sides of the question. One of the points now under consideration is the curtailment of credit to retailers, necessitating the settlement of accounts by the tenth of the month following that in which the order was given. This will catch the smaller dealer. An effort is being made to have the wholesalers take this matter up with a committee of the retailers' association.

Jno. Blood, a Toronto grocer helps the sale of marmalade oranges by offering to lend an orange peeler to all customers who purchase their supply of oranges at his store.



It pays to handle advertised goods!

It stands to reason that it is easier to dispose of goods with whose merits the public is already acquainted, than a new line to which no publicity has been given.

Tillson's PAN-DRIED Oats

A Food—Not a Fad

is easily the best and most extensively advertised breakfast cereal on the market, the accompanying cut showing one of our forceful newspaper ads. (much reduced.)

But that's not all! We have not only *created* the *demand* for TILLSON'S OATS, but we put the "quality" into the food, which is the surest *guarantee* of *repeat orders.*

Why hesitate? Feature TILLSON'S OATS and get your share of the profit harvest now ripe for gathering.

The Canadian Cereal & Milling Co., Ltd.

Head Office: Lumsden Building, Toronto

Cabinet Maple Syrup

The insistent demand of the present day for pure foodstuffs has undoubtedly raised the quality of some brands, but it has not been possible to make

Cabinet Maple Syrup

any purer than before.

Stocking inferior brands means taking chances with your customers, who are growing more and more anxious to secure what is best for the health.

Keep Tab on "Cabinet"

Ask your wholesaler for it when ordering "Kitchen Molasses" and "Maple Blocks."

Imperial Syrup Co.

Montreal

Quality All Through



Tinkering With the Tariff

Has the chief objection of unsettling trade and commerce, of arresting development.

Only a fool aviator would set out in a storm.

Business grows timid and uncertain as to future conditions.

And progressive development demands a pledge of settled, uniform conditions for at least the immediate future.

Tinkering With Flour Quality

Has likewise the effect of disturbing the amicable trade relations that should exist between buyer and seller—

—Antagonizing the housewife
—Raising the temperature of the apologetic grocer
—Encouraging competitors
—a bad thing all round, if you consider it awhile.

But not every mill can assure you a steady uniformity in flour—

A Staple That Is Staple

Without this great pledge of unvarying quality, your profitable flour connection—the fruit of years of desperate efforts—at any moment may prove a veritable house of cards a-tumbling about your ears. The miller must command the crop with a large organization, having wheat buyers in every section of the wheat belt.

For almost a quarter-century the makers of FIVE FOSES have held aloft the slogan of Uniformity and Purity, realizing its dominant necessity for successful retailing.

And FIVE ROSES is staple, never has its quality been tampered with for the sake of a few extra simoleons.

And this means UNIFORM PROFITS.

Five Roses Flour

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, Ltd.
"The House of Character"
MONTREAL

GRAPE FRUIT

Have car of H. P. Brand arriving weekly. Stock is fine and giving good satisfaction. California Navels are now good.

California Celery
Florida Strawberries
Head Lettuce
Cucumbers, Onions,
Endive, Cauliflower
Beets, Carrots, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

ST. NICHOLAS

PACKER:
FRANC TRACUZZI

Always Superior

AGENT
J. J. McCABE, Toronto

HOME GUARD

The Demand for Apples Not Extra Heavy

Prices Are Too High For Sales to be Large —Marmalade Oranges Going out Freely—California Oranges Continue Plentiful—Heated Cars Being Run Weekly from Winnipeg West for Carrying of Fruits and Vegetables—Onions are Higher.

Earlier in the season it was reported that there would be a great shortage in apples, as supplies were not plentiful. Prices were high and as a result the demand was not heavy and more apples are now left than it was expected would be the case, although the present supplies are not such as would last long if prices were moderate. At $6 to $6.50 per barrel for fancy spies, the demand is not liable to be large. A report from Liverpool, England, says that the apple market is weak and that the demand is not equal to the supply. Owing to the high prices prevailing, immediately after the New Year, shipments then were heavy.

Marmalade oranges seem to be going out quite freely just now, while the demand for oranges is keeping up well, no doubt due to the excellent quality, The shipments of oranges from Southern California from Nov. 1 to Jan. 23 amounted to 6,090 cars compared with 3,303 cars to Jan. 24th last year. The shipments of California oranges which run about 140 to 180 cars per day in the middle of January are not so large just now. It is reported that the cold weather in January did no harm to the Florida orange crop as was at first stated.

A general scarcity of home grown onions is noted and higher prices are looked for, while supplies of Spanish onions remain plentiful with prices about the same.

MONTREAL.

Green Fruit.—There is a good trade passing in fruit. Oranges seem to have the heaviest call and are quoted at a comparatively low price. Strawberries are being brought in from Florida but the demand is not as heavy as it might be. Of course, at present prices these tropical luxuries are only for those who have long purses. Apples are rather scarce and high quality brings a corresponding price.

Apples, bbl.	4 50	7 50	Lemons	2 75	3 50
Bananas crated, bunch	1 75	2 25	Oranges—		
Cranberries, bbl.	11 00	13 00	California	2 50	2 75
Cocoanuts, bags		4 25	Valencia	4 00	4 25
Grape fruit, Flo.		4 25	Pineapples—		
Malagas, keg		7 50	Floridas, case	4 50	5 00
Almerias, keg		8 00	Strawberries, Florida, qt. box		0 60

Vegetables. — Trade is about normal. Potatoes are rather high owing to limited supplies. Of the imported varieties, Florida lettuce is noticeable. The demand for tomatoes, celery, etc., is fairly good. Prices are considered reasonable.

Beets, bag		1 00	Onions—		
Carrots, bag		1 00	Spanish, cases		3 00
Cabbage, doz.	0 50	0 60	Red, bag		1 50
Cabbage, bbl.	1 00	1 50	Potatoes, bag	1 00	1 10
Celery, crate	5 00	5 50	New Bermuda potatoes, bbl		9 00
Cauliflowers, Cal		2 00	Sweet potatoes, basket		2 00
" Florida		5 00	Parsley, crate		3 00
Cucumbers, doz.	2 50	2 75	Parsnips, bag	1 00	1 25
Garlic, 2 bunches		0 25	Leeks, doz	1 75	2 00
Green Peppers, small basket		1 25	Lettuce—		
			Curly lettuce, box	1 60	2 40
			Florida lettuce, hamper	3 50	3 75
			Boston, box	2 25	2 50
			Radishes, dozen bunches	0 60	0 75
			Spinach, bbl		4 50
			Tomatoes, crate	3 50	4 00
			Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—Along with the recent improvement in the quality of grapefruit on the local market comes a slight reduction in price, so that retailers are in a splendid condition to extend their sales in this line. Florida grapefruit is now quoted at $3.50 to $3.75 per case while Jamaica is worth $2.75 to $3 per case. The imported strawberries are this week quoted at 60 to 65 cents per box. Navel oranges are still in plentiful supply and the best are now quoted at $2.85 per box on the local market. There is a moderate demand keeping up for marmalade oranges which are worth $2.50 to $2.75 per case. Trade at the present time is none too brisk.

Apples, bbl.	3 50	6 00	Lemons—		
Apples, box		2 00	California		3 50
Bananas	1 50	2 00	Messina	2 75	3 00
Cocoanuts, sack	4 00	5 00	Limes, box		1 25
Cranberries, bbl	9 00	10 00	Oranges—		
Cranberries, case		3 50	Tangerines, a strap	5 50	6 00
Grapes—			Florida		2 50
Malaga, bbl.	6 50	7 00	Marmalade	2 50	2 75
Almeria, bbl.	5 00	7 00	Navels	2 50	2 85
Grape Fruit—			Mexicans	2 00	2 25
Florida, per case	3 50	3 75	Pineapples crate	4 00	4 50
Jamaica, case	2 75	3 00	Strawberries, bx	0 60	0 65

Vegetables.—Higher prices in home grown onions which were predicted last week has taken place and local dealers are asking as high as $1.75 per bag for them. The high price is due to the scarcity of this article, the crop of which was small last year. Spanish onions, however, are in good supply and remain at the same price, $3 for large cases and $1.50 for ½ cases. Cucumbers are quoted at $2.25 to $2.50 per dozen. Potatoes are moving fairly well with $1 per bag about the ruling price. Sweet potatoes are a little firmer and some dealers are asking as high as $1.50 per hamper.

Beets, Louisania doz.		1 25	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head		0 40
Cabbage, case—			Boston head lettuce, doz.		1 50
Canadian	0 75	1 25	Onions—		
Cabbage, per 100	3 50	5 00	Spanish, large		3 00
Carrots, Canadian, bag		0 50	Spanish, ½-cases		1 50
Carrots, Louisania, doz.		1 00	Yellow, per bag	1 65	1 75
Celery, dozen	0 30	0 40	Potatoes, Ontario, bag	0 90	1 00
Celery, California, case	4 50	4 75	Sweet, hamper	1 25	1 50
Cucumbers, Boston, doz.	2 25	2 50	Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fresh Fruits.—Buyers owing to the severe weather have been purchasing rather lightly during the last week, and a general rearrangement of prices has taken place. Heated cars are now being run weekly by some of the railways

from Winnipeg West for the purpose of carrying perishable goods, of which easily the largest consignments so far have been fruit. Prices quoted are:—

Apples—		California lemons	
Greenings, bbl.	6 00	crate.....	5 00
Can. Nor. Spies,		Cranberries—	
No. 1.....	7 00	Frozen, bbl	
Can. Nor. Spies,		Florida grape	
No. 2.....	6 00	fruit, box	5 50
Other varieties.	6 50	Malaga grapes,	
Boxed apples.	2 00 2 75	per keg.....	
Bananas, bunch	2 50 3 50	Navel oranges..	3 00 3 50

The Monarch Pure Food Co., has been formed with head office in Toronto. It has an Ontario charter.

In 1909 Canada, according to United States figures, exported to the latter country $87,310,881 worth of goods and in 1910, $103,256,955. Canada's imports in 1909 were $187,729,383, and last year they were $241,809,233.

E. H. Ruttan, who for 21 years has been in the grocery business in Wallaceburg, Tupperville and Bichor, Ont., has sold his Wallaceburg business to Howard & Howard, both of Wallaceburg.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Fancy Box Apples

We are now showing some fancy apples packed in boxes, uniform in quality from top to bottom.

California Winesaps	- -	$1.75
" Red Pearmains	-	2.00
Canadian No. 1 Baldwins	-	1.75
" No. 1 Spies	- -	2.00

The Fruit will please you

Bitter Oranges, Fancy Grape Fruit, and Extra Choice Bananas for the incoming week. Mail Orders solicited.

WHITE & CO., Limited
TORONTO - Branch at HAMILTON

NAVEL ORANGES
"SUNKIST"

Fresh Cars arriving every week

Marmalade Oranges
Spanish Onions
California Celery
Grape Fruit Lemons Bananas

Fresh Greens Daily

The House of Quality

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



Old King Cole was a Merry Old Soul
And a Merry Old Soul was he,
He had Lemon Pie and Lemonade,
For he owned a Lemon tree.
If you don't own a tree you need not frown
You can make the same with **BUSTER BROWN**

BUSTER BROWN LEMONS

Enormously Largest Sale of any Lemons in Canada.



FOLLINA BROS., Packers W. B. STRINGER, Sales Agent



Fish - Oysters



Scarcity is Noted in Fish Supplies

Reports From Both Coasts Indicate a Greater Scarcity of Fish Than for Some Years—Receipts of Fresh Fish are Small —Supply of Pickled Fish Also Short—Another Shipment of Halibut Being Sent From Alaska to Nova Scotia.

Probably the scarcity of salted fish is the feature of the fish market just now. This is particularly noticeable in Labrador herrings and green cod. One result of this is that the demand will naturally be turned to fresh frozen fish and in that event business is expected to hold in that channel. It has happened before that on account of a limited supply of salted fish, trade has been diverted to fresh frozen fish and that it held there. The present is said to be such another situation, and once the demand is turned to fresh fish it is firmly believed that it will continue in that line.

One prominent Montreal dealer stated this week that this has been the trend of the fish business for years. Whereas in years gone by the trade was largely in salted fish that has changed and attention seems to have been steadily growing towards the fresh.

The dealers are entering upon their busy season. They are securing orders now from retailers who handle fish only at this time of the year. The fact that there is no risk to speak of seems to appeal to them. Consumption is heavy, the fish is easily handled and a good profit is practically assured.

Despatches from the eastern coast seem to indicate a greater scarcity of fish than has existed for many years. The receipts of fresh fish at Halifax during the past week have been small. The market there is without halibut, but another shipment is being brought from Alaska. Dry and pickled fish are being rapidly cleaned up also.

Gloucester has seen a great decrease in the amount of fish usually brought in by its fishing vessels, and fish packers have been obliged to send to Canada and Newfoundland for salt fish in order to fill orders.

The Labrador fisheries for 1910 amounted in value to only about $1,-351,354. In 1909 the total value amounted to $2,408,232, showing that the 1910 voyage decreased in value $1,-056,948.

NEW BRUNSWICK.

St. John.—Fish are scarcer here than for many years and the outlook is not at all bright, meaning probably a shortage in the Lenten supply. Stocks are pretty well down save for the local trade. Fish curers are working on Newfoundland stock for bloaters and kippers, as the Bay fishermen are turning in little or nothing. Salt fish continue scarce with prices tending upward thus affecting the production of boneless. The wholesale quotations for salt fish now are:

Cod, large	5 75	6 00	Pollock	3 75	4 00
" medium	5 50	5 60	Pickled Herring	5 25	5 75
" small	4 00	4 10			

ONTARIO.

Toronto.—The trade in fish is keeping up well, and dealers are well satisfied with the amount of business which has been done in this line so far this season. The weather on the whole has been quite favorable for the development of the fish trade and particularly during the last solid weather retailers have been ordering more freely, demand running along in the usual lines. Trade in oysters is also keeping fairly brisk.

FRESH CAUGHT FISH

Steak cod		0 08	Haddock	0 06	0 07

FROZEN LAKE FISH

Gold eyes		6	Salmon trout		0 12
Halibut	0 09	0 10	Smelts, No. 1		0 10
Lake Superior herring	0 03½		Smelts, extra		0 15
Pike		0 06	Tullibees		0 06
Pink sea salmon		0 09	White fish, pan frozen		0 10
Round red "		09	Yellow pickerel		0 08½

OCEAN FISH (FROZEN)

Herring, per 100		1 90	Mullets		0 04
Flounders		0 05	Bluefish		0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box		2 10	Cod, Imperial, per lb		0 05
Acadia 1-lb. bxs per crate		3 60	Fillets, per lb		0 12
Acadia, 2-lb. boxes, pr. crate		2 80	Herring (Labs.) half-barrels		3 25
Acadia 3-lb. bxs per crate		5 40	Herring, bbl		6 00
Shredded cod		2 25	Haddie, Finnan		0 08
Bloaters, box		1 25	Kippers, box		1 30
Boneless Digbys, box		1 00	Oysters, extra selects, gal		2 25
Codfish, Bluenose, "		1 40	Oysters, selects, gal		1 85
Cod steak, per lb		0 07	Oysters, standard, gal		1 65
			Pickled lake herring, 100 lb. kegs		4 00
			Quail on toast, per lb		0 06

QUEBEC.

Montreal.—As will be seen from the price list, frozen fresh fish are easier this week in contrast with higher quotations for some lines of cured fish. It looks now as if the difference in price will have the tendency to turn trade more into the fresh fish line. That is at any rate one expressed opinion. In the meantime it will be well to watch the market. The advantage now held by frozen fish over salted will surely work to the advantage of the former. Demand is increasing, as is to be expected with Lent only a few weeks away.

FRESH

Steak cod	0 04½	0 05	Haddock	0 05	0 06

FROZEN

Codfish	0 03½	0 04	Salmon, B.C., red	08½	0 09
Dore, winter caught, per lb	0 03	0 08½	Gaspe salmon, per lb		0 20
Haddock		0 04½	No. 1 Smelts, boxes, 1 and 15 lbs each		0 09
Halibut, per lb	0 08	0 08½	No. 2 Smelts, boxes, 5 and 25 lbs. each		0 05
Steak cod	0 04½	0 06	Whitefish, large, lb	0 08½	0 09
Mackerel		0 11	Whitefish, small	0 06½	0 07
Tom cods, bbl		1 90			
Flounders, brl		2 00			
Pike	0 06	0 06½			

SALTED AND PICKLED

Green cod, No. 1, bbl	8 50	9 00	Salmon, B.C., red, bbl		14 00
Labrador herring, bbl	5 50		" " pink, bbl		12 00
" " ½ bbl	3 25		" Labrador, bbl		16 50
Labrador sea trout, bbls	12 50		" " ½ bbls		9 00
Labrador sea trout, half bbls	6 50		" " trcs., 300 lb		22 00
No. 1 mackerel, pail	2 00		Salt eels, per lb	07½	0 08
½ bbls	8 00		Salt sardines, 20 lb. pls		1 00
No. 1 pollock, bbl	6 00		Salt sardines, brls. 20 lbs		8 00
Scotia herrings, No. 2, bbl	4 50		Salt sardines, half brls. 10 lbs		4 50
Lake trout, half bbl	6 00		Scotch herring		6 50
			" " keg		1 00
			Holland herring, ½ bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Fillets, 15lb. boxes, per lb	0 11
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10, 11
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	5 50
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

Halifax.—The receipts of fresh fish during the week were small. The market is again bare of halibut, all the stock imported having been cleaned up. The local dealer who made the importation from Alaska has ordered another lot, and the shipment is now on the way. The supply of fillets and finnan haddies is only sufficient to supply the local demand, the dealers being unable to get any quantity ahead to permit of shipment. Lobsters are scarce and the price high.

NEWFOUNDLAND.

St. John's.—It is estimated that the Gloucester herring fisheries will be about 15,000 barrels short of last year's. All the fleet have left except a few schooners at Port-au-Basque which are waiting for cargoes to come overland from Bay of Islands.

A United States firm proposes to erect a fish packing establishment in Newfoundland.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West Indis	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No 1 flats, case 48 1-lb. tins	15 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	15 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70

MANITOBA.

Winnipeg.—Trade in frozen fish is as good as could be expected at this time of the year, and the market does not show the least sign of anxiety. Supplies of fish from the east, Manitoba and Saskatchewan, continue to come in in large quantities. Stocks are not heavy, as only enough to supply the demand comfortably are brought in, the shipment from Saskatchewan being the heaviest at present.

Result of Raising Quality of Herring

Scotland's Example Shows Thof Consumption Increases—Advance of This Trade in That Country—From $25 to $30 per Barrel Have Been Paid for High Quality of Fish in Times of Scarcity—Up-to-date Methods for Handling Needed in Canada —Fourth Article of a Series.

By A. M. Payne.

The rise and progress of the herring fishery in Europe during the last hundred years, as described in one of the Halifax Board of Trade pamphlets, entitles the results achieved to rank among the foremost industrial advancements of modern times.

Scotland heads the list, from data in the Dominion Blue Boak for 1909. In 1811, 89,934 barrels of salt herring were cured there; in 1831, 414,574 barrels; in 1867, 804,090 barrels; in 1902, 1,803,159 barrels, and in 1906, 2,111,006 barrels. This quantity is altogether outside of the immense amount used fresh and for smoking.

Quality Sold the Quantity.

Continuous betterment in quality coincided with the marvellous strides in quantity. The haphazard conditions, still prevailing in Canada, existed a century back in Britain. Complaints arose, leading to agitation, reform, and eventually the admitted world-wide superiority of Scottish cured herring. In 1808 a bounty of two shillings per barrel was allowed by the British authorities for properly cured herring in sound barrels. In 1815 an amended Act of Parliament confiscated imperfect barrels forfeiting the contents. In 1821 the herring industry was able to dispense with the bounty. The basis of the regulations of the Scottish Fishery Board established in 1882, was a thoroughly made pickle holding barrel, together with optional government inspection for barrel and contents. The regulations in force are given in extenso in a pamphlet by a qualified expert of the highest repute, who visited England, Scotland and Holland a few years ago on behalf of the U. S. Government.

Norway, Germany and latterly Iceland have adopted Scottish fishery methods. Iceland has even gone one better by granting government certificates. It can not surprise dealers to know that oversea markets give preference to fish food offered under such a guarantee. Japan is also on the alert, a representative from that wide-awake nation having traversed the globe within a few years on an errand of observation, including New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland in his tour.

Correctness of Statistics.

The reliability of fishery statistics is a debatable question with many critics, although it must be assumed in all fairness, that in most instances official statistics should be given credit for approximate accuracy. Ordinary ruling prices, however, can be verified with more satisfactory precision. Normal values, year in and year out, for salt herring in barrels on this side of the Atlantic from Canadian and United States published prices current are about as follows:

$1.50 to $3.50 per barrel for bait herring;

$3 to $6 per barrel for shore pickled herring,

although higher figures might be correctly quoted occasionally for strictly prime grades in limited quantities, from Newfoundland, for instance: for foreign herring (including Scotch and Dutch) $8 to $14 per barrel. In the Russian and German markets double the highest figures of every day transactions have been obtained for the choicest cure modern methods can produce.

High Prices Will be Paid.

The exceptional price of $25 to $30 per barrel under special conditions of scarcity, etc., are only worthy of record as proof positive of the possible value for such a familiar food for the masses as the herring.

The question may well be suggested whether either the fisherman, the wholesale dealer or the retailing purveyor of salt herring realizes what up-to-date methods of cure and packages can bring about in squarely facing the crying need for improvement.

The almost incalculable estimate of the vast resources of the herring fishery on the shores of both sides of the North Atlantic will be considered in a succeeding article.

FRUIT MEN ALARMED.

In British Columbia They Think That New Tariff if Ratified Will be Harmful.

Vancouver, B.C., Feb. 9.—If the present reciprocal agreement goes through between Canada and the United States, fruit men in B.C. look to disastrous results for the British Columbia product. The fruit industry in this province is in its infancy, and consequently the expense of getting the orchards into shape is greater than what it is across the line where the land is cleared and trees are bearing. Moreover, the laws for keeping pests out of orchards in British Columbia are strict, which means additional expense. If U.S. fruit is allowed to come in free of duty it will mean that the fruit industry here will be killed. Besides, as the U.S. fruit is often badly infected with codlin moth and other pests, the government will be put to expense to provide more inspectors to look after the greater amount of fruit that will be shipped across the border into Canada.

READER FOR EIGHTEEN YEARS.

Editor, Canadian Grocer,—I am discontinuing my subscription to The Grocer solely because I am giving up business, and have not yet decided upon my future course. I have read The Grocer for 18 years and assure you it has been worth to me many times the subscription price. Even though I am out of the grocery business I know I will miss your publication like the loss of on old friend.

E. H. RUTTAN.

Wallaceburg, Ont., Feb. 9, 1911.

POOR FRUIT GOES TO CUBA.

So Writes Canadian Government Commissioner—The Best Only is Wanted

"In reading the reports on shipments of Canadian fruit, and particularly apples, to the English market," writes Canadian Commissioner E. S. Kirkpatrick, Havana, "there is given an impression of the great care which is taken in handling this fruit, and also of thorough inspection. These facts have caused wonder that in the export of fruit to Cuba such an utter lack of care and judgment should be shown on the part of shippers. There is probably no place in the world where good fruit is more in demand, or where better prices rule, than in Cuba. Poor and inferior fruit can hardly be given away."

At the request of an importer, Commissioner Kirkpatrick recently inspected a shipment received from Nova Scotia. It was scarcely believable, he wrote, that these were exported with any hope of returns. He entered into correspondence with the shippers and they replied that while Nova Scotia apples were of the best, the farmers were very behind in packing, and that fruit of inferior quality should not be permitted to be exported.

Mr. A. McNeill, chief of the Fruit Division, of the Department of Agriculture, to whom the matter was referred, stated that the trouble was due to the trade being carried on largely by a few indifferent and comparatively irresponsible schooner owners. While no really reputable apple dealer had seriously undertaken the trade, it was commencing to receive the attention it deserved. Steps were being taken by the Central Co-operative Association of Nova Scotia to place the trade on a proper footing.

"I wish that our Canadian exporters of fruit might realize," comments Commissioner Kirkpatrick, "that while nothing but the best will be accepted here, yet the best will at all times be in good demand."

The Merchants' and Manufacturers' Securities Company is the name of an organization being formed in Los Angeles, U. S.A., for the purpose of assiting retail grocers and other business men who may be financially embarassed, if the assets and stock justify a helping hand. The company claim that 60 per cent. of the merchants on the Pacific Coast are unable to take their monthly discounts for cash. This company plans to pay off the merchant's creditors with cash and take ¾ of the discount saved, while the other ¼ is paid to the merchant. The retailer also pays 6 per cent. interest for the use of the money and secures a ten year loan up to the value of his assets.





When placing yourorder for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavour is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

GET OUR SPECIAL PRICE LIST!

We have a number of bargains in both

FRESH AND SMOKED FISH

that cannot fail to add materially to the volume and profit of your February Fish Sales. Here are two lines to specialize on:—

"BEACON" BRAND HADDIE and OYSTERS

They are genuine public favorites and cannot fail to influence more of the desirable family trade your way.

We have in stock for immediate delivery a full range of Labrador and Lake Superior Herrings in kegs and barrels, guaranteed bright 1910 stock.

GET OUR PRICES TO-DAY.

The F. T. James Co., Limited

Church and Colborne Sts., - TORONTO

Quality Goods at Reasonable Prices

are what your customers all want. Don't make the mistake of stocking inferior brands when our high class lines are obtainable at prices within the reach of all.

Frozen Sea Herring and Fresh Frozen

varieties are becoming more and more popular in the household, and you will have repeat orders if you push them—

Haddock **Cod** **Halibut** **Salmon**
Dressed Pike **White Fish**

Get ready for the Lenten demand

By featuring brands that are ready sellers and at the same time good profit producers, your trade during the Lenten season will be highly satisfactory.

Feature:-

FANCY SKINLESS COD FISH
In 100 lb. cases
SHREDDED COD **BONELESS COD**
LARGE STOCK OF SHELL AND BULK OYSTERS ALWAYS OBTAINABLE.

Correspondence Solicited. Price Lists Mailed on Request.

P.O. Box 639.
Five Long Distance Telephones.

LEONARD BROS.
Montreal and St. John, N.B.

Branches:
Montreal
St. John, N.B.
Grand River
Gaspe, Que.

CCC
Norwegian Canned Goods

THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD
Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest-grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavour, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Donald says:

"There is no alum present in

Quaker
Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS
WHOLESALE GROCERS
202 McGILL ST., - MONTREAL

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Mr. Fullerton, of Rowat & Co. is paying his annual visit to the large centres of Canada. He spent some time in Montreal and expressed great satisfaction at the increase in the sales of his lines. Mr. Fullerton has made many friends on this side, not alone in the grocery world, and this announcement will be pleasant news to those who failed through absence from business to renew acquaintance with him last year.

MacLaren Imperial Cheese Co., Ltd., Toronto, have placed on the market Pimento Cheese in neat glass jars at $1.40 per dozen and it is commanding a ready sale. Send for sample dozen. See full page ad. on Flico in this week's issue.

By means of demonstration in a few of the leading centres, an entirely new product, Inglehart's Browning, has been successfully introduced to quite a large number of people. There is nothing else like it on the market, it supplies a real need, and some of the biggest stores in Canada have taken it up enthusiastically. Inglehart's Browning has a triple use—it colors, flavors and seasons. It was invented by one of the busiest of Canadian housewives for her own use, and after using it constantly in her own kitchen for two years, finds it indispensable. With a bottle of Inglehart's Browning at hand a housewife can have a nice, brown gravy of unusually rich flavor in a few minutes. Add a teaspoonful to soup and you have it colored as well as deliciously flavored. A layer cake or pudding can be colored a rich brown with a spoonful or two, and just a little of the Browning tints them a creamy yellow. A circular of recipes goes with each bottle. The Browning is put up in 3 oz. and 6 oz. bottles by Inglehart's, Merton, Ontario.

Chr. Bjelland & Co., fish canners of Scandinavia, who are represented in Canada by John W. Bickle & Greening, Hamilton, Ont., are building a large factory to be used for the manufacture of their own labels and decorating their own cans. This step was found to be necessary in view of the immense quantities they use and in order to insure a better delivery of labels and a higher class of finished product. Modern machinery will be installed and the best staff of artists and the most skilled workmen will be employed. This will also insure their customers all the necessary show cards, etc., as well as goods of superior quality without increasing the cost of manufacture. Chr. Bjelland & Co. have their own mechanics' workshop for the manufacture and repair of machines and also their own factory for the making of cans, etc.

An injunction has been served through the United States circuit court, Michigan, at the instigation of Wed. B. Van Doesburg, proprietors of the Biscuit Fabriek "De Lindeboom" of Mydrecht, Holland, against the Holland Rusk Co., of Holland, Mich., to enjoin the unlawful use of their trade mark "Frou-Frou." A similar suit was also brought against The Siegel-Cooper Co. for infringing on the trade-mark rights by selling a spurious Frou-Frou.

The Sealshipt Oyster System have recently brought suit against Drake & Erickson, U.S. grocery dealers, and asked for $2,000 damages because the former are alleged to have sold canned oysters from "Sealshipticases." This suit was brought by the Sealshipt Oyster System more to protect their trademark than to secure damages, but it was necessary, under the law, to specify a monetary loss. It is beneath the dignity of a reputable dealer to assist unfair competition against the Sealshipt Oyster System. No concern which attempts to trade upon Sealshipt popularity and Sealshipt success, should be encouraged by any honest grocer, primarily, be-

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

EVERY HOUSEKEEPER WANTS IT

For making a nice brown gravy.
For adding a delicious flavor and color to soup.
For coloring cakes a rich brown
For making cakes and puddings a creamy yellow,

Inglehart's Browning

is the best of all The only Browning made in Canada.

Put up in 3 and 6 oz bottles, retailing at 15c. and 25c. a bottle

ASK YOUR WHOLESALER FOR IT OR SEND TO

INGLEHART'S, MERTON, Ont.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

cause in the operation, all the agents of the company, practically all of whom are grocers, are sure to be hurt, as well as this company. A suit has recently been brought against a former Sealshipt jobber in Michigan, who enticed registered sealshipt agents into selling canned oysters from the Sealshipticases under a license for the sole purpose of retailing Sealshipt oysters. These Sealshipticases continue to be the property of the Sealshipt Oyster System and any dealer who uses them for the purpose of selling other oysters, is not only dishonest, but he is breaking the law and cheating his customers. When his customers find it out, they are sure to be alienated.

THE DEALER'S INTEREST AS A CONSUMER.

Advice to Manufacturers in the Writing of Copy for the Trade Press.

The second annual convention of the Grocery and Allied Trade Press of America was held at Niagara Falls, N. Y., recently in the auditorium of the Shredded Wheat Co. Among the interesting features of the program were the following: Address, "The Right Kind of Trade Paper Copy," T. A. DeWeese, Director of Publicity, Shredded Wheat Co.; "Advertising Agencies and the Trade Press," John Lee Mahin, Mahin Advertising Agency, Chicago; "The Ideal Trade Paper," Chas. G. Phillips, Root Newspaper Association, New York; "Analysis of the Make-up of Grocery Papers, and Suggestions for their Typographical Improvement," A. Eugene Bolles, Advertising and Selling, New York.

On Monday evening the publishers were guests of the Shredded Wheat Co. at a theatre party to Buffalo, on Tuesday afternoon on a trip round the Niagara Belt Line Railroad, and on Tuesday evening at a banquet that was indeed a gorgeous affair.

Fred Mason, general manager of the Shredded Wheat Co., was formerly secretary of the National Association of Retail Grocers, and as such an old friend of the grocery trade paper publishers. The National Association was represented at the convention by President T. P. Sullivan, and Secretary John A. Green.

In discussing the matter of trade paper copy, Mr. DeWeese said that manufacturers of food products should not regard the dealer merely as a merchant whose interest is wrapped up in profit and the selling help he is given by the manufacturer. The dealer and his family are consumers, and an appeal should also be made on that basis. Get the dealer to believe in your goods and to verify your claims by using them on his own table, and you have an enthusiastic advocate of them, whose influence will be strongly felt among his customers.

ADVISES PERSONAL VISITS.

Trinidad Merchants Suggest That Canadian Firms Make Close Study of B. W. I. Requirements.

Editor Canadian Grocer.—We have read with interest the article on closer trade between Canada and the West Indies in your issue Dec. 23, 1910, (by David Williams) which, as far as it goes, puts matters in a fairly true light.

To our mind, if Canadian exporters really wish to extend their trade in the West Indies, the best course they can pursue is to make a point of personally visiting all the chief commercial centres there, so as to be fully alert to the secular requirements of the respective markets.

As elsewhere, business in the West Indies generally is not conducted on a basis of sentiment; it matters little which country goods come from, so long as good value is given for the money paid.

Once the Canadian exporters are thoroughly acquainted with the market conditions and requirements of the West Indies, provided, of course, that they have the capacity to supply the different commodities cheaply, which is the main essential after all, there is no doubt that they should command a good share of the trade in these waters.

GEO. R. ALSTON & Co.
Trinidad, B.W.I., Jan. 28, 1911.

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCY WANTED.

TRAVELER handling one staple line for Hamilton and vicinity, desires one or two more on commission. Have extra good connection and eighteen years' road experience. Box 372, THE CANADIAN GROCER, Toronto. (6)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited. 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

BUSINESS CHANCES.

GROCERY FOR SALE—A substantial grocery business in a county town. Scope for butcher's or other business as a side line. Near several manufacturing firms. Horse, wagon, rig, etc. Ground and adjoining plot of land for sale. Apply KADWELL, Chatham, Ont. (6)

POSITION WANTED.

WHOLESALERS ATTENTION—I want to get a position on the road. Past experience, retail and wholesale grocery in Nova Scotia. Well known. Good references. Apply "Salesman," THE CANADIAN GROCER. (8)

WANTED

JOBBERS to handle our "Top-Notch" Butterscotch, best selling 5c. package on the market; also put up in bulk. Write for prices and samples. BRUCE & HUNT COMPANY, Limited, Toronto. (6)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

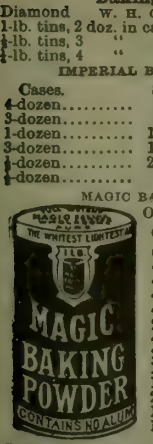
Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

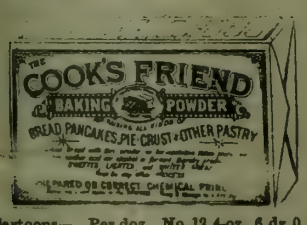


Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ¼-lb	1 40
" ½ oz	1 95
" ½-lb	2 55
" 12 oz.	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		
No. 1, 1-lb.,	4 doz	2 40	
No. 1, 1-lb.,	2 doz	2 50	
No. 2, 5-oz.,	6 doz	0 80	
No. 2, 5-oz.,	3 doz	0 85	
No. 3, 2½-oz.,	4 dz	0 45	
No. 10, 12-oz.,	4 dz	2 10	
No. 10, 12-oz.,	2 dz	2 20	
No. 12, 4-oz.,	6 dz	0 70	
No. 12, 4-oz.,	3 dz.	0 75	
In Tin Boxes—			
No. 13, 1-lb.,	2 dz.	3 00	
No. 14, 8-oz.,	3 dz	1 75	
No. 15, 4-oz.,	4 dz.	1 10	
No. 16, 2½-lbs		7 [illegible]	
No. 17, 5-lbs		14 00	

FOREST CITY BAKING POWDER



	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Jellies	
Strawberry	1 95	Red currant	2 00
Raspberry	1 95	Black currant	2 15
Black currant	1 95	Crabapple	1 45
Red currant	1 75	Plum	1 70
Raspberry & red currant	1 95	Grape	1 85
Raspberry and gooseberry	1 80	Marmalade Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

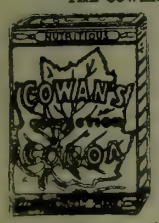
Freight allowed up to 35c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 [illegible]
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 50 bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 [illegible]
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 5-oz., 4-oz., 8-oz., lb.	0 23

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 [illegible]
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

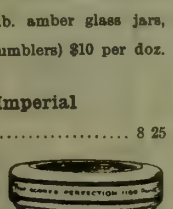
Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 doz.	0 90
Large blocks, doz.	2 30
Medium blocks, doz.	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—	W.S.P.	R.P
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
	0 32	0 40
1 and ½	0 35	0 50
	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases [illegible]zen	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Flis. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

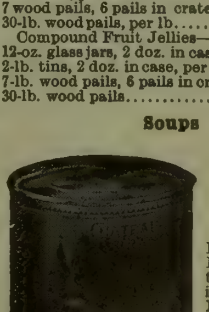
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1, $10; No. 2, $13 do

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



BLACK KNIGHT STOVE POLISH

The favorite of the thrifty housewife!

There's a growing demand for this most satisfactory polish, and it will pay you well to be ready to meet it. It gives a brilliant shine in the shortest possible time and will not stain the hands. Better send your order along to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

CASH OR PARCEL CARRIERS
SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO. ONT.
EUROPEAN OFFICE: 116 HOLBORN. LONDON E.C. ENG.

NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND Co TORONTO

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Prompt Shipment at Factory or Warehouse Prices

BUTTER TUBS — BUTTER BOXES
BUTTER PARCHMENT — BUTTER BOWLS
EGG CASES — EGG CRATES
EGG CASE FILLERS

Walter Woods & Co. - **Hamilton and Winnipeg**

BLUENOSE  BUTTER

Put up in tins for Hunters and Prospectors. A line of uniformly excellent quality and flavour. Every can of "BLUENOSE" is packed to sell another can! Sells on sight.
Make good provision on your shelves for this ready seller.
SOLE PACKERS

SMITH & PROCTOR, - - Halifax, N.S.



OCEAN MILLS
Montreal
Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb. $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11¾
½-bbls	0 11¾
Tubs, 60 lbs	0 11¾
20-lb. Pails	2 38
20-lb. tins	2 28
Cases 3 1-lb	0 12¾
" 5-lb.	0 12¾
" 10-lb	0 12¾



F.O.B. Montreal.



GUNNS
"EASIFIRST"
LARD
COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10¾
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11¼

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 70
" " 20 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz, in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

'Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50
Post Toasties—No. 7s $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

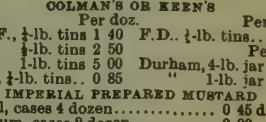
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

		Per case
No. 1, cases 60	1 lb. packages	$2 60
No. 2, "	120 ½-lb. "	2 60
No. 3, "	{30 1-lb. " {60 ½-lb. "	2 60
No. 5 Magic soda—cases 100—10-oz. pkgs.		
1 case		1 65
5 cases		1 60

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box ... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



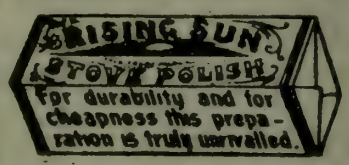
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 30	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	25c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	38c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ¼ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

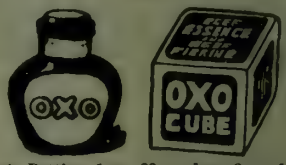
Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 25
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR.
Ontario and Quebec Prices.

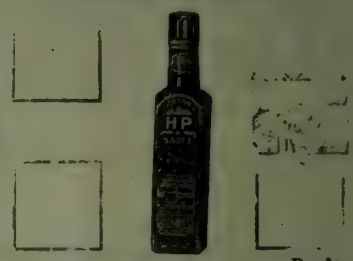
	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 3 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10 lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

Oxo



Oxo in Bottles—1-oz., $2 per doz.; 2-oz., $3.50 per doz.; 4-oz., $6.50 per doz., and larger.
Oxo Cubes—Tins of 4, 95c. per doz.; tins of 10, $2.40 per doz.; tins of 50, $11 per doz.

CORNEILLE DAVID & CO.



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	43
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.



Many people forego the pleasure Coffee gives them owing to the trouble of making it. With

SYMINGTON'S COFFEE ESSENCE

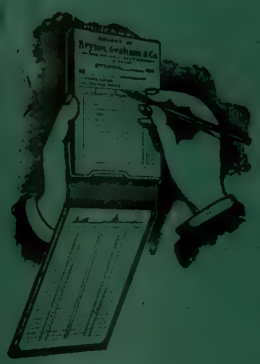
your customers can have the most fragrant and delicious Coffee without fuss or difficulty by simply adding boiling water. Remember there is no other Coffee Essence to equal SYMINGTON'S.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962



We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

MANUFACTURERS

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Salt Satisfaction

is our Guarantee.

Let us send you lowest laid-down car-lot prices.

VERRET, STEWART CO.
LIMITED
MONTREAL

Your Customers Know—
AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"It seems incredible that manufacturers should ignore the dealer as a valuable selling force, yet many of them do so."

The advertising manager of The Grocer happened into the office of a large firm with a national distribution, just as the manager finished reading our announcement that the Fall Number would be devoted to "The Selling Power of the Dealer." The above was his first remark regarding it.

He went on: "This is something that interests me greatly. There was a time when I held the same views as some other manufacturers do to-day. I believed that the dealer should be considered merely as a distributor and his profit fixed accordingly; that I should rely on the demand I was able to create among consumers.

"Then I began to study the real science of business-building as applied to my particular business. I soon found that I was getting only a fraction of the possible demand for my goods, and that what I did get was costing me more than it should. Yet I was doing good business and making money, just the same as others are doing now under similar conditions, who give scant consideration to the dealer and believe that their selling system is the correct one.

"I changed my plans so as to allow the dealer a fair profit, though not an extravagant one, and then earnestly and persistently sought his co-operation.

"I do not exaggerate when I say that for every $100 it has cost me to get the dealer interested I have got back $1,000."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, FEBRUARY 17, 1911 No. 7



Robinson's Patent Barley!

As a healthful, nourishing and enjoyable food for young and old, Robinson's Patent Barley is unequalled. Druggists sell it; grocers can sell much more of it—It is a food and right in their line. Those who are wise will always sell it.

Write for Particulars

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

How Is Your Stock OF "Crown Brand" Corn Syrup?

The wide-awake grocer gives this reliable quick-selling line every prominence, because he has found that it just "hits the public taste."

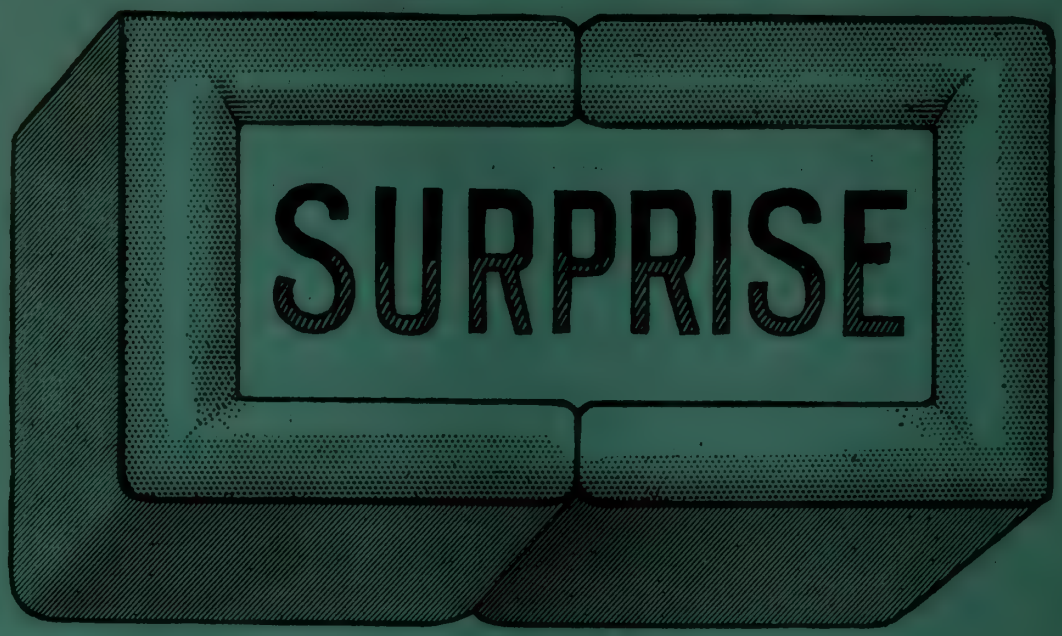
You'll find it pays to handle "Crown Brand." It's the Syrup that guarantees "repeats."

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858.

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal

A Cake of "SURPRISE" Soap



A Soap Your Trade Requires

Every Month, Every Week, Every Day

A Cake of "SURPRISE" Soap (Wrapped)



The Red and Yellow Wrapper Soap

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N. B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

When Doubt Creeps into Your Stock

Dollars Fly Out of the Window!

The only short-cut to permanent trade leads direct to the Road of Confidence. If you stray into the by-paths of Experiment you will wander far and long before you reach the goal. This is not fancy, but fact—a condition, not a theory!

The short-cut has been plainly blazed by those who have gone before—the successful ones. Be fair, friend, to yourself and to those sterling principles that have won out so signally in the daily battle of business life. *Stock with quality goods,* for when doubt creeps in dollars go fast!

Griffin & Skelley's
Seedless Raisins

There can be only one best, one leader, one nearer than another in the hearts of good cooks. And in the Raisin World that distinct and individual production, "Griffin's Seedless Raisins," easily takes first place.

Free from dirt, as well as seeds—carefully chosen by skilled hands and alert brains—the seedless raisin, standard of quality everywhere!

Griffin & Skelley's
Fine Asparagus

The natural, delicate, tender and toothsome quality of Griffin & Skelley's Asparagus is a bulwark of safety for the grocer who fears for the permanency of his over-particular trade. The private beds that produce this famous brand are guarded day and night by those who, seeking with might and main to hold the high standard up, never relax their vigilance over the growing stalks.

Arthur P. Tippet & Co., Agents

MONTREAL - TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith . Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

WRITE TO

10 Garfield Chambers, Belfast, Ireland

For sample copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish Trade.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Evaporated Apples and White Beans

Can give best quotations.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Arrived in store one car

NEW ORLEANS MOLASSES

HALF BARRELS PRICES RIGHT

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16, Morin Block

Quebec, - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

Distributing and Forwarding Agents.

Warehouse on C.P.R. spur track.

Promptness and Satisfaction guaranteed.

Business Solicited.

J. F. EBY, Pres. HUGH BLAIN, Vice-Pres

MAPLE SYRUP

Here's your opportunity to "get in."

We are quoting "SPECIAL PRICES" on:

"ANCHOR" brand

for immediate shipment, also for shipment of NEW SYRUP as soon as ready.

Wine Pint, Quart, Half Gallon and Gallon Tins.

Wine Quart Bottles.

IMPERIAL MEASURE, 5 Gallon Tins.

"PANCAKE" brand

Wine pint tins, to retail at - 10c.
" quart bottles " " - 20c.

IN

PURE MAPLE SYRUP

We quote special prices on

"SMALL'S SELECTED"

AND

"PRIDE OF CANADA"

IN ALL SIZES

IT WILL PAY YOU TO BOOK YOUR ORDERS NOW

EBY-BLAIN, LIMITED

WHOLESALE GROCERS TORONTO



Cut of 100 Book Size, with hood removed showing alphabetical arrangement of books,

SYSTEMS TO FIT YOUR BUSINESS

HERE THEY ARE

Do you want a card-index system ?
Do you want a loose-slip system ?
Do you want a system in which each customer's account is kept in a separate book—a duplicate book, numbered from 1 to 50—where the customer gets with each purchase a duplicate slip showing total amount he owes and which bears the same number as the original which you keep in the book for your record ?



Cut of 100 book size, showing hood locked to cabinet, when not in use.

Bear in mind no matter what kind of system you should have for your business we will supply it and it will be a fire-proof system in the bargain.

We have spent 20 years in manufacturing credit systems and that's why we say we know we have something that will save you time and money.

It will cost you nothing to find out.

Tell us what your business is and how many accounts you have and let us give you full information.

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street .:. ... .:. .:. .:. .:. FREMONT, OHIO

and Hartford, Conn., U.S.A.

VICTOR ARCHAMBAULT, :: Quebec Representative :: 28 Bridge Street, SHERBROOKE, Que.

THE NAME "FAIRBANK" MEANS SOAP SURETY

No Grocer has a customer who hasn't been told

"Let the Gold Dust Twins do your work"



There is nothing left for you to do but — hand it out and take your profit.

No Washing Powder has ever been
So Widely Advertised
No Washing Powder will
Do the Work as Well
And there is no Washing Powder
Which Sells So Well

We Couldn't Say Anything More Interesting to You

THE N. K. FAIRBANK COMPANY, MONTREAL



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.





"Red Cross"
BRAND
Pork and Beans

Plain or with Chili Sauce



Clean hand-picked beans; pure, delicately-flavored sauces, scientifically processed.

A size to suit every demand.

1's, 2's, 3's (Family)
and 3's (Tall)

3's Family are proving splendid sellers. They contain more Beans than 3's flat and at less price.



Dominion Canners
LIMITED

Hamilton, Canada

Ask your Wholesaler for Prices.

When you sell a customer unknown brands of coffee you have to make the whole sale.

Chase & Sanborn's COFFEES

are half sold when you put them on your shelves.

CHASE & SANBORN

MONTREAL

Common Sense says

SAVE THE CENTS

Modern methods successfully meet competition—pennies saved make the store pay dollars.

Here is some more common sense—use

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

They are designed especially to protect eggs delivered by vehicle. Absolutely **stop breakage—prevent miscounts** and **satisfy customers.**

They will save you more than a cent on every dozen eggs delivered—soon pay for themselves and then **show a profit**. Ash your jobber or our own specialty salesman, and write for our booklets "No Broken Eggs" and "Advertising Suggestions for Star Egg Trays."

WRITE TO-DAY AND START SAVING CENTS.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

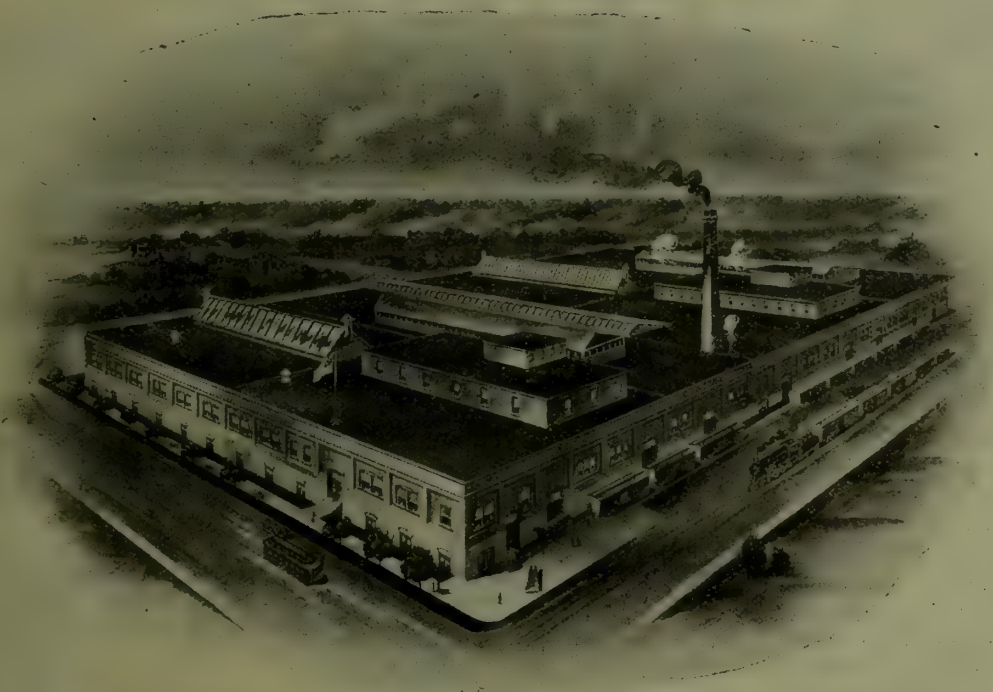
1550 JAY STREET, ROCHESTER, N.Y.

WAGSTAFFE'S

FINE OLD ENGLISH, 1911

Seville Orange Marmalade
(ALL ORANGES AND SUGAR)
Fig and Lemon Marmalade
Pineapple Marmalade
Green Fig Marmalade
Ginger Marmalade
Jelly Shred Marmalade

GUARANTEED FREE FROM PRESERVATIVES,
GLUCOSE OR COLORING



The most up-to-date Fruit Preserving Plant in Canada, costing upwards of $75,000.00 when completed.

WAGSTAFFE LIMITED

Pure Fruit Preservers HAMILTON

PERRIN'S



LEMON NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS

Your Opportunity!

Take Advantage Of It!

THE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities.

Have you ever stopped to consider these? They offer:

1. An excellent training in Salesmanship.
2. To live men, one dollar per hour for every hour of their spare time.
3. Promotion to the regular circulation staff of the MacLean Publishing Company.

The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for.

If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

MacLean Publishing Co., Ltd.
143-149 University Ave. - Toronto

"Buy the Powder with a Pedigree"

COOK'S FRIEND
BAKING POWDER

THE LEADER FOR 50 YEARS

W. D. McLaren, Ltd.
Baking Powder Specialists
MONTREAL



It isn't a question of any kind of Condensed Milk!

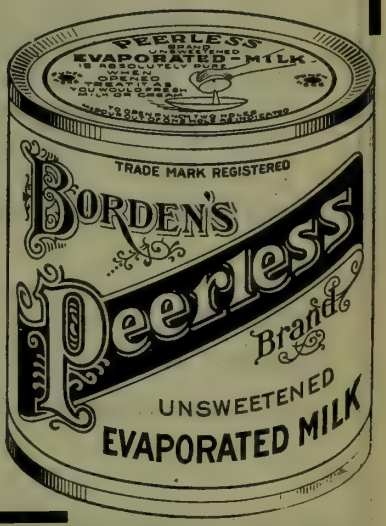
It is for you to supply your customers with the ***best*** and ***most perfect***. To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk

and ***"Peerless Brand" Evaporated Milk.***



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man ; Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

Swiss Cheese

Your customers are becoming more and more particular about the quality and purity of their foodstuffs, and that is why it will pay you to recommend to them

Otto Wartmann's Emmenthal Cheese

which is absolutely pure. Manufactured in the valley of Emmenthal, Switzerland, from milk of the highest quality and guaranteed unskimmed. It is so rich and creamy that it will please even your most particular customers.

IT IS SUPERIOR

to the Gruyere cheese, which is made of partly skimmed milk, and which, therefore, cannot have that delicious flavor which has done much to make the Emmenthal cheese famous. Further, the Gruyere loaves are 1-3 or 1-2 smaller than the Emmenthaler.

BEWARE OF IMITATIONS

Such has been the success and reputation gained by Emmenthal cheese that many manufacturers, both in Canada and the United States, have tried to imitate it.

Note:—We import ours direct from Switzerland, and in very large quantities, so that we are in a position to quote you the right prices.

WRITE FOR PRICES

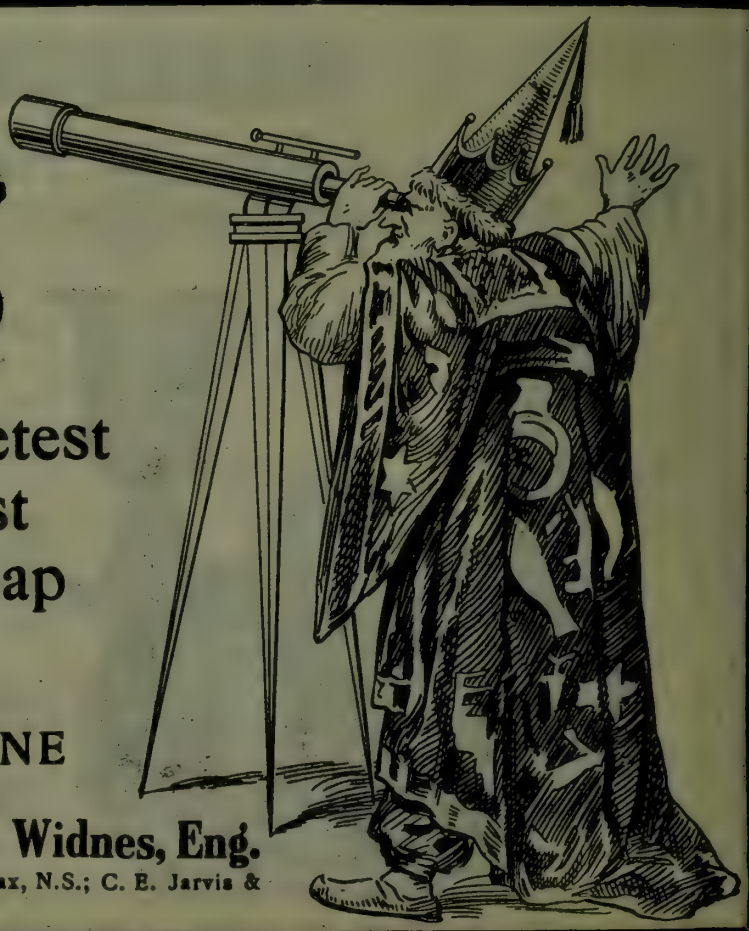
YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO.

Enquiries from Ontario to our Toronto office.

The Charles Cicero Company LIMITED

Enquiries from all of Canada outside of Ontario to our Montreal office.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

IMPORTANT DECISION

New York State Pure Food Law and Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

Hon. William F. Sheehan,
37 Wall Street,
New York City.

Albany, January 11, 1911.

Dear Sir:—

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully,

R. A. PEARSON,
Commissioner.

OXO



in cubes

We invented OXO Cubes to help the housewife save money and to help the grocer make money. Are you doing it? Let us help you to get your share. Write us.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
334 Clarence Street, LONDON, Ont.
52 Nicholas Street, OTTAWA
41 Common Street, MONTREAL



An Up-to-date Grocery Store is incomplete without a

McCray Refrigerator

The cut shows our No. 410, the most popular of our grocers' refrigerators—perfectly adapted to grocery stores of average size. The exterior is of oak, antique finish; the interior is of odorless poplar or spruce, finished with two coats of shellac. All doors are provided with two thicknesses of double strength glass, except the ice door, which is fitted with a beveled plate mirror.

One grocer says:—"I am well pleased with my McCray No. 410. It is a money-saver and trade-getter. I sell just four times as much butter as I did before installing it. Eight hundred pounds of ice is the most I have ever used in eight days, and that was the hottest weather we have had."

We manufacture refrigerators and coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

WRITE TO-DAY FOR OUR CATALOG No 67 AND PRICES

McCRAY REFRIGERATOR COMPANY
231 LAKE STREET KENDALLVILLE, INDIANA

Please address all correspondence to the Factory, Kendallville, Ind.



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

The Finishing Touch

to the appearance of your store is given by the installation of an

ELGIN National Coffee Mill



The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas Turner & Co.; Balfour, Smye & Co., McPherson, Glassco and Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N. B.—G. E Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

The washday wonder worker

For economy in use and effective cleansing properties no soap is so good as

Wonderful Soap

and in addition to its sterling qualities, it is very attractively packed and made up and commands a rapid and profitable sale. We are now wrapping each cake of "Wonderful" Soap, instead of putting six cakes to a carton as formerly.

Write for details of our dealer-helper selling plan.

THE GUELPH SOAP CO.

GUELPH - ONTARIO

Western Grocers!

We have been appointed Sole Agents in British Columbia and Alberta for

Ridgway's Teas and Coffees

lines that have gained highest favor wherever introduced.

Ridgway's is the Tea that has held pride of place ever since tea became the popular drink of the British nation, and is unequalled in all grades for quality and flavor. Sell Ridgway's! The family grocery trade will surely be influenced to the store which handles this splendid tea.

WE INVITE
YOUR INQUIRY

Donnelly, Watson & Brown, Limited

CALGARY and VANCOUVER

Sole agents for Alberta and British Columbia.

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.

GLASGOW SCOTLAND

Canadian Distributors:—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E Jarvis & Co., Vancouver, B.C.

Tartan BRAND

Our travellers have specials in:

Dried Fruits of all kinds, Currants, Raisins, Peaches, Evaporated Apples, Figs.

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

Mail orders specially looked after.

Phone No. 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

DON'T RUN CHANCES

WITH YOUR CUSTOMERS. GET A LINE OF SYRUP THAT IS RELIABLE.

Cabinet Brand
Maple Syrup

has stood the test of years of success. It is reliable. It sells well It gives a good margin of profit.



SAVE FREIGHT

DROP SHIPMENTS KITCHEN MOLASSES
MAPLE SUGAR TEA ROSE DRIPS

Imperial Syrup Co., Limited, **Montreal**

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co. Toronto; Young Bros., Vancouver, B.C. Wm. Braid, Vancouver B.C.; L. T. Mewburne & Co., Calgary, Alta.

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavour and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

JOHN W. BICKLE & GREENING, - Hamilton, Ont.
(J. A. Henderson) Canadian Agents



By Special royal permission.

CENTURY

Ho!

Mr. Grocer.

The Salt your Customers will call for again and again---if you'll just stock it---is the purity-sure

CENTURY SALT

We're advertising it brightly. We're shipping it promptly. Just get our price list and try us.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT

PAT

A

CAKE

You Can't Go Wrong

if you are featuring—

'Banner' and 'Princess' Brands Condensed Milk



These Brands are prepared solely from the richest country milk, with no addition but that of pure cane sugar. Give them every prominence; they are real business bringers, and profit producers!

In the line of Unsweetened Milk, you should stock and recommend "ST. GEORGE" EVAPORATED MILK.

GET DETAILS AND PRICES.

J. Malcolm & Son

St. George, Ont.

OF GUARANTEED QUALITY!

The failure of the Spanish Olive crop this season has caused a scarcity of really good fruit, and the wise grocer will protect his interests by selling

Crest Brand Olives



They are bottled solely from choice selected fruit, and all inferior grades are rigidly excluded.

Write us direct if your jobber can't supply you.

Canada Spice and Grocery Co., Limited

CREST BRAND TRADE MARK REGISTERED

London, Ont.



The TRADE MARK of QUALITY

SWEETHEART BRAND

BAKING POWDER AND COFFEES

Give the best satisfaction. Grocers find good profits in handling our lines. Everything guaranteed.

A few of our other lines are:—EXTRACTS, SPICES, MUSTARDS, JELLY POWDERS, Etc., Etc.

I.X.L. Spice & Coffee Co.

LONDON, - - - ONTARIO

INVALID OXVIL



THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price-protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to

THE HARRY HORNE CO, 309-311 King St. W., TORONTO

SELL GINGERBREAD BRAND MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co., LIMITED

HALIFAX, NOVA SCOTIA



CANADIAN LAWS

now require that Cream must contain not less than 18 per cent. of milk fat; it must be entirely free from gelatine, sucrate of lime, germs or other substances, and must contain no preservatives of any kind nor any coloring matter other than is natural to milk.

STOCK ONLY

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

which complies in every way with these requirements and is THE ONLY ABSOLUTELY PURE CREAM on the market It contains from 25 per cent. to 30 per cent. milk fat.

Packed in key-opening, solderless tins to sell at attractive prices with good profit to the trade. Keeps good unopened for any time in any climate. Order of your Wholesaler.

Samples and particulars of:—The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta. C. Fairall Fisher, 22 St. John St., Montreal, for Quebec. W. H. Escott, 137 Bannatyne Avenue, Winnipeg for Manitoba, Saskatchewan and East Alberta. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

When You Offer

"MELAGAMA" TEA and COFFEE

to your customers you can do so with the assurance that they will be thoroughly satisfied with the quality and flavor, and you can make yourself doubly sure by trying MELAGAMA in your own house. For ***BULK TEAS*** and ***COFFEES*** all we want is an opportunity to send samples and quote prices, we know that your orders will follow.

MINTO BROS. - - Toronto

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of **Dromedary Dates** from a monthly magazine — we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

Dromedary Dates are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR** brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

A BIGGER TURNOVER

naturally means a bigger profit for the merchant. And the fact that ten packages of Lawrason's

SNOWFLAKE POWDERED AMMONIA

are sold by retail grocers to every one package of any other cleaning compound means that Snowflake is one of the few most profitable lines in the trade.

The giant size of the 5 cent package of Snowflake, and its enormous efficiency as a cleaner and a soap-saver make the Snowflake demand permanent.

Order some to-day.

S. F. Lawrason & Co.
London, Ontario

JAMES DOME BLACK LEAD

Free from Grit and Dust
Gives a Lasting
Brilliant Polish

The old reliable
and best
Stove Polish
on the market to-day.

W. G. A. LAMBE & CO., Canadian Agents

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars--Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager





It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

BAIRD'S

WORCESTERSHIRE

SAUCE

is

DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in quality

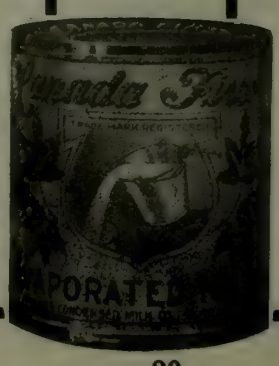
Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto—604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria.

DON'T TAKE OUR WORD FOR IT!

Just write for Inland Revenue Bulletin No. 208 which certifies

"Canada First" Evaporated Milk

to be absolutely pure, and to contain the very highest percentage of genuine food values.



You will never have complaints if you are handling "Canada First."

MADE IN CANADA BY CANADIANS

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

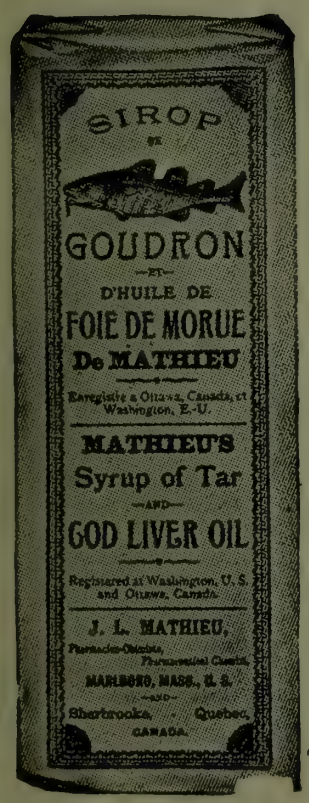
THERE ARE MANY REASONS

WHY YOU SHOULD HANDLE

ST. LAWRENCE GRANULATED

From the quality argument you can get no better sugar, but just now when prices are so low it gives every retailer the opportunity of securing this highest grade sugar at the lowest price and it is as profitable handling as other cheaper grades.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any space

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES.

Send postal—we will mail you full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



EVERY HOUSEKEEPER WANTS IT

For making a nice brown gravy.
For adding a delicious flavor and color to soup.
For coloring cakes a rich brown.
For making cakes and puddings a creamy yellow,

Inglehart's Browning

is the best of all. The only Browning made in Canada.

Put up in 3 and 6 oz. bottles, retailing at 15c. and 25c. a bottle

ASK YOUR WHOLESALER FOR IT OR SEND TO

INGLEHART'S, MERTON, Ont.

MOP STICKS

"The Tarbox Brand"
Made in Canada

Many kinds
FOR ALL PURPOSES
Distributed through practically all of
THE LEADING JOBBERS
Send for Catalog.
Manufactured by
TARBOX BROS. - - Toronto
(Established quarter of a century under the same personal management.)

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

A. C. LANDRY

STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsyke Clover Seeds.

WARMINTON'S

Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM *ESTABLISHED 1871*

—CLUB—
MILK PUDDING

is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well

S. H. EWING & SONS

Montreal and Toronto



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS
MONTREAL

JAPAN TEAS

Are BEST Value on the Market to-day.

S. T. Nishimura & Co., - Montreal

Your particular customer will always buy

MASON'S No. 1 SAUCE

once he has tasted it, because there's a piquancy and flavour to it that give a zest to even the plainest fare. Recommend it strongly.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous MASON old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

No. 1 SAUCE

MASONS LIMITED,

25 Melinda Street, - Toronto

Agents wanted where not represented.

SELL

McLean's Cocoanut

to your particular customer

It never fails to satisfy

THE 'QUALITY' BRAND



The Canadian Cocoanut Co.,

Sole Makers

MONTREAL

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering.

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited

206 Papineau Ave. - - Montreal

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

Pure Orange Sterling Brand Marmalade

Sterling Brand Marmalade

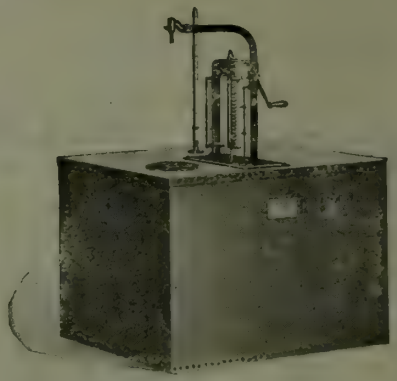
You are handling the best—looked at from any standpoint you like—when you are selling "Sterling" Brand Marmalade.

Its delicious flavour is obtained by the use of the finest bitter Seville Oranges and pure sugar *only* and absolutely no preservatives or coloring matter is added.

Feature this rapid-selling line. It shows a good profit for the dealer.

THE T. A. LYTLE COMPANY, LIMITED
Sterling Road, - - - - Toronto

A BIG HELP
FOR A
LITTLE MONEY



.We have studied your requirements for twenty-five years for the purpose of learning just what is needed to retail oil and gasolene properly. The result is the

BOWSER
Self-Measuring System

Not a thing is lacking.

It measures the oil accurately, Computes its value, Counts the gallons pumped, and Discharges it directly into the customer's can without wasting a drop

NO MEASURES—NO FUNNELS—NO MUSS—NO LOSS OF TIME, FLOOR SPACE, NOR OIL.

IT'S JUST RIGHT

Just drop a card and say, "Send me Book No 5." You can't invest a cent better

S. F. BOWSER & CO., Limited
66-68 FRASER AVE. :: TORONTO, Ont.

Do Your Customers Pay Up?

Don't continue to lose money through credit business Don't drive good credit customers away by jumping on them "rough shod." Hold the credit business—get more of it, but make it SAFE by using the right tactics.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.

The kind that always pleases!



Very little persuasion will make your particular customer try RECEPTION WAFERS—the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor with which they are received will surely result in a big demand for them! Put up in "Aertite" packages.

Retail at 15c.

We also make all kinds of dainty and high-grade biscuits.

TELFER BROS., Limited, COLLINGWOOD, ONT.
BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

TRADE MARK
KEYSTONE
BRAND.
REGISTERED

Now is the Time

to buy

Whitewash and Kalsomine Brushes

for Spring Trade

also Scrubbing Brushes

You can get best values and most prompt delivery from

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

Donald says:

Quaker Brand

Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum,** and is therefore an efficient and healthful Baking Powder.

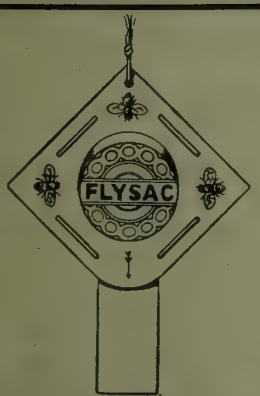
Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS
P.O. Box, 2360. MONTREAL

70 cents per box of 50 pieces.



$12.75 per 1,000 pieces.

The

"Flysac" Flycatcher

Manufactured in Britain, but a sure flycatcher in any country.

"Never Lets 'em Go"

SUPPLIES ARE DIMINISHING RAPIDLY, YOU WANT YOURS BEFORE WE BEGIN TO TURN DOWN ORDERS.

Write immediately to

HODGSON, SUMNER CO., LIMITED
347 St. Paul Street, Montreal
Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

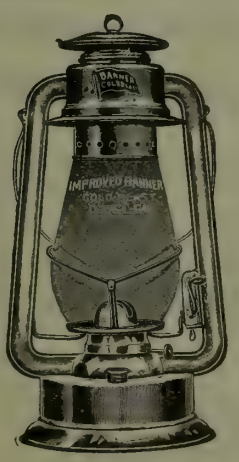
"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Handsomest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath



They look for this trade-mark when they buy, and insist on having

WINDSOR SALT

because they have found no other to equal it in fineness, dryness, flavor or purity.

The Canadian Salt Co.

LIMITED

Windsor - - Ontario

EVERY CAN



GUARANTEED

St. Charles

Evaporated Milk

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

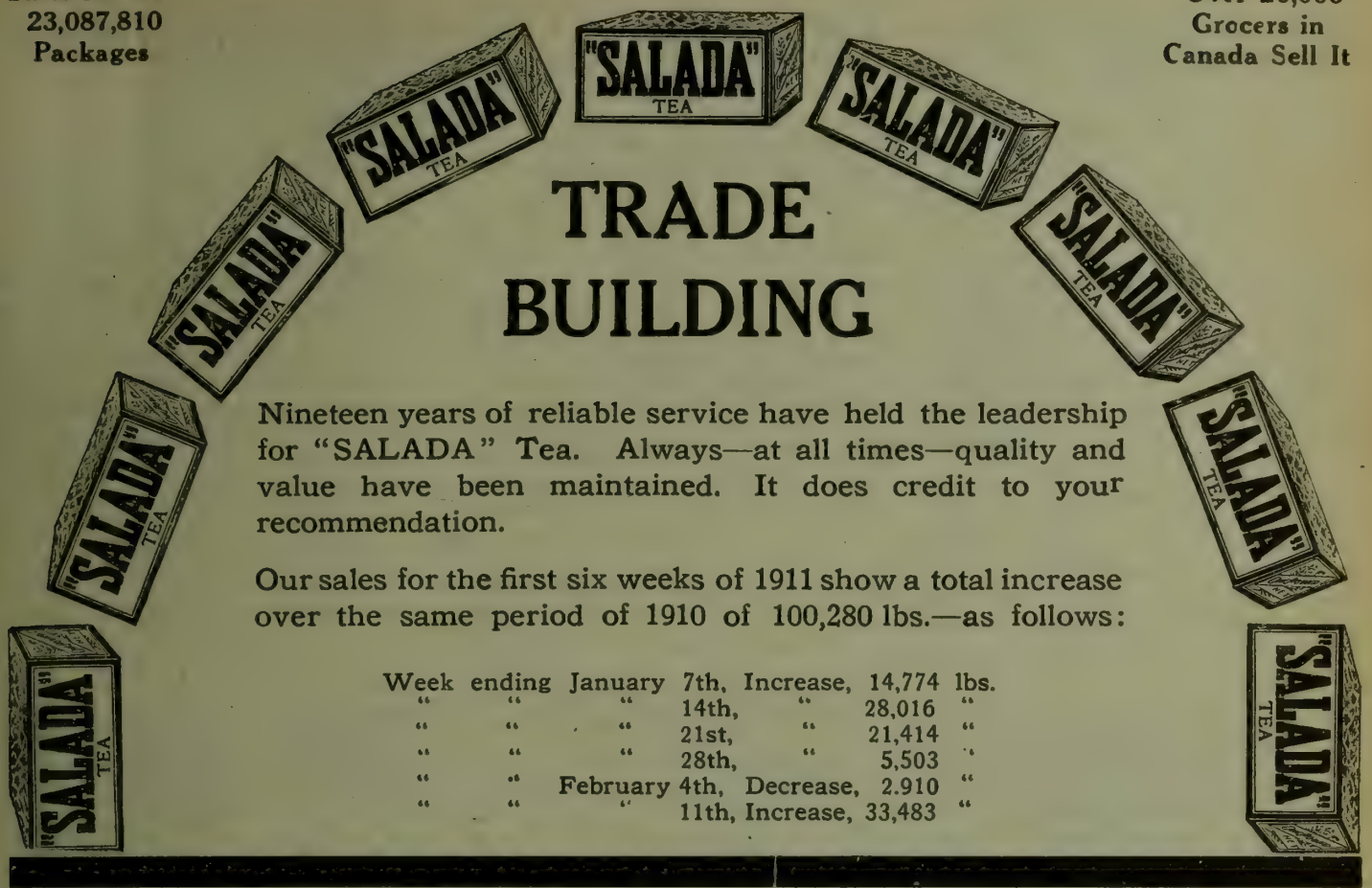
We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Sales in 1911
23,087,810
Packages

Over 26,000
Grocers in
Canada Sell It



TRADE BUILDING

Nineteen years of reliable service have held the leadership for "SALADA" Tea. Always—at all times—quality and value have been maintained. It does credit to your recommendation.

Our sales for the first six weeks of 1911 show a total increase over the same period of 1910 of 100,280 lbs.—as follows:

Week ending	January	7th,	Increase,	14,774	lbs.
" "	"	14th,	"	28,016	"
" "	"	21st,	"	21,414	"
" "	"	28th,	"	5,503	"
" "	February	4th,	Decrease,	2.910	"
" "	"	11th,	Increase,	33,483	"

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Pciking Out the Best Retail Dealers

This Can Generally be Accomplished by Listening to the Customers' Purchases —The Good Dealer Has the Confidence in His Patrons—Two Sales of Olive Oil Illustrating the Personal Power of the Grocer and Clerk—Objects to be Attained by Retail Sellers.

It Has been affirmed—and with a great deal of truth—that the superior and inferior retail dealer can be selected by simply listening to the questions of their regular customers. The customer, it will be found in the majority of cases, who has confidence in her dealer shows this confidence in her actions and in her words.

To prove these assertions the writer recently questioned a number of housewives on how they go about their grocery shopping and in practically every case, these women had so much confidence in their dealers that they never worried over the brand of anything—this was left to the judgment and good sense of the grocer. There are, of course, some dealers who do not have the good fortune to act as their customers' advisers and this is because they have occasionally been guilty of selling them something they ought not to have sold.

Dealer Selected the Brand.

"I used to like to deal at T—'s," remarked one woman, "before he moved away. All I had to do was to name over the items I wanted and I placed so much dependence on him I never had to mention what brands I wanted. I was positive that he sold goods of quality and was certain he would not sell me anything that he knew would not satisfy me.

"Why, I didn't even have to ask him what soap or tea or sugar I wanted and he never abused my trust. He knew I wanted a good laundry soap, a good package tea and the best granulated sugar.

"But I couldn't have that confidence in the grocers around here now because I don't believe they understand their business well enough. I could give Mr. T— my order over the phone in a couple of minutes; he didn't have to stop to ask questions. I simply read off my list to him without specifying the exact brand.

"But he has moved away from here and in order to get good goods I have to go up to B—'s or B—'s."

This Customer Wants Quality.

The experiences of the above mentioned housewife are somewhat similar to those of another who talked to the writer on her shopping methods.

"Mr. S—n can always be depended upon" she remarked; "I never have to tell him what special kind of anything I want. Occasionally I ask for some brand of goods, but if he has anything he says is better, I always take it without any parleying.

"Yes, sometimes I ask for a certain article which he hasn't in stock but he always gives me something else of a similar nature which, so far as I'm concerned, serves the purpose. As long as the quality is good and the food is clean and wholesome, I couldn't very well object."

These statements indicate the confidence a good dealer can work up among his customers. They illustrate that the dealer acts in the majority of cases as the customer's adviser on what that customer should purchase and what not; and this is the class of merchant who attracts the bulk of the trade in his locality, who gives the best service, and who sells the more profitable goods.

An Olive Oil Sale.

The other day while the writer was in a grocery store a young man—a stranger to the grocer—called for a bottle of Blank brand, olive oil.

"I haven't that brand in stock," he quietly replied, "but I can show you the best olive oil on the market; would you like it in a bottle or tin, I can let you have either."

He was told the kind of container desired.

"Here is an olive oil," he replied, "that I can safely recommend; I use it myself and I know it to be of excellent quality."

"I didn't want quite so much as that," the customer replied, in a tone that showed the sale had practically been made.

The grocer said something in a low voice to one of his employes and turned again to the young man who was after the olive oil, continuing his talk about the quality. In half a minute the assistant had arrived, with a smaller bottle which suited the purchaser as to size and the sale was then and there made.

A somewhat similar sale was made in another grocery store. Simply "olive oil" was asked for there and a clerk reached up for a large 65 cent bottle.

"This is the best that can be bought," he began.

He was asked the price and when the customer was given this information the latter wanted to know if he didn't have any cheaper.

"Not in that brand," he replied, "but I could show you a different kind of an inferior quality at less cost."

Clerk Drank Three Gallons.

"Why do you think that that is the best?" the prospective purchaser inquired.

"Look at the clear color of it and compare it with this brand," the clerk answered, holding the two up before the light. "I drink that kind myself; in fact last year I drank more than 3 gallons of it; used to take some after every meal and it did me a lot of good."

He Knew the Goods.

"Why are you requested to wipe the mouth of the bottle before and after using, as it points out on the label around the neck?" asked the customer.

"Because if you do not, any oil that gathers around the outside turns rancid and affects the taste of it."

"You ought always to keep it in a dark place," he further added, "so that the high color will be retained. You know olive oil is splendid for digestion and a person who can, ought to take it with every meal; and I would certainly recommend you to buy the best."

While the customer had before that undoubtedly decided to purchase the high quality brand recommended at first the last argument brought out the pocketbook which parted with 65 cents forthwith.

An Extra Sale Made.

"Is there anything else?" the clerk inquired as the customer was on his way to the door.

"I would like to get a small jar of some kind of preserved fruit or jelly for my Sunday morning breakfast," was the reply.

"Yes, we have a nice line of goods in this brand," holding up a 20 cent jar of clear looking crab-apple jelly.

"Is that pure?"

"Absolutely pure; there is nothing in it but crab-apple and the purest of cane sugar; we can recommend it to anyone; in fact the government inland revenue bulletin shows it to be genuine in all cases."

That clerk made the sale without any further explanations and an evidently satisfied customer left the store a moment afterwards.

The above incidents further illustrate the independence and salesmanship of the dealer; they show him and his clerks to be men whose recommendations go a long way in effecting sales of goods in which their interest has been secured and they emphasize the flesh gnd blood power of the dealer when face to face with the customer.

These men aimed to sell quality and satisfaction and incidentally made profits which were quite satisfactory to them.

The Dealer's Influence Over Customers

Some Actual Experiences Showing the Dependence They Place in Him—A Sale of Pickles Illustrating This and Demonstrating That a Dealer is a Real Salesman.

Winnipeg, Feb. 16.—"That sign aids me a great deal in selling goods which I otherwise would not," said a grocer recently when his attention was drawn to a sign which he had located near the door in view of outgoing customers and which read, "Have you forgotten anything?"

"Very often," continued the merchant, "it will cause a customer to stop and think, with the result that frequently other items are added to the order already given.

"There is also another way in which it is of use. A customer will be starting out and the sign coming to her notice she will often stop and say, 'Well, I think that is all I want this time.'

"Then I get in my work and introduce some line that is near at hand to her: 'Do you want any of this mustard, Mrs. Customer? It is very nice for meat, has an excellent taste and is not nearly as strong as the ordinary mustard. We have it in several sized jars. This one is worth ten cents? In this way the sign often gives me a chance to make extra sales."

Did Not Carry Brand Asked For.

Just then a customer called and the grocer, in waiting on her, showed how he handled a customer who inquires for a certain brand of goods which he did not have in stock because he wasn't convinced regarding the quality nor satisfied with the profit. He also demonstrated his ability as a salesman by selling another brand.

The customer had purchased a few articles when she said: "Have you Blank's pickles?" mentioning a particular brand.

"Have you ever used that brand of pickles?" asked the grocer.

"No, I have never used it, but I see it advertised in the papers a great deal," replied the lady.

"You are quite correct," he answered, "but I have made a thorough inquiry into the quality of that brand and would advise you to take either of these two;" holding up a couple of bottles in front of her, "you will find either of them an extra fine pickle, for we have tried them on our own table, and the manufacturers are thoroughly reliable."

The result was the customer bought, relying on the grocer to make a choice between the two. His little talk had unconsciously to her taken her mind away from her first thoughts. The whole circumstance goes to show the reliance a customer places on her dealer.

"How would you have handled that customer if she had said she had used that brand of pickles and found them a good article?" the writer inquired of the grocer when the customer had gone.

"I realize that it might have been a little more difficult to make the sale, but



A PROVISION COUNTER

This illustration shows the importance placed on their provision department by The Star Provision Co., of Regina, Sask. They have a special counter with marble top, a large refrigerator, cash register, and computing scale, in order to aid them in good service, and to promote the cleanliness and attractiveness of the goods they sell. Note the skylight above.

nevertheless I believe I would have been able to sell her. The brand she asked for may be a fairly good one, but in my opinion it is not as good as the line I sold her, for I know the firm is quite reliable. I always make sure of the quality before putting in a stock.

Argument That Might Have Been.

"If she had said she had used them and liked them, I would have said, 'Yes, it may be a very good pickle.' But I have examined all three, made comparisons, read all I can find about the manufacturers, and I still recommend one of these. I know that only the best vegetables and vinegar are used in these two. You will notice how clear the pickles are in each bottle. I am sure you would be satisfied with either.' I find that customers will generally buy what I recommend, as I always take great care that I do not offer an inferior article," he added

How Asparagus Grows in California

Its Home is on Islands in a Delta at the Mouths of Rivers—Produced From Seed—Soil in Which it Thrives is of a Peaty Character and Will Ignite Easily.

California asparagus is grown almost entirely on islands in the delta at the mouths of the Sacramento and San Joaquin Rivers, below the cities of Sacramento and Stockton. That district is practically at sea level, in fact the tides from the Pacific Ocean are felt through the entire delta region.

That entire district is more or less of a swampy character as is evidenced by the heavy growth of the tule grass. This tule grass is to a large extent responsible for these islands, as it grows very rank annually, each year's growth forming a kind of peat or tule land. With each season the level of the uncultivated tule land is of course raised.

These lands were originally subjected to overflow at very high water, necessitating the building of levees or dikes. After the island is thoroughly protected by levees, the water remaining or that soaks in is pumped over the levee back into the river.

Best Kind of a Soil.

The soil of these islands is of the character of peat, as above shown, and extremely rich and productive. It is a light soil and will burn when dry if ignited. It is this character of soil that is peculiarly adapted for the cultivation of asparagus.

The asparagus is started from seed. The seed is taken from the plants the latter part of September or first of October and planted the following March about 2 inches under ground, in rows about 20 inches apart. These rows must be well cultivated during the summer following the planting.

The latter part of November or first of December of that year, the roots formed are dug up and left out of the ground about a month. In the meantime the ground is thoroughly plowed and harrowed and struck off into rows about 9 feet apart, with furrows about one foot deep between the rows. Then these same roots are planted again, this time about 18 inches apart in rows about 12 inches deep and left to grow, being well cultivated all summer and not cut over for market purposes. The tops should be permitted to grow and be cut off in January, the ground ridged up and taken care of until Spring, when the first cutting from the bed can be made.

This first cutting does not amount to much and should be of short duration, so that the roots may have plenty of time to strengthen themselves before next season.

The second year's cutting will increase quite a little over the first, but again the season of cutting should be short so as to insure the roots gathering plenty of strength and thus prepare themselves for heavier cutting that will commence the third year. In other words, the bed does not yield heavily until the third cutting season, which amounts to five years from the time the first work towards planting is done.

Quality Depends on Care.

The quality of the asparagus is regulated to a large extent by the amount of care and consideration given to the beds during the first three years of their existence. It involves a heavy expenditure, to say nothing of an endless amount of patience and painstaking work.

The floods that have done so much damage to the asparagus industry are the direct result of warm rains, coupled with heavy snowfall in the Sierra Navada mountains. It is not an unusual thing for there to be from 100 to 150 inches of snow on the level at points on the highest range of the Sierra Nevadas, where the Government has its observation stations.

The slightest break in the levee will generally result in the flooding of the island affected. If the levee is promptly repaired and the water pumped out, the damage to the beds may be small. In most every instance, however, it has not been possible to accomplish this, with the result that the beds were entirely ruined, causing a tremendous loss.

Probably the best leveed island in that district is Grand Island. This island contains in the neighborhood of 18,000 acres of land. It has cost these landowners for leveeing alone about $150 per acre. The levee on this island varies from 200 to 300 feet wide at the base, about 40 feet wide on top and from 40 to 60 feet high, built with enormous dredges.

An Extra Sale of Canned Peas Made By Bright Clerk

In a store which the writer recently visited there is a clerk who should some day command a high salary for his salesmanship ability, which he already has displayed to a marked extent. He believes in introducing some real salesmanship into his work and not acting as a mere machine by handing over the counter just those articles which the customer may inquire for. He believes in taking advantage of a customer's presence in the store to introduce and push new lines, and to increase not only the sales in those lines that are already asked for but to also extend the demand to other goods which under old time merchandising methods could never be sold.

When I entered the store to see the proprietor this clerk was busily engaged in carefully arranging a display of canned peas at his counter. I observed first of all, what a contrast this was to the store I had previously entered where the clerk was sitting on the counter reading the paper. While I was waiting to see the proprietor, a lady customer came in and gave her order for two or three articles.

"Now, is there anything else that I could send up, Mrs. Campbell?" said the clerk.

"No, I think that is all."

"Here are some fine canned peas, Mrs. Campbell, that we have just recently received. They are very tender, uniform in color and size with a very clear liquid and have an excellent flavor. They are a high quality article and I believe if you tried a can you would use them all the time."

"What size are they? I had some at a friend's the other day which were the finest I have ever tasted. They were a very small pea."

"It was probably the same sized pea that you had. These are quite small slightly under 1-3 of an inch in diameter or two sizes less than the early June pea, if you are familiar with that size."

"I guess you may send me up three cans to try them."

"I am sure you will like them, I will include them with the other goods."

This conversation showed me that this clerk was a promising young salesman and one that any merchant would be proud to have in his store. In the first place, he was not satisfied with just taking this woman's order but made an attempt to introduce something else. Besides he has a selling talk on the line that helped a great deal in the sale and his information in regard to the size clearly demonstrated that he had made a study of the goods.

Clerks will find that they can make themselves much more valuable to their employer by being real salesmen and not mere order takers or slot machines.

A bill has also been introduced in Congress forbidding the manufacture of the phosporus matches in the United States, the use of which is exceedingly large, on the ground that it poisoned the match workmen. Several European countries, including England, have prohibited the use of phosphorus in match manufacture.

Retail Grocer's End-of-Year Statement

How He Determines What His Net Profit Has Been—Figures Profits on Sales —Spends From $60 to $80 Per Month on Advertising—His Figures Analyzed and Commended—Another Dealer Asks Advice on Testing Teas.

By Henry Johnson, Jr.

Below I copy a mighty good statement sent me a few days ago.

"Dear Bro. Johnson:—I agree exactly with you as to figuring percentage and profits. Believe in paying good wages and using plenty of printers' ink. Pay my best man $17 per week, and am now spending $60 to $80 per month for advertising. Last September advertising bills were $81.05. Rent, $86.50 per month. Room, 16 x 80 ft. Have hired extra help during last three months, while our competitors have been laying them off. These are facts and not hot air.

"This being our first year our expenses have been exceedingly heavy."

All success succeeds; the who "gets there" has placed himself above criticism. Thus, the merchant who can show that he has succeeded under given conditions has a chance to say, justifiably, that his ways are surely right. Even merchants who, under the favorable conditions of a new country where competition is slack, make money figuring profits from the cost, may properly say that system is good enough for them. But, in these days, not only of competition, but of rapidly-improving system and more exacting and consequently more costly service, no man can afford to overlook any seemingly even minor detail, in the conduct of his business.

Knows His Exact Position.

Now, this correspondent shows by his carefully drawn up statement that he knows just where he's at. He has it all down fine. His statement accurately shows what are liabilities and resources. And that's something very few merchants have any true conception of.

First, as a liability, comes his sales, $50,760.21. Having bartered that value of goods for cash or accounts, he is liable for that sum—must give a clear accounting of it. Further down, showing that he owes $843.40, he places it, too, as a liability. Then comes Capital Stock; that amount having been put into the business to start with, he must "show it" at the end of the year, intact. Thus he's also liable for it. He's made a net profit of 2.81 per cent. plus, on his sales—that, too, must be shown up—he's liable for that also. Thus, he shows that he must account for $60,030.31. The question would now arise, what has he done with it

What the Figures Mean.

Well, he has paid for groceries, $26,214.78; meats, $13,730.22; general expenses have cost him $2,615.19; wages have come to $5,338.25; horses, etc. amount to $473.97; advertising, $290.14; ice, $257.41. These are regular expenditures of all kinds. These are properly resources. They are thus considered because they properly stand against the liability of total sales. Then come tangible resources or assets, which constitute about the only kind ordinarily understood by grocers in general. These are stocks of various kinds, $4,270; tools, etc., $1,700.25; cash, $1,124.94; bills receivable, $2,174.91; lastly we have the actual loss by bad accounts, put in, I should say, at an estimate which, taken in the light of the general appearance of this statement is liberal at $200. And, the last item, which is not by any means as usual as it should be, but which is just as correct and needful to safety as any other item given, the depreciation of 10 per cent. on fixtures, etc., $213.55.

Having gone all through this clear statement, then, this manager still has $1,426.70 on hand. Where does that belong? Properly, of course, there being no other liability, this goes in as net profit for the year and must be apportioned as a dividend on the $7,000 capital put into the business. He therefore, put this in on both sides; 2.81 per cent. on sales, for which he is liable; 20.38 per cent. on capital stock, as a resource.

As to Advertising.

I don't think I ever saw so complete, clear, concise and comprehensive a statement; certainly not emanating from a grocery store. What may be drawn from the side remarks about printers' ink, etc., is worth pondering, and each reader can draw his own conclusions. It is well to remember, however, that, while theoretically advertising always makes money, practically it does not. What is the proper limit, I am not yet ready to state as a general proposition. But if I were asked by this correspondent, I should say that he'd probably better revise his expressed determination to spend a lot on publicity this year. A little more than last year, maybe, but do not go into it too strong all at once.

FIRST YEAR'S STATEMENT, NOV. 30, 1910.

Sales			$50,760.21
Paid for groceries		$26,214.78	
Paid for meats		13,730.22	
General expenses		2,615.19	
Wages, including manager, $1,200		5,338.25	
Horses and wagons, 4 horses		473.97	
Advertising		290.14	
Ice		257.41	
Stock on hand, December 1, 1910.			
Groceries	$3,825.00		
Meat	186.00		
Expense	186.00		
Stable Supplies	73.00		
		4,270.00	
Tools and fixtures		1,700.25	
Cash		1,124.94	
Bills receivable		2,174.91	
Bills payable			843.40
Capital stock (incorporated)			7,000.00
Loss, 10 per cent. on fixtures,	$ 213.55		
Bad accounts	200.00		
		413.55	
Profit, 2.81+ per cent. on sales			1,426.70
Dividend account, 20.38+ per cent. on $7,000 stock		1,426.70	
		$60,030.31	$60,030.31
Gross profit on sales		21.31+ per cent.	
Total expense		18.50 per cent.	
Net profit		2.81+ per cent.	

TESTING TEAS.

A correspondent writes me: "I have several different varieties of chest teas. Would you kindly inform me how to draw them so I can tell which of them is the best and how much better?"

The apparatus for testing teas is simple. The absolute requirements are really two: Equal quantities of tea and fresh boiling water. The professional outfit consists of a number of cups of

exactly equal size, a very delicate balance, a five cent piece, a tea kettle and a gas stove. A retailer may achieve satisfactory results using a number of cups from one "set" of dishes, a postal scale whereon to weigh the equivalent of a silver five cent piece and the household kettle.

Mark the cups on the bottom, 1, 2, 3, etc. Mark the samples to be tested in the same way. Of course, all "Japs" must be tested together, then all Gunpowders, Oolongs, Ceylons, etc. Set each cup in front of the sample of corresponding number and weigh into each the half-dime quantity of tea.

Judgment Must be Unbiased.

Next mix up the cups—change their positions around so you won't know which you are testing. This for the reason that you want your own unbiased judgment and you can't be sure of getting it on tea whose identity you know. Now take fresh water—water which has never been boiled—and make it boil. Have it bubbling fiercely before you use it. Then pour it on the tea, filling each cup equally full.

The next step depends on the kind of tea you are testing. Japans should stand about two minutes and then you begin by drawing the leaves up on the spoon to the surface so you can smell them for strength and flavor. In about 4 minutes the teas will be ready for tasting. The next test is for color of liquor, the lightest liquor taken in combination with other characteristics generally being considered best, though in many sections a darker, heavier drink takes preference over a lighter one, even if the lighter one have the more delicate flavor. As you taste, smell and variously judge the combined merits of the teas you should arrange the cups according to your judgment, the best to the left of the line and the others following to the right, according to their adjudged value.

When you have finished all this it will be instructive to refer to the numbers of the cups and samples to see how nearly your arrangement agrees with your costs. Much thought and study, much quiet practice in tasting and a good deal of suggestion from tea buyers and salesmen who know,—all these are needed to develop any buyer's judgment, whether naturally good or bad. It is a much simpler matter to learn to test teas than coffees, because teas are sold straight, as a rule, unblended, while hardly a coffee reaches the retailer that is not blended in greater or lesser degree.

Artificial Coloring.

I should add that the last test for Japan teas is for artificial coloration. After all other tests have been made, draw a lot again as before and allow to stand ten or twelve hours. Scum or a red rim around top of liquor denotes artificial color and will will aid in determining values. I believe there are other tests, but I am not familiar with them.

Gunpowders and Hysons are tested in a fashion similar to Japan. These teas are, however, universally colored, hence comparative tests must be made for other merits and demerits, save that the aroma arising immediately after the water is poured on is greatly indicative of fineness and the "smeller" must come into play at once. But the tasting of Oolongs should not begin until fully 5 minutes after the water has been put onto them. Ceylons are heavier than Oolongs, but must be tested in same manner, except that tasting is better deferred until the leaves have been steeping 6 minutes.

Personal Touch that Means Success

Practical Man Points Out The Power of the Dealer in Modern Business Building—Means and Methods for Selling Goods Above Actual Demand — Quality Talks More Than Price.

By J. E. Brown.

efore Edmonton Retail Merchants' Associati on.

When one has decided to build, he first considers what it is to be used for and what end it will serve, and then considers the material and the cost.

Just so with business. What are you going into business for? What kind of a business do you want, and what end is it to serve? After you have decided this point, then you can lay your plans and if you are wise you will select material in the shape of principles, character and merchandise to build with.

Few buildings are greater than their architects and few businesses are greater than the men and principles back of them.

So I would say the first thing is to take stock of yourself and see if you are a born trader, or if your liking for trafficking is strong enough to compel you to learn its many and intricate paths.

If you think that just anybody can successfully run a business, you had better never start, for the chances are you will go on the dump heap of mercantile failure where more than 75 per cent. of men who start in business land.

Of course, a few succeed in spite of the fact that they know little of business or methods, but there are exceptions to most rules.

Ability to Learn Required.

If you have the ability to learn the detail and principles of your trade then you have the first requisite. But ability is a worthless asset if you lack patience, initiative, energy, and adaptability. These five qualities combined make proficiency and this is the quality that spells success. I mean these are the five essentials that form the foundation to build on.

The materials that go into the superstructure are absolute honesty with the public, reasonable value given in exchange for the price, the personel of the firm and employes to be above reproach, so that every statement will carry the convictions of truth and fairness, a cool head that will not be turned by the blush of success and a resolute spirit that will stand firm when the clouds of adversity rise and threaten and the disposition that "He who serves best rules most."

Must Resist Temptations.

You must be a man who can resist the thousands of temptations to take undue advantage of the public's confidence and often igonrance.

You must also have the faculty of saying no to the numerous insidious schemes presented for the sole purpose of separating you from a part of your hard earned cash.

And yet, when one is catering to the public, he must be courteous, suave and polite enough to radiate an atmosphere of agreeableness that will intoxicate all who come into contact with us, remembering always that the dear public is a very numerous personage with a lot of needs, notions and eccentricities and that you, as a man in public business, will be called on for favors as well as wares.

You are fitted to become a merchant in proportion to the degree that you possess these qualities.

If you have but a few of them and a vision not longer than to-day's gains you will be known as a "storekeeper." If you have a working acquaintance with most of them you will become a "merchant" and if you are a master of them you are building a business that will be a blessing to your day and a monument to your name.

Strive for Simple System.

We hear a great deal about methods in business. There are new systems coming up every day, many of them emanating from professional systematiz-

ers who invent new ones as fast as the old ones are sold and exploded. Beware of them and select after careful acquaintance with the needs of your business, the simplest system that will give you the detailed information necessary to the conduct and development of the business. I am a crank about system and approve of it, as no business is running safely that cannot be analyzed and checked to secure any information that may be wanted; but get at it the shortest way and discard all the rubbish of red tape.

If you want to sell high class merchandise you must locate in a large community of well-to-do and wealthy people so as to have a market for such goods. Then your store fixtures and service must all be in keeping with the class of goods kept and the taste and desires of your wealthy patrons. The profit on this style of business will have to be larger than on the more staple lines as style and make are demanded by this better trade and consequently the merchant's risks are greater and losses more frequent. This trade is more exacting and more appreciative also which requires better trained salesmen of exeprience and more definite knowledge of goods and qualities. Such stores have to be well financed for its patrons will not trade there if it lacks the air of prosperity.

Selling to Middle Classes.

If your aim is to sell the great popular middle classes then your general apearance and equipment must be in keeping with this idea, but never one of stinginess or restraint. Generosity must be in the air and goods and values appealing to the reason, for this is the practical class of hardy customers who are neither extravagant or shiftless. The help in such a store should be most democratic, sensible and well informed in regard to goods. This is the trade to whom it pays best to display and demonstrate the values and uses of merchandise These are the busy, pushing, inquiring people who are ever interested in all they see and hear. They are the toiling, thinking, producing class who want to know and make use of their knowledge.

Here is where I want to say that the merchant who will have intelligent help to show the people the qualities and uses of his goods will get the best of the trade.

Demonstrating Catsup.

Every general retail store can afford to demonstrate most of its merchandise. It will pay good grocers to give samples of food stuffs to the trade, and have a good cook tell and show them how to prepare and serve everything. As an example suppose you carry three or four makes of catsup. Let the demonstrating salesman open up each and put a spoon full of each on a clean white blotting paper and as the liquid is absorbed by the blotter the real body of the catsup is left for examination. You will find that the cheap one is nearly all absorbed and nothing left but a brownish red powder, while the good one hardly wets the blotting paper, but leaves a good heap of rich red tomato. One is made from refuse from seed growing houses and the other from fresh ripe sound tomatoes.

The customer who sees such a demonstration is at once won over to quality without consideration of price.

At the same time, canned pork and beans and oyster cocktails can be demonstrated with the catsup.

The Dealer's Selling Power.

I have seen gallons of olives and olive oil sold in a day by a demonstrator who knew how to make salads and serve a small bite on delicate plates. I have seen large quantities of fine teas and coffees sold through serving small cups and at the same time demonstrate a percolating pot for making it.

I have seen almost every customer entering the store sold rice by a clever girl who served it made up in several ways and at the same time sell rice cookers and other things. I have seen colored wash goods sold by having samples washed at the counter. We have all seen more paring knives sold in one day by a demonstrator than a big store will sell in a year without.

I have seen a dozen clerks kept busy selling sheet music while another sang the songs or played the music.

And, gentlemen, I saw a little flat chested woman sell $25,000 worth of bust forms by demonstrating them at the New York Fashion Show.

Demonstrating is only a practical form of advertising which makes everything so clear to the customer that confidence in the goods and houses is at once formed.

Practical Methods.

This kind of display and presentation of goods is the entertaining feature that at once claims the attention which is the first step in making a sale. It is one practical method of introducing new up-to-date goods to the public and at the same time selling enough to make it profitable.

Again it forces salespeople to become intelligent about goods, which is the thing most needed to-day.

Do you know that a grocery clerk offered me a few weeks ago, a Swiss cheese for Roquefort and insisted he was right. He was either ignorant or dishonest and took me for a sucker. From my standpoint his attempt would create disrespect for the store.

I could talk all evening about intelligent service to the public, as the lack of it is really the largest hindrance to a store's development.

Personality Builds Up.

It is the personal contact that builds for or against the store. Too many merchants think if they only had the money they could do all they wanted. My dear sirs, this is only a means, but not the necessity. You might have money enough to buy the best corner in town, and erect the best building that experience and money could build and then send the shrewdest buyers out and glean the markets of the world for just the goods needed and then employ the best decorators to arrange them to tempt the customer and then have the cleverest advertisers write the most alluring description of the goods and invite the public in and they come by thousands and fill your store and your bosom swells with satisfaction and your hopes reach out for more.

But, gentlemen, that might be your biggest day. Not because your goods, prices or accommodations did not suit the public. Oh no, it is a much more serious thing—the clerks behind the counter did not know their business or your business and the public failed to get the service they want—the personal contact was not satisfactory.

The information, help, service and satisfaction were lacking, not because the store did not have it, but entirely because the sales persons failed.

Too many merchants try to "stand in" with the public, but never think of "standing in" with their help. One is just as commendable an aspiration as the other. The first often costs more than you can afford and only brings friends while you pay or play, while the other only costs you the price of what good clerks earn and their self respect.

You employ help to do work you have not the time to do, or to do work better than you can do it and in most cases you ought to get help for both reasons.

The man who is so narrow that he hires help to do only the things of little importance will always have a small business.

Duty of Employers

There is one type of men who ought never go into business, and that is the man who is afraid to let the man under him know what he knows. Nobody knows enough and the man who knows less is more useless.

The proprietor, overseer or department head who is not broad enough to teach help under him all he knows, is hindering his own prosperity, the business and the help under him. He belongs to the old school, who said " a little learning is a dangerous thing."

Teach your employees how goods are made, their uses, who makes them, their cost and the profit necessary to sell them to have a successful business. Once they know this your interests are safe.

Some one is saying now that you do not dare tell some clerks such things, and if you have help of this kind, do not be foolish enough to keep them when there are good people to be found.

There are many more things I would like to say about store help, but it would be better to say it direct to them instead of the employer.

Place Quality Above Price.

Too many merchants put too much stress on the price, thinking that it is the attracting power for a store.

There never was a greater delusion and misconception. Price never created a desire for goods and a sale never was made without the desire for the article.

I admit that after the desire is there, price concessions help to remove an obstruction to obtaining it, or make it easier for one having a desire for the goods to gratify it. But I repeat, price never creates a need or a desire for goods, except perhaps with the millionaire spender who occasionally buys goods for their exorbitant value, which only proves that a cut price is not good business.

The genius who always buys his merchandise cheaper than everybody else has not yet been born, although every side street almost boasts of such, but never the first class store of any town.

Good Profits and Low Expenses.

The real mercantile genius is the man who sells the most goods at good profits and keeps expenses low, consistent with good business.

Thank goodness the men to-day who are making the reliable merchandise and commercial records are men of honor who maintain values as well as integrity.

And I am glad to note that the most successful firms in the commercial world to-day will not tell a lie in advertising any sooner than they would violate a business obligation. And yet we occasionally see an advertisement that is full of misrepresentation and exaggerated values, that are intended to deceive the public outside of the stores, who we should remember are just as shrewd as the storekeeper. Better not advertise at all than make statements that cannot be made good. The best advertising is creating a desire for what you have to sell and having goods measure up to the representations.

Advertise as long as you can tell the truth, then quit always remembering that a public business is an open book and that whatever it contains the public will know.

Answer the question each for ourselves. Are we master builders?

CUSTOMER RETURNED CAN OF OLD CORN

Some Reasons Why the Dealer Should Look Carefully to Freshness and Therefore the Quality of the Stock—Methods for Carefulness in this Respect—How to Know the Old From the New Goods on the Shelf.

"Please, mother don't want this. She says that it does not look fresh," said a little girl entering a grocery store the other day and carrying a can of corn with the wrapper on it very badly faded.

"Well, where did that come from?" exclaimed the merchant as he examined the can. "Why we haven't bought any of this brand for two years. It must have been set back on the shelf," and after a further examination he found five more cans which he must have been carrying in stock for two years, and which were likely packed some time longer.

It is for this reason that many customers are annually lost by merchants. One of the essentials of a grocery store if it hopes to retain trade, is to keep the stock fresh. There are many merchants who devote little attention to this important detail. When goods are opened, they are placed on the shelf along with those already there without any system so that the new goods will go out first.

In the well regulated grocery store this phase of the business is closely looked after, so that customers will always receive fresh goods. Where possible goods should not be opened up until the stock is completely sold out. Of course, this is not possible with goods which are placed on the shelves, as they must be kept filled in order to present a good appearance and with these the merchant must work out some plan so that the older stock will be sold first.

In some stores, the older goods are merely placed to the right or left of the shelf and the clerk knows from which side to sell. In other stores, this detail is looked after more closely still, and each can or package of the older stock is marked before the other is put up. This is done by using a small character in the corner of the article, that each clerk may easily distinguish the old from the new. By this system package goods are always kept fresh.

Something might also be said in regard to bulk goods. In the case of currants, raisins, rolled oats not in packages and similar articles which are kept in bins or other receptacles, when the stock becomes low, the fresh goods are often dumped in upon the older. In this way, the goods in the bottom will often remain there for a long time before being sold and the customer who receives them will likely be displeased.

It is best, therefore, to remove what is left in the bottom before putting in the fresh. It requires only a short time and protects the merchant's trade. Every merchant will find it greatly to his advantage to make an extra effort to keep his stock fresh.

Another Letter on The Mail Order House Question

By M. Moyer.

The story that Theo. Legault related in the last issue of The Grocer about his citizens buying a present for one of their lodge officers and paying 100 per cent. more for it, to a mail order house than they could have bought it from their local dealer, is only a repetition of similar cases which could be mentioned by the thousands.

He very tersely puts it that the people in his district have acquired the habit, which he claims is contagious, and in consequence, they do these foolish things, contrary to their own interests.

Like gold mining, where one profits thousands lose, and yet the business goes on because they have acquired the habit.

That this habit, or disease, has spread over the greater part of the country, and is causing destruction, is universally admitted: the people are beginning to look for a remedy. They all begin to realize that in proportion as these large concerns are making their millions from mail orders, the country villages and towns, and consequently each individual, is suffering.

The wealth of the country is flowing into the large cities and the country is becoming depopulated and impoverished. Farms, for want of help, are neglected; towns for want of trade that naturally and rightfully belong to them, are at a standstill, properties are decreasing in value, and the revenue necessary to keep the roads, schools, churches and the management of municipal affairs is difficult to obtain. These are all the effects of this contagious disease.

There is no argument in favor of such a system. All admit that it is wrong from every standpoint; it cannot take the place of the retail stores to supply the people, but it interferes with the most economical system, and is a parasite on the general welfare of the country. The people have been led by incessant advertising, but they are now beginning to see where it will land them. By interviewing the farmers as well as the buying public in general, I have reason to know, that they are ready to co-operate with the merchants in instituting an educational campaign in order to obtain the true facts, and arrive at a system that will distribute the wealth of the country to the people where it belongs. If the merchants in towns cannot sell as cheaply with much less expense than the mail order house under much heavier expense, then they ought to wake up; but if they do, the people should know it. Here is where education is necessary. People would surely not pay 100 per cent. more for goods if they knew that they could get them that much cheaper at home.

Investigating committees should be appointed in every town, composed of farmers, merchants and others. If the merchants expect people to deal with them, the people also have a right to say what kind of service they want, and not be satisfied unless they have the best. This the merchants can give them if they knew that they could depend on their patronage.

The feeling of antagonism should be removed, and the merchant and consumer should harmonize their views and build up a system for the mutual benefit of all.

The Canadian Grocer

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JOHN BAYNE MACLEAN - PRESIDENT

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CANNED LOBSTER TO BE HIGHER.

Although prices for new pack lobster have not been officially named, yet from advance information there is every reason to expect an advance of about 10 per cent.

The cause of this is attributed to the assertion that the pack will be insufficient to meet the demand. Canned lobster has been meeting with splendid receptions during recent years particularly because retail dealers have got behind it with their selling forces.

LOOK AFTER SEED STOCKS.

Seed-time will soon be here and it is now due the retail grocer's stock to be supplemented by a good supply of garden and flower seeds. The grocery store is the logical place for seeds to be bought and sold because it is the establishment frequented by the majority of probable purchasers.

The seed department can be made a profitable one if taken early in hand. The dealer who is first on the scene with a supply of the highest quality is usually the one in a certain community to get the biggest share of the business.

Stocks should therefore be looked after soon, and seeds should be displayed, talked up and advertised if the best results are to be secured.

SECRET REBATES AGAIN.

After all that has been said about the giving of secret rebates, there are still many wholesale grocery travelers indulging in this criminal practice. Some wholesalers find that their travelers are confronted with the problem every week. These men call upon retailers to whom they ought to sell certain goods only to discover that dealers refuse to buy unless a better price is given or some other consideration.

Men in business ought to be honest. It should be a matter of principle for a traveler not to offer any secret inducement to a retailer, or for the latter not to countenance any such proposal. Every act of this character tends to lower the honest business plane and has a demoralizing effect upon merchandising as a whole.

Apart from this, the giving of a secret commission clearly shows a lack of salesmanship ability on the part of the traveler. If he must stoop to the point of having to hand out a two dollar bill or more to get an order, it brands him as a man not to be trusted and a man who has no qualifications to be called a salesman. Business done on honest principles is the only business that is permanent.

SELL PRESERVED FRUITS.

The amount of preserved fruits and fruit jellies consumed is becoming greater each year. The pure food laws which regulate the manufacture of these lines have done a great deal in establishing a feeling of confidence among buyers. The housewife is each year putting up less fruit and naturally this creates a better demand for these lines from the grocer.

Every merchant, knowing the large amount of fruit which is now used should make an extra effort to secure the trade in this line. In order that this can be done he must carry the best quality of goods, as the greatest drawback in the sale has been the feeling among consumers that the quality was not the best.

The retailer should call the customer's attention to the strict pure food laws which now govern the making of these goods, that the fruit is preserved in modern factories under approved sanitary conditions, and that only pure and wholesome articles are used in its manufacture.

SELLING SUGAR AT A LOSS.

A Toronto grocer offered a customer a hundred of sugar last week for $4.65, the customer of course expecting No. 1 granulated.

The cost of that amount to this dealer was $4.30 which allowed him 35 cents above the cost. Figuring this out on a percentage basis his profit was about 7½ per cent.

Is it any wonder that so many grocers are not making the business profitable? Here is one selling at a profit of 7½ per cent. when it costs him 15 per cent., or at least 12 per cent., to do business.

It would be better under most circumstances not to sell any sugar than to sell it at a loss.

KNOW THE QUALITY GOODS.

In these days of advanced grocery ideas and methods, there may be some members of the trade here and there who are still inclined to scoff. It is to be hoped that they are exceedingly few.

A little example will illustrate the point. Suppose the telephone rings and a customer gives an order; but as happens a hundred times a day she depends upon the grocer to send her the "best" of some particular article.

Is there any grocer who would reply that he was not sure he had it or that he did not have it? He might have a little doubt in some cases as to two brands or more which he believed to be all of the first quality.

Again when a customer in the store, referring to some article, asks the grocer as to its quality what would she think of him if he were to reply that he did not know?

The trade has been advancing and today the grocer who amounts to anything takes a pride in his work and realizes his duty to himself to study it. When the grocer says "this is the best" or "I will send you the best," he implies that he is thoroughly acquainted with the qualities of all the goods on his shelves. This is only as it should be and beginning with that fact he should combine his efforts to increase his knowledge and improve his methods of carrying on his business.

THE POWER OF SHELF DISPLAY.

It has been said that "some merchants regard their show windows as merely places to be filled up, the same as the shelves."

Now why should the shelves be merely places to be filled up. Occupying as they do a position open to the view of all customers in the store, they should not only be locations where the goods may be stored but should be a great asset in the selling of goods. Therefore every merchant should arrange the goods on the shelves so that they may act as silent salesmen.

With this in view, some attention must be devoted to the fixing of the shelves. Goods of one class should not be scattered about in all parts of the store but should be placed together, in which position they will attract more attention than a can or package placed here and there. Goods on the shelves should be carefully dusted quite frequently so that they will be as attractive as possible.

Spare moments may be spent to good advantage in arranging and re-arranging the goods on the shelves. Their value as a selling power may, in many instances be increased considerably by the addition of price and show cards, of which far too few are used in the ordinary store.

Practical Methods in Retail Stores

Advertising Potato Flour in the Newspaper by Recipe—A Western Dealer's Method for Finding the Standing of New Customers—Unique Guessing Contest From Alberta—Dealer Tells Why He Can Sell Cheaper for Cash—Several Retail Advertising Suggestions.

Installing Display Refrigerator

Kamloops, B. C., Feb. 16.—Ramsay & Philips, of this town, have just completed an eleven-day clearance sale of groceries, which they held in order to clear out their stock on account of extensive alterations which they are making. They are making some improvements in their storehouse and basement, putting in cement floors and installing a large refrigerator which will display goods to customers in their store.

During the sale, they gave 20 per cent. off all glassware and crockery, but all goods were sold for cash. In announcing this sale they used a full page in their local paper, quoting many articles of groceries with prices in each case.

How Potato Flour Was Advertised.

Quebec, Feb. 16.—A. Grenier, grocer, 94 St. John's street, in advertising a brand of potato flour which he handles, introduced into his advertisements in a local paper some recipes for cakes in which this flour should be used One recipe was for angel cake, and read as follows: "Mix and sift together, one and a half teaspoons each of cream of tartar and salt; ½ cup sugar and 1-3 cup Blank brand potato flour; beat until stiff the whites of five eggs; cut and fold in the dry ingredients; add ½ teaspoon of vanilla and bake 15 or 20 minutes in one dozen small tins or about 30 minutes in a bread tin."

Another recipe was for cream almond cake. A caution at the bottom of the recipe read: "Always use cold water."

Mr. Grenier has struck a strong point in the advertising of this line of goods, as it appeals directly to and interests the parties that it should in order to get results—the housewives. This kind of advertising no doubt will bring good results to the grocer who uses it carefully.

Hunts Up Past History.

Winnipeg, Feb. 16.—A grocer of this city believe that customers should give reliable credit references before any credit is extended to them. He believes that the best time to find out information regarding customers is before they start to deal, and not after they have run up a large bill which cannot be collected. For the carrying out of this idea, he has had printed an application form for credit on which the following questions are placed:—

Name of husband, in full:—
Name of wife, in full:—
Adress:
Husband's occupation:
Name of present employer:
How long in present position:
How long in previous position:
Name of previous employers:
Name of landlord and address:
Previous landlord and address:
Name of last grocer and address:
Name of last butcher and address:

These questions are followed by the accompanying remarks: — "We have adopted this system only as a protective measure to insure ourselves against "bad" accounts, which is no more than justice to ourselves, and by so doing we are enabled to supply you at prices just as low as if you were paying cash for your orders. Please understand that every customer must comply with this system, and under no circumstances can we extend credit without this application being filled out fully and returned to us."

A Guessing Contest.

Claresholm, Alta., Feb. 16.—A. Hutton, a local merchant recently interested the public in his store by running a guessing contest. The contest consisted of guessing the closest to the number of sacks of flour that Mr. Hutton had sold during last year. The prize offered was a hundred pounds of his best flour. Many guesses were received as a result, ranging all the way from four hundred to four thousand. The correct number was 967½, the winner guessing 990.

A Talk on Cash Business.

Strome, Alta., Feb. 16.—Dixon & Son are endeavoring to convince customers that the cash system is the best. Along with their regular advertising they recently had the following short talk on this subject:—

"Reasons why Dixon & Son can save you money—Cash versus credit.— The farmer dealing in a cash store has not to pay to provide against loss by others who never pay. He knows that every article in a cash store is marked on a cash basis. He finds that in a cash store he buys for $85 what he would have to pay $100 for at a credit store. Another thing—which a community ought to look at—in the matter of merchandise is, that requirements purchased in a local cash store are on the average lower than in a city store. It costs every merchant who is doing a credit business of say $30,000 yearly at least $700 for books, stationery, postage and time required in keeping the books and an average loss of at least $1200 on bad accounts, which make a total of $1900. This has to be made up by those who pay cash at a credit store."

Uses Recipe in Advertising

Chatham, Ont., Feb. 16. — "That's what I call a good advertisement," was the comment of a Chatham housewife on glancing through the columns of a London paper.

The advertisement was that of John Diprose, grocer.

Opening with a conspicuous heading in display type, "A Good Recipe for Cornmeal Cake," the recipe follows in ordinary type. Then a three line talk on "our —— —— corn-meal," a few words about guaranteed maple syrup, and the same about —— syrup— the kind of talk which makes you anxious to pay the price, which is quoted in each case. Then follow the addresses of the three John Diprose stores.

The advertisement occupies only four inches of space, single column, and the incident affords evidence on the question as to whether or not a small advertisement attracts notice. In this case the use of the recipe was the item particularly commending it to the reader.

The Power of Association.

Peterboro, Ont., Feb. 16.—Porter S. White, a George street grocer, has been advertising maple syrup in the local papers lately. He emphasizes the fact in his copy that it is the genuine article, and drives the point home by the statement "take our guarantee that it's good and order some." He goes on to advertise pancake flour: "Maple syrup suggests buckwheat flour and you might as well include some pancake material with your order. Our —— —— brand gives splendid satisfaction."

These two lines being associated, if a customer orders one, she would be very likely to order the other also. The same applies to the impression made upon her in reading such an advertisement.

A MAN OF IDEAS.

The Grocer was shown the other day a unique colored picture postal card, which to use a colloquial expresion, had been "doctored." The illustration is that of a scene in Birch Island, Georgian Bay, Ont. Originally there were five Indian children standing in the foreground—three boys and two girls. A retail dealer secured one of the postal cards and pasted miniature photos of the heads of three travelers on the necks and shoulders of the three Indian boys, each head holding a Scotch Tam-o-Shanter The resulting effect can be well imagined when it is known that the personel of the 'knights of the grip' was L. Chapman, traveler for a Toronto wholesale house, Tom Scott, representing a soap firm, and Mr. Soper, a flour concern.

Beneath the post card is to be found this poem by the ingenious retailer:

Three youths who started full of hope,
one found his place in ——/—— soap;
another wiles away an hour in demonstrating —— —— flour; the other, too,
has found his place—see his bland smile
old leatherface.

The Markets—Important Tea Situation

Tea is Firmer—Due to New Regulation in United States Which Has Raised Prices—Beans Show Slight Advance in Toronto—Business is Slack—Heavy Snowstorms Have Affected Trade Throughout the Country.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—
Cream of Tartar—Advanced.
Colored Teas—Firmer.
Dried Fruits—Firm.
Buckwheat Flour—Up 10c.

Montreal, Feb. 16.—One of the features of the market this week is the situation in colored teas resulting from the new ruling in the United States which after May 1st will bar colored teas from that country. Further reference to this subject appears later with the reasons why it is of interest to the Canadian dealer in teas.

It might also be pointed out that syrups are in good demand in anticipation of an increased business during Lent. This might be remembered by grocers who are looking for new avenues of business at this season of the year. The Lenten season will undoubtedly bring business in lines that are not always in best demand and the wide-awake grocer will discover many of these for himself by the experience with his own customers.

Dried fruits continue to maintain their strength as also do canned goods. Coffee does not look weak, although the speculative price has been wavering of late. Sugar is doubtful and the bulk of the buying seems to be only for present requirements just now.

Sugar.—The market is problematical. From local reports purchasing is mostly in small lots for present requirements. Naturally the future movement of the market is merely a surmise. The market seems to have recovered some of the ground that was lost, if it were by no other means than strengthening up after a rapid decline that had every appearance of going further than present quotations. One section of the trade is inclined to think that the bottom has been reached. Others are at least looking for a little lower price, although they admit that the market has become slightly firmer. They maintain, however, that the primal cause of that weakness has not yet been removed.

Granulated, bags	4 20
" 20-lb. bags	4 30
" Imperial	4 05
" Beaver	4 05
Paris lump, boxes, 100 lbs.	5 10
" " " 50 lbs.	5 10
" " " 25 lbs.	5 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	4 90
" 100 lb. boxes	5 00
" 50 lb. "	5 10
" " 25 lb. "	5 30
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 65
" " 50-lb. boxes	4 85
" " 25-lb. boxes	5 05
Powdered, bbls.	4 45
" 50-lb. boxes	4 65
Phoenix	4 20
Bright coffee	4 15
No. 3 yellow	4 05
No. 2 "	3 95
No. 1 " bags	3 80

Bbls. granulated and yellow may be had at 5c. above bag prices

Syrup and Molasses.—The sales of syrup of late have greatly increased and for the next month or two will surely be up around high figures. The approach of Lent means new business for syrup which is one of the articles the sale of which receives a new impetus during that season. Business in this line has been satisfactory. Molasses is in fair demand and will likewise receive increased enquiry.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls.		0 03½
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—There is not a great deal of interest in dried fruits, although it is apparent that trade is beginning to waken for the new year. It might be said that in some lines there was no noticeable curtailment of demand. California seeded raisins are higher in the primary market and California loose are unchanged but firm. In regard to dates one report says stocks are not sufficient for the requirement of the trade until the arrival of new dates next fall, and also that dates of inferior quality are now selling at full prices. Other dried fruits are strong.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " " cleaned		0 07½
" Patras, per lb.	0 08	0 08½
" Vostizzas, per lb.	0 09	0 09½
Dates		0 06
Figs, 4 crown	0 09	0 12
" 5 crown	0 10 0 11	
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
30-40		0 12
40-50		0 11
50-60		0 10½
60-70		0 09½
70-80		0 09
80-90		0 08½
90-100		0 08½
Raisins—		
Choice seeded raisins		0 08
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.		0 09½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.		0 07½
" select, per lb.		0 07¾
" 4-crown layers, per lb.		0 08½

Tea.—The attention of the Canadian trade is directed to the tea market. Already, as the result of the action of the United States Tea Board in its ruling against colored teas, advances of from three to four cents have been made and in some cases more for the grades against which action has thus been taken. In addition numerous enquiries have been received by large Canadian tea houses for colored teas which according to several authorities are likely to have much enhanced value on this side of the line. After the first of May the new law states that no colored teas shall be brought into the United States. It will likewise be only after that date that the new crops will be available. Also, the stocks now held are not heavy. From the fact that the public have been brought up to call for colored teas in the United States, the demand will not thus be immediately broken off. Therefore, it is claimed that the tea merchants in the United States will desire to stock up with these lines and their source of supply is limited. It is pointed out that this is the reason for the call to Canadian houses. Again, if the prices from the south are really enticing, it is not likely that Canadian houses will hold their stocks. This is mentioned as the views of several who are closely in touch with the markets and who have carefully considered this recent action in the United States. Japans, China greens and Ceylon greens are the teas against which action has been directed. The individual Canadian dealer can probably figure out whether he will be affected or not. The situation is undoubtedly an interesting one especially as it has arisen within the past week.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—Speculative coffee is off a few points this week due to the recent coffee happenings, but the actual market is just as strong as ever. The war between the longs and the shorts may go merrily on but all the time reports from the primary markets show unrelenting fixedness of prices. Figures might be quoted to show how the visible supply is decreasing and the effect the new crop will have but this has all been mentioned before. Undoubtedly the crux of the price question centres upon the new crop. In the meantime local demand is well maintained.

Mocha	0 22	0 30	Santos	0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Nuts.—Business is normal. Prices are maintained but demand is just ordinary.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb.	0 11 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 16½ 0 19
" Marbots, per lb.	0 15 0 16
" Chiras, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 32

Spices.—Cream of tartar is firm and advances have been recorded of late. The consuming demand for pepper keeps good and the visible supply of this market is being steadily reduced, there being little of any grade on the way now according to one report. The Tellicherry and Aleppy crops appear to be materially less than last year and a higher market

is expected. Foreign values of black pepper are high.

	Per lb		Per lb
Allspice	0 13	0 18	Ginger, whole.. 0 20 0 30
Cinnamon, whole	0 16	0 18	" Cochin 0 17 0 20
" ground	0 15	0 19	Mace 0 75
Cloves, whole	0 28	0 35	Nutmegs 0 30 0 60
" ground	0 25	0 35	Peppers, black 0 16 0 18
Cream of tartar	0 25	0 32	Peppers, white. 0 20 0 25

Rice and Tapioca.—There are no special features to this market. Prices are steady and are not expected to go lower. Demand here is up to the ordinary.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 60
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Beans.—The market is unchanged. Demand is good but there is no particular feature to the market this week.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 10

CANNED GOODS

MONTREAL.—Trade is steady and at this season is rather quiet. It is expected that during the next two months there should be an increased demand. Prices this week are unchanged.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 67½
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats, per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $3.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	3 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	3 30
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 30
Ready lunch veal loaf 1s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—One firm has advanced the price of canned tomatoes ten cents per dozen this week and others believe that conditions warrant higher prices than are being quoted just now. Stocks are evidently scarce and wholesalers are buying among themselves in some cases in order to replenish their stocks at prices as high as are now being quoted to retailers. Some canned tomatoes are being imported from the United States to this market in order to make up the deficiency in stocks here. As the heavy selling season for canned vegetables does not come on for about two months, retailers in some cases are buying only for immediate needs. The trade in canned fish is not extra brisk just now but dealers are looking forward to an improvement in the near future as the lenten season approaches.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	....	1 35
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 [illegible]
" gals	3 75	4 02½
Turnips, 3's	1 13½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices are:		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 30 1 35		
Northern River Sockeye			1 95
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS

POINTERS

Tea—Firm.

Beans—Advance

Dried Fruits—Firm.

Canned Lobster—New pack higher.

Toronto, Feb. 16.—Wholesalers report that business has been a little quiet, so far this month, due no doubt to the bad roads throughout the country, making it difficult for the farmer to get in to do his trading, and the big falls of snow have also had an effect on the lumber camps and other industries throughout the country which eventually brings a decrease in business.

Sugar still remains in the critical position it held last week and the position of the market is as hard to ascertain as before. While some believe that the bottom has been reached, there are others who think that there is the possibility of another slight reduction. Raw sugar is a little firmer in New York, but United States refined is expected to take a drop to adjust itself to raw prices and some believe there is a possibility of Canadian following as it did last time. The demand for sugar has increased, showing that some dealers must believe that the bottom price has been reached.

Tea is decidedly firm, due to the strong position of the world's tea markets at the present time. The new ruling in the United States, shutting out all colored teas after May 1st has caused a big call for greens in that country, where they are largely used, and the result has been a raising in prices, which has also had some effect on Canadian markets.

Dried fruits are enjoying a brisk trade just now, business being divided among the several lines. Figs have a good trade on account of their low price, and prunes are called for freely because there is generally a good trade in this line.

The price of new pack lobsters are being fixed and will show an increase over present prices of about ten per cent. Trade in general in canned goods is only normal.

Sugar.—No changes have taken place in sugar prices during the past week and the market is still in a critical position with differences of opinion existing as to whether the bottom has been reached or not. There are no special indications just now of what the immediate future of the market will be.

European beet sugar continues to strengthen and it is now quoted at 9s 5d f.o.b. Hamburg, which is equal to 3.98 duty paid New York, as against the duty paid value of 3.48 for 96 degree test Cuba centrifugals or a difference of ½ cents per lb. From 3.45 last week, the New York market advanced to 3.48 with rumored sales at 3.51. Holders are firm and quote 3.54 for March delivery.

It is felt that the New York refined market will adjust itself according to the price of raws within the near future and it is thought by some that there is a possibility of the Canadian refined being affected, as the last drop in New York refined was followed by a similar decline here; but whether it will or not is an unsolved question, others believing that the bottom has been reached.

The demand for sugar is showing more activity, indicating that some dealers at least believe that the price is at the lowest point, or with the possibility of it being at the bottom, they are willing to run chances.

Extra granulated, bags	4 30
" " 20 lb. bags	4 40
Imperial granulated	4 10
Beaver granulated	4 15
Yellow, bags	3 90
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	4 70
" " 50-lb. boxes	4 90
" " 25-lb. boxes	5 00
Powdered, brls	4 50
" 50-lb. boxes	4 70
" 25-lb. boxes	4 90
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 20
" in 50-lb. "	5 30
" in 25-lb. "	5 50

Syrups and Molasses.—The trade in molasses just now is extremely quiet, and syrups are not selling as well as during the past month. Retailers evidently have stocks on hand and are cleaning them up before making further purchases.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	3 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	1 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	1 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03¾	New Orleans, medium	0 30 0 35
Quarter " "	0 03¾	New Orleans, bbls	0 28 0 33
Pails, 35½ lbs. ea	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 53
		Muscovado	

Dried Fruits.—There is a strong healthy market in dried fruits with steady prices. Stocks are not plentiful and higher prices are predicted on some lines before new goods arrive. Prunes in California are growing scarce, sizes smaller than 50-60s being well cleaned up. Reports from the Pacific coast also show a firmer market in raisins. Figs on account of their low price compared with other dried fruits are getting more attention just now than they have in other years. Prices on all lines are unchanged.

Prunes—	
30 to 40, in 25-lb. boxes	0 13½ 0 13½
40 to 50 " "	0 12½ 0 13
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 09½ 0 10
90 to 100 " "	0 09 0 09½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 25
Candied Peels—	
Lemon 0 09 0 11	Citron 0 15 0 17
Orange 0 10 0 12½	
Figs—	
Elemes, per lb.	2½ " 0 11½ 0 12½
1½ inches 0 08 0 10	2½ " 0 11½ 0 13½
2 " 0 08½ 0 10½	Umbrella boxes 0 12 0 14
2½ " 0 09½ 0 12	
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 09 0 09½
Currants—	
Fine Filiatras 0 07½ 0 08	Vostizzas 0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 08½
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Sairs	0 04½
Dates—	Package dates,
Hallowees—	per 1 lb 0 06½ 0 06½
Full boxes 0 05 0 05½	Fards choicest 0 10 0 10½

Tea.—As soon as the decision of the tea experts preventing the importation of colored teas into the United States after May 1st became known, there was at once an active inquiry for green teas throughout the United States, causing in some cases an advance of three or four cents per pound, which has caused teas to become a little firmer on this side of the line, as stocks of greens in the States are not overly large and will soon be cleaned up. There has always been a big demand for colored green tea in the United States. Coupled with this, the world's tea markets are in a strong position at present. This position has been brought about by the universal increase of consumption of tea, while production remains about stationary. The strength of the Ceylon markets has been increased owing to the large acreage of tea damaged by the inter-planting of rubber trees. The total Ceylon crop for 1910 is less than the previous year by eight millions, this large decrease being partially caused by unfavorable weather in the tea-growing districts.

Coffee.—The movement of coffee during January resulted in a decrease in the world's visible of about 600,000 bags. The statistical position of coffee at present is as strong as ever, with nothing known of just now that will weaken it for some time to come. Willet and Gray's Journal says: "Conflicting reports about the next crop will appear, but the weight of good opinion is not only that a large crop is impossible but the recent moderate estimates are being reduced. The rain in January came too late and in insufficient quantity to do good because the trees lacked strength, large quantities of young fruit could not develop and was lost and no amount of rain could replace it."

On the whole buying is being done sparingly but local wholesalers report that the demand is normal. Prices show no change.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted		0 22	Mexican		0 25
Maricaibo, "		0 20	Gautemole		0 18
Bogotas	0 22	0 25	Jamaica		0 20

Spices.—There is a firmer undertone in pepper in the foreign market. Total crops of pepper for 1911 are variously estimated at from 39,000 to 42,000 tons, against 51,000 in 1910. Cloves are firm but all spices remain unchanged in price, with a moderate trade.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	..
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—There are no features in these lines this week. A fair trade is passing with prices remaining steady.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90

Per lb.			Per lb.	
Rice, stand B..	0 03½	0 03½	Sago, medimm	
Rangoon	0 03½	0 03½	brown	0 05½ 0 06
Patna	0 05½	0 06½	Tapioca—	
Japan	0 04½	0 06	Bullet, double	
Java	0 06	0 07	goat	0 08
Carolina	0 10	0 11	Medium pearl.	0 05½ 0 08
			Flake	0 08
			Seed	0 05½ 0 08

Nuts.—Business in nuts as expected at this time is slack, occasional orders coming from retailers for small lots only. Prices show no change.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 15
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Evaporated Apples.—A fair trade is being done in evaporated apples at unchanged prices. Present stocks are not plentiful and holders are waiting for higher prices. One opinion was expressed that they will go much higher at the opening of navigation as the west will pay higher prices than exist here at present, but will not buy just now on account of the high freight rate.

Evaporated apples	0 12 0 12½

Beans.—Beans are slightly higher in price, now being quoted at $1.90 to $2 for prime, while the hand picked are worth $2.05 to $2.15 per bushel. Trade in this line is only normal.

Prime beans, per bushel	1 90 2 00
Hand picked beans, per bushel	2 05 2 15

MANITOBA MARKETS

POINTERS:—

Sugar.—Firmer.

Syrup.—Demand Increasing.

Dried Fruits.—Steady.

Winnipeg, Feb. 16.—With the settling of the elements and the readjustment of conditions after the severe storm, trade in all lines has taken a turn for the better. Passenger and freight train services have resumed their regular schedule and travelers who were tied up in small towns in the Northwest are again on the move. As much valuable time has ben wasted, endeavors are being made to catch up by the majority of travelers, and as a result large orders follow one another.

The annual bonspiel is at present being held in the city, having started last week, and a large number of country merchants have taken the advantage of combining business with pleasure, and are thus keeping wholesale and jobbing houses busier than usual.

Trade has been steady for all lines during the week, and unusually firm, there being no changes in prices whatever to report this week. Sugars are a little firmer, and dried fruits and coffee still hold their high figures. Stocks of evaporated apples are practically all used up, and only a few of the larger retail houses are now carrying them.

Sugars.—Prices remain stationary and demand has increased considerably. Several cars are being placed on the recent firmness shown on the steady market, and the belief is that bottom has been reached for a while. Stocks are plenty large enough to prevent any immediate advance on the local market.

Montreal and B.C. granulated, in bbls	4 85
" " in sacks	4 80
" yellow, in bbls	4 45
" " in sacks	4 40
Icing sugar, in bbls	5 45
" " in boxes	5 65
" " in small quantities	6 10
Powdered sugar, in bbls	5 25
" " in boxes	5 45
" " in small quantities	5 60
Lump, hard, in bbls	5 75
" " in ½-bbls	5 85
" " in 100-lb. cases	5 75

Dried Fruit.—No change has taken place in dried fruits. The market continues steady and a fair demand for many lines is in existence. Currants, figs and Mediterranean fruit are still strong, and likely to take an advance at any moment.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 07½

Prunes—

25lb.bx,90-100,lb	0 09	Prunes, 50-60 "	0 13
" 80-90 "	0 11½	Prunes, 40-50, lb	0 13½
" 70-80 "	0 12	Silver prunes, ac.	
" 60-70 "	0 12½	to quality	0 11½ 0 14½

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 07
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 12

Syrup and Molasses.—A growing demand is still in existence for syrup and prices remain firm. Molasses, while fairly active, has not increased in demand as fast as the former, but both wholesalers and retailers are satisfied with the trade. Prices remain firm at last week's quotations.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb	0 03¼
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Teas.—January and February are always considered "the tea months" with wholesalers and jobbers, as these months are generally the quietest in the year for general lines, owing to the heavy stocking up of retailers for the Christmas trade. Accordingly all lines of tea are generally pushed these months by salesmen and travelers, as the merchants have some time to investigate qualities of same. Sales so far this year have been satisfactory. The market for low grade tea is much higher than it was a year ago, while the high grade teas are if anything lower than usual, and much lower in comparison to the existing higher prices for low grades. The result is that jobbers are endeavoring to interest retailers into handling better grades, and stock up with better quality by booking for several months ahead.

Beans and Peas.—A strong active market still prevails for both beans and peas. No advance has taken place during the week, and last week's prices are still quoted.

Beans, 3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25
Peas, split, 100 lbs	2 85
Pearl barley, 100 lbs	3 50

Coffee.—High prices are still prevailing in coffee, but no further advance. Stocks are fair, and country merchants fearing an advance, have about all obtained their supplies.

Coffee, standard Rio	0 14½	Coffee, choice	0 15
		Coffee, extra choice	0 16

Tapioca and Sago.—Demand continues to improve in the lines, but no change in prices has taken place.

Pearl tapioca, per lb	0 06½	0 06¾
Sago, per lb	0 04½	0 05½

BRITISH COLUMBIA MARKETS.

Vancouver, Feb. 16—With plenty of local potatoes offering the price is holding down though a slight increase is recorded. The quotation is $32 per ton. The dry weather of the last summer kept the local potatoes dry, and it is seldom they have been of better quality. Unless something happens it is not likely that importations will be made from Japan this season. The samples received from that country were good, and as they can be secured at a reasonable figure, supplies may be obtained from there in the event of a stringency in the market here. There are no Ashcrofts on the market now.

Boats this week brought in butter from Australia and New Zealand, the latter coming by way of San Francisco. The quality is better than for the last few seasons past. This is the first time that New Zealand has been on the market here in any quantity. For several seasons the Australian article has been alone, and that may have been the reason for its inferior quality. Quotations are 30 cents for solid and 31 for bricks.

British Columbia apples have nearly all been used up, and the table apples on the market now are from eastern Washington. Some excellent fruit is being displayed.

A decrease is noted in the prices of hams and bacon, the former a cent and the latter a cent and a half.

Sugar is down another ten cents, which brings it now to the figure at which the imported sugar formerly sold. It will take the place of the China sugar and the article from Scotland will have to go down to hold the trade. Reduction is also noted in the yellows.

Eggs are comming in from California which will keep down the price of locals, though they are now about to the lowest for the season, judging from the past. The eggs from the south are finely selected, fresh and of excellent quality.

Apples, cooking	1 00	1 50
Apples, table	2 00	2 75
Potatoes, local	32	00
Canned Goods—		
Peas, Early June		1 37½
Tomatoes		1 52½
Corn		1 20
Apples		3 95
Strawberries		2 02½
Raspberries		2 02½
Canned salmon		6 85
Sugar—		
Stan granulated		5 25
Imported		5 25
Light yellow		4 60
Dark yellow		4 50
Cornmeal, p. 100 lbs		2 40
Cornmeal, local		2 60
Cheese, Ontario	0 15	0 15½
Beans, per lb	0 03½	0 04½
Tapioca, per lb		0 04½
Rice, per ton	65 00	75 00
Flour, Standard, bbl		6 50

Dried Fruit—		
Val. raisins, lb		0 05
Cal. " "		0 06¾
Prunes	0 08½	0 13
Currants	0 08	0 10
Dried apricots	0 15	0 18¾
Evaporated apples		0 11
Butter, Eastern solid		0 29
" bricks		0 30
Butter, local creamery		0 35
Butter, Australian and New Zealand	0 30	0 31
Bacon	0 21	0 28
Ham, cooked	0 18	0 19½
Lard, pure	0 15½	0 15¾
Lard, compound	0 12½	0 13
Eggs, Eastern fresh		0 30
Eggs, California		0 38
Eggs, local		0 40

NEW BRUNSWICK MARKETS.

St. John, Feb. 16.—A number of staple lines were marked down last week. Molasses dropped three cents per gallon and is quoted at 27 and 28 cents. Cornmeal is five cents cheaper, the price now being $2.80 to $2.90. American clear pork is now at $23.50 to $25.50 and pure lard is 14 to 14½ cents per pound. The only change in the produce market is in the price of case eggs which are now offered at 27 cents per dozen.

Beans, hand picked, bus	2 15	2 10
Beans, yellow eye, bus	2 65	2 75
Cheese, new, lb	0 13	0 13½
Currants, lb	0 08½	0 08¾
Canned goods—		
Peas, No. 4		1 20
" No. 3		1 27½
" No. 2		1 32½
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	1 85	1 90
Tomatoes	1 35	1 40
Strawberries	1 85	1 90
Flour, Manitoba	6 35	6 45
" Ontario	5 20	5 65
Fish—		
Cod, dry	4 00	5 50
Herring, salt, bbls		5 25
Bloaters, box	0 85	0 90
Cornmeal, gran.	4 65	4 75
Cornmeal, bags	1 40	1 45
" bbls	2 80	2 90
Oatmeal, bbls	5 15	5 20
Std. oatmeal	5 60	5 70
Rolled oatmeal	5 10	5 20
Buckwheat, west. grey, bag	2 90	3 00

Cal. raisins, seeded	0 08½	0 09
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 27	0 28
Butter, dairy, lb	0 22	0 24
Butter, creamery, lb	0 24	0 26
Eggs, new laid		0 30
Eggs, case		0 27
Ham	0 16	0 18
Potatoes, new, bbl	1 90	2 00
Rice, lb	0 03½	0 03¾
Lard, compound lb	0 12½	0 12¾
Lard, pure, lb	0 14	0 14½
Bacon	0 16	0 20
Pork, domestic mess	23 50	24 50
Pork, American clear	23 50	25 50
Salmon, case—		
Red spring	7 00	7 50
Cohoes	6 50	6 75
Baked beans, dozen	1 20	1 30
Lemons, Messina, per box	3 00	3 25
Sugar—		
Standard gran.	4 35	4 45
Austrian "	4 25	4 35
Bright yellow	4 15	4 25
No. 1 yellow	3 85	3 95

RAW SUGAR AT HALIFAX.

Large Quantities Coming In—Retail Grocers to Hold Outing.

Halifax, Feb. 16.—A West India liner, Boston, arrived here this week, bringing six thousand bags of the new crop of sugar from Jamaica. The planters say that this year's crop of sugar will be fully 25 per cent. greater than that of last year. The sugar is of good quality and good times are anticipated as a result of the staple crop of the Island.

The chief article on which customs duty is levied at Halifax is sugar and the increased receipts will bring up the customs returns at this port to large figures.

The retail grocers of Halifax will hold their annual outing on Thursday next. The party will go to the Florence Hotel at Bedford, and a committee has been appointed to complete the arrangements. The grocers plan on having an excellent time.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The Minto Tea Co. is the name of a new concern recently formed with headquarters in the Queen City Chambers, 32 Church St., Toronto. A. H. Minto, who is identified with it, is familiar with the tea business, having had 17 years continuous experience testing and handling teas. He is a son of the late Wm. Minto. The Minto Tea Co. will import both tea and coffee for sale in bulk.

The Wm. Cane & Sons Co., Newmarket, Ont., have patented a device for holding down the lids of jam, candy, lard, spice, etc., wooden pails so that they cannot be removed until they reach the buyer. This Patent Wire Seal and Fastener, as it is called, will prevent pilfering on the part of delivery, express, railway men, etc., and therefore will insure safer delivery as well as a lower freight rate. The above company have also installed a new pony band saw for manufacturing clothes pins which gives them a greater output. They are also enlarging their wash-board department.

A neat catalogue has been issued by the Galesburg Cornice Works, Galesburg, Ill.; illustrating their vegetable display stand and mist machine. These devices are now in use in many stores in Canada and are proving most beneficial for the displaying of vegetables, since they are kept always fresh, clean and attractive and prevent withering.

Chocolate "Bordo" is one article that every dealer can sell quite readily and at the same time develop his confectionery department. It is a high grade confection with a most pleasing flavor and has gained a remarkably fine reputation since it was placed on the market. A post-card to the originators, The Montreal Biscuit Company, Brewster Ave., Montreal, will bring samples. Let every dealer anxious to make more profit from his confectionery department write today.

RECIPROCITY IN TEA.

A typographical mistake was made in setting up the heading of the Red Rose Tea advertisement in last week's Grocer. It read "Reciprocity in India" and should have been "Reciprocity in Tea," This caused the appropriate effect of the ad. to be lost and the publishers of The Grocer regret the error.

The Consumer is Judge and Jury

and you can be sure of a verdict in your favor every time a tin of **Diamond Brand Maple Syrup** goes to trial. **Diamond Brand** is recognized as the highest standard of Maple Syrup quality in the market to-day. **See that your stock of Diamond Brand is complete.** You cannot afford to be without this staple leader.

SHANTY BRAND Maple Syrup

Owing to the extreme scarcity and abnormally high price of real maple products and the cheapness of cane sugar and glucose, you will be offered all kinds of concoctions made to look like maple syrup at much below value of good goods. We remove the necessity of you taking chances by offering you our **Shanty Brand** to sell at popular prices and show you a large margin of profit.

Shanty Brand is a High-grade Syrup

Every tin is guaranteed to give your customers perfect satisfaction. A special feature of Shanty Brand is the handsome and appropriate label, reproducing a maple scene in natural wood colors.

Insist on being supplied with Diamond and Shanty Brands by your Jobber.

SUGARS & CANNERS, LIMITED

MONTREAL

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

THE YOUNG COMPANY, Limited
NORTH BAY - and - SUDBURY



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

A General Merchant's Experience

A merchant, who conducts a large general store in an Ontario village, stocked Red Rose Tea a couple of years ago because he was convinced of its quality. And he has ordered Red Rose a good many times since. This week he ordered another hundred-pound case by mail and in his letter says:—

"I generally keep three brands of package tea for my customers, and the three that I had last year were Red Rose,————and ——————. Well I have dropped————altogether, or my customers have, and the Red Rose and————are a good team, with the Red Rose leading quite a little bit now."

This is proof, hot off the griddle of experience, that quality pays. Here is another proof:—

The sales of Red Rose Tea are increasing faster since the first of this year than they ever did before.

Red Rose Tea

"is good tea."

BRANCHES—
7 Front St. East, Toronto
315 William St., Winnipeg

T. H. Estabrooks
Toronto, Winnipeg, St. John, N.B,

SOAP SENSE

is a sense that comes to every grocer after a while, and which tells him his best interests are served by selling an honest soap—a soap of absolute purity, retailing at a moderate price. Such a soap is

ASEPTO
SOAP POWDER

"The enemy of dirt"

It is invaluable for every purpose in the house, and will be found more economical than any other soap. It is a sure seller and makes repeat orders a certainty.

Order from your jobber.

ASEPTO MFG. CO.
ST. JOHN, N. B.

Agents—Rose & Laflamme, Limited, Montreal.

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious
Appetizing
Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA . :: :: ONTARIO

Experiences in Collecting Accounts

More of the Troubles to Which Merchants are Subject—One Instance Where a Dealer Received a Severe "Call"—Husband did not Know His Wife Owed the Money—Suggests a Change in Garnishee Law.

By J. M. Donovan.

I am always greatly interested in all articles in The Canadian Grocer pertaining to the collection of accounts and the manner in which merchants are abused when they ask for their own, and perhaps my experiences along this line would be useful to fellow merchants. I know I have been a little short and perhaps discourteous myself with some customers who would not keep their accounts balanced on my books, for a person's patience is often strained to a point where he can scarcely help it.

A short letter containing some plausible excuse why you need the money when the account is due is the easiest and most courteous way. If two or three letters of this nature are of no avail I threaten to bring the customer into court unless the account is paid. This occasionally brings matters to a head, especially with women.

Some it would be useless to threaten as it would only make it harder still to collect the account, and to these I send a short letter stating my circumstances and why I need the money and in the majority of cases it brings good results. Some customers would allow their accounts to run forever if you did not follow them up.

Letter to Slow Customer.

I had an account of $15.90 with one customer and although I considered that she was worth it, still it had been running for months so I sent her the following reminder:

> "Dear Madam,—In asking you for the enclosed amount, I sincerely trust it will not in the least inconvenience you to comply with my request for the payment of same. I have other customers to whom I am sending a similar request also as I have two bank drafts to meet this week, payment will be greatly appreciated."

The above letter brought good results from this customer who settled within 24 hours and also from other customers to whom I sent a like request.

In the matter of threatening to garnishee men I believe it is of little use as we must leave them at least twenty-five dollars and the class of people who give us the most trouble rarely draw over that amount and are in a position to laugh at us for taking such a course. Even if they do draw a few dollars more if an account of $25 is put in against them, it will take a long time for a dealer to collect it for it is not often such a debtor works full time.

I have known cases where garnishees have extended over a year and then been given up by the merchant and in these cases what little bit was collected was kept by the lawyer for his work. The way it stands now the garnishee law is of little use to a merchant to collect a debt from a married man unless he draws his pay monthly, while most men draw it every two weeks.

Change in Garnishee Law.

I believe that the law should be changed, making the retaining amount ten or fifteen dollars, so that something worth while could be collected by garnishment. If $15 was the amount that could be retained by a married man, it would force a good many to be honest and this would in time make them better citizens. Employers could do much to make them such and would eliminate a great deal of this bad pay and deadbeat business if they would work in conjunction with the merchant. This would be better for the employers also, as a man can not be an honest employe who is not otherwise honest.

A Customer's Displeasure.

Merchants receive many abuses in their work of collecting accounts. Just lately I had a case myself where a customer showed her displeasure because I asked her for my own. It was a customer who left me about two years ago, owing a good sized account. She would pay a little on this account once in a while when she got ready but did not get it reduced very much. So I dropped her a note, but two years was undoubtedly too short a time in which to expect an account to be paid. She appeared in the store with blood in her eye and her temper worked up to a high pitch. She threw down her account to a clerk with a whole five dollar bill and gave the clerk some very flattering advice to give me for asking for the account.

I was so out of patience at her for leaving so much advice and so little money that I wrote to her husband about the matter. I believe there was war in that household, as the husband knew nothing of the account; but it ended very happily for me for I received my money in full.

RETAILER CAN SELL MORE CANNED GOODS

Wider Market is Possible, Says Canner at Big Convention—These Goods are Now Recognized as a High Class Quality of Food—Harmful Preservatives Not Used by Responsible Manufacturers.

"Don't get away from the earth. Don't expect that the good people of this country are not going to know that a can of strawberries is not a can of strawberries if it contains three strawberries and a little muddy liquor; that a can of tomatoes, which should represent the clean, bright appetizing love apple, is not a can of tomatoes when it is filled with a little core and some real fresh water; that a can of peaches which represents the culls of orchards rather than the section that appeals to the eye, will be a detriment to the canned food industry every time it is permitted to masquerade before the public under a four color and gold label."

This is one of the paragraphs from a speech at the recent convention of American canners. It is not suggested by referring to it that canners on this side of the line should pay particular attention to this advice of a United States canner, but it might be taken as a motto with the determination of never losing sight of it. The quality of canned goods is best appreciated by the grocer who cannot open the can to display the goods, but must depend solely upon the reputation of the packing company and the standard which the label represents.

Better Demand Possible.

This speaker also pointed out that the consumption of canned goods is insignificant in comparison with the demand that can still be built up. It has been within the past three years that the greatest advances have been made. The people have been educated away from the idea that harmful preservatives were employed. Figures were quoted to show that the consumption of canned goods even now is per capita a mere bagatelle in comparison to what it might be.

The speaker concluded by urging vigilance on the part of the canners; care with the raw product, better containers, sound boxes, efficient employes and a general uplifting of the trade to a higher plane, and especially a maintenance of the standards that have already been attained.

TO OFFSET CHAIN STORES.

The Amsterdam Grocery Company, recently incorporated with a capital stock of $25,000, has opened a warehouse in New York, and commenced business. The stockholders are retail grocers who in order to meet the competition of chain and department stores have co-operated to form a buying corporation. Stock in the company is issued only to retail grocers, and a grocer owning one store is limited to five shares, so that no one man can get control of the company. Stockholders may not deal with the company unless they wish, while the company will sell to anyone whether they are stockholders or not. The company does not deliver goods to the retailer, who is obliged to send around his wagon for his own goods.

The Most Rapidly Developing Market in all the World

is that of Western Canada. Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. can find no method of getting into this great market equal to shipping their goods to us. We maintain large track warehouses in the five great distributing points of Western Canada—Winnipeg, Calgary, Edmonton, Saskatoon and Regina. Our connection with the trade is most extensive and our facilities the most complete.

Write us for detailed information about the Western Canada market

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

Delivering the Dozen!

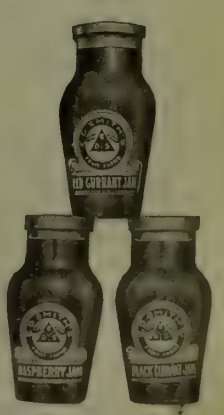
When dealing with standard lines that are always in demand, a little persuasion will often sell 12 articles instead of one.

E D S

"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves,

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly! In the case of "E.D.S." goods, their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.



Made only by **E. D. Smith,** at his own Fruit Farms **Winona, Ont.**

Agents:—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.

STILL

"EASIFIRST"

GUNNS



easily holds its lead against all competitors.

You cannot afford to buy anything but the best.

ORDER TO-DAY.

GUNNS Limited

Packers :: West Toronto

English Breakfast

Bacon

as made by Fearman Co. at Hamilton, is the finest Breakfast Bacon, and has been cured and selected by us in the same way for over fifty years. Nothing like it for breakfast food.

F. W. Fearman Co. LIMITED

HAMILTON





Talking Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK CO. LIMITED
FACTORIES
TRURO, N.S.
HUNTINGDON, P.Q.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Easier Feeling in Live Hog Prices

Caused by Lower Prices in United States Market Where Supply of Hogs Has Increased—Eggs Continue to Lower in Price—Offerings From United States Markets at Low Price—Cheese Continues Firm.

On the United States markets the price of live hogs is tobogganing daily, on Monday a drop of 50 cents taking place, followed on Tuesday by a further decline of 15 cents. The increase in the supply of hogs at packing centres has been responsible for the lowering prices. There has also been a declining tendency in pork products in the States, due to the influence of the accumulating stocks on the market. This has had a depressing effect on the live hog market in Canada and prices are weaker. The English market is quiet and also shows a weakened tendency.

Eggs are still weak and prices at all centres continue to sag. Not only have there been freer arrivals, but the low prices in United States markets have had a depressing effect, as large amounts have been imported to all centres from the U. S. markets. The demand has been larger than usual for this time of the year, and only for the offerings in the United States, supplies would not be large enough here. In Vancouver eggs are being brought in from California and the good quality imported article is quoted at 38 cents, whereas local eggs there are 40 cents. Lower prices may be expected as United States firms are daily offering eggs at lower prices.

Arrivals of butter have shown a decrease lately, and prices seem to be holding steady throughout the country. An impression seems to prevail that prices are about as low as they should go, but a low market in the United States has a depressing effect. However, it is felt that present supplies and future arrivals will all be needed during the next few months to supply the demand. Australian and New Zealand butter is being offered in British Columbia for the first time in large quantities. It is quoted at the same price as the eastern Canada article.

The cheese market continues firm, with limited stocks. Stocks in England are also light, with a firm market, finest Canadian being quoted at 61s to 63s. The total exports of Canadian cheese from May 1, 1910 to Feb. 8, 1911, were 2,046,781 boxes against 2,040,301 boxes for the corresponding period in the previous season, showing an increase of 6,480 boxes.

MONTREAL.

Provisions.—The market has been steady but rather quiet. There is fair demand for the various pork products, but the amount of business passing is rather light. Prices have been holding fairly steady, and no appreciable change has been reported.

Pure Lard—		
Boxes, 50 lbs., per lb		0 13½
Cases, tins, each 10 lbs., per lb	0 13½	0 14
" " " 5 " "		0 14
" " " 3 " "		0 14
Pails, wood, 20 lbs. net, per lb	0 11½	0 13½
Pails, tin, 20 lbs. gross, per lb		0 13½
Tubs, 50 lbs. net, per lb		0 13
Tierces, 375 lbs., per lb		0 12½
Compound Lard—		
Boxes, 50 lbs. net, per lb		0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 12	0 12½
" 5 " " " "		0 12½
" 3 " " " "		0 12½
Pails, wood, 20 lbs. net, per lb		0 13½
Pails, tin, 20 lbs. gross, per lb	0 10½	0 11½
Tubs, 50 lbs. net, per lb	0 11	0 12
Tierces, 375 lbs., per lb		0 10½
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces		25 00
Bean pork		20 50
Canada short cut back pork, bbl. 45-55 pieces		25 00
Clear fat backs		26 50
Heavy flank pork, bbl		24 00
Plate beef, 100 lb bbls		8 75
" 200 "		7 00
" 300 "		25 00
Dry Salt Meats—		
Green bacon, flanks, lb		0 11
Long clear bacon, heavy, lb		0 11½
Long clear bacon, light, lb		0 12½
Hams—		
Extra large sizes, 25 lbs. upwards, lb		0 12½
Large sizes, 18 to 25 lbs., per lb		0 14½
Medium sizes, 13 to 18 lbs., per lb		0 15½
Extra small sizes, 10 to 13 lbs., per lb		0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb		0 16
" " " small, 9 to 12 lbs., per lb		0 17½
Breakfast bacon, English, boneless, per lb		0 17½
Windsor bacon, skinned, backs, per lb		0 18
Spiced roll bacon, boneless, short, per lb		0 16½
Hogs, live, per cwt	8 00	8 50
" dressed, per cwt	11 00	11 50

Butter.—Prices in this market while unchanged, are reported a little firmer. Supplies in the surrounding country have become light, and it has been noticed that demand is being concentrated more upon city stocks. Some have stated that they expect to see higher prices, but the reasons for a change are hardly considered that apparent. Demand continues good and the market on the whole is considered quite satisfactory.

New milk creamery	0 26	0 26½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Eggs.—The market is weak. Prices have been sagging and the prospects are that they will continue to sag. The demand is good, but the supplies are far more plentiful than was expected. The rapid decline in prices on the U. S. markets was bound to have an effect on this side of the border and the high prices that had been maintained for some time and were apparently good for a few weeks, suddenly broke. Prices not only lowered, but the supply has been so plentiful that the market is still weak.

New laids		0 30
Selects		0 25
No. 1		0 22

Cheese.—The market is steady and prices are holding firmly. Demand is good, but in a general sense there is no particular feature to be recorded.

Quebec, large		0 14
Western, large		0 14
" twins		0 14
" small, 20 lbs.		0 14
Old cheese, large		0 16

Poultry.—The market is rather quiet. Demand is about normal. Supplies are fair and in some cases are well able to meet the demand.

Fowl	0 14	0 15	Ducks	0 17 0 19
Geese	0 14	0 15	Turkeys	0 20 0 21
Chickens		0 18		

Honey.—The honey market is quiet. Demand is steady, but featureless. Prices are unchanged.

White clover comb honey	0 15	0 16
Buckwheat, extracted		0 08½
Clover, strained, bulk, 30 lb. tins		0 10
Buckwheat comb		0 12½

TORONTO.

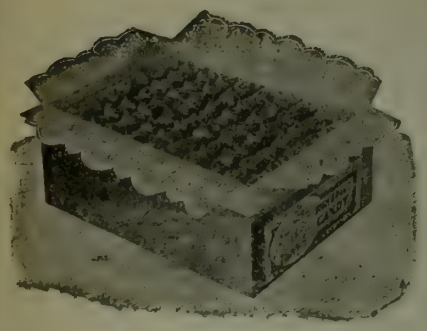
Provisions.—Live hogs are a little weaker, tending to lower prices, under pressure of heavy offerings on the markets of United States and Great Britain. Live hogs at country points are quoted just now at $7 per cwt. Dressed hogs are weaker also and are ranging between $9.25 and $10. The easiness in lard has amounted to ¼ cent reduction in the pure article, and in pails is now quoted at 12½ to 13 cents. Other prices are holding steady with a normal business passing in the staple lines.

Long clear bacon, per lb	0 11	0 11½
Smoked breakfast bacon, per lb	0 17	0 18
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb	0 12½	0 13
Light hams, per lb	0 15	0 16½
Medium hams, per lb	0 14½	0 16
Large hams, per lb	0 13½	0 14
Cooked hams		0 21
Fresh shoulder hams		0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb	0 17½	0 19
" pea meal	0 18	0 20
Heavy mess pork, per bbl	21 00	23 00
Short cut, per bbl	24 00	26 00
Lard, tierces, per lb	0 12	0 12½
" tubs "	0 12½	0 12¾
" pails "	0 12½	0 13
" compounds, per lb	0 10½	0 11
Live hogs, at country points		7 00
Live hogs, local	7 25	7 30
Dressed hogs	9 25	10 00

Butter.—Butter prices are holding firm at present quotations. The arrivals are only normal and the market is not at all loaded. Demand is not overly large, retailers, on account of the recent drop in prices, fearing that the bottom has not been reached, and therefore not wishing to load up. However, it has been hinted that higher prices may be seen within the next month, as the supply generally drops off a little during February and March. However, there may be quantities of butter in storage, the amount of which is difficult to ascertain, and which might have some effect on prices.

	Per lb.	
Fresh creamery print	0 28	0 29
Creamery solids	0 24	0 25
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 19	0 20
Fresh large rolls	0 19	0 20
No. 1 tubs or boxes	0 18	0 19
No. 2 tubs or boxes	0 16	0 17

Eggs.—When eggs get started on the downward course it is hard to tell when the end will come. For the past five weeks, prices have been gradually dropping to a lower level, and they still continue sagging. This continued drop has been brought about by the plentiful arrivals of new laids and also by the extremely low prices now ruling in the United States. Large quantities have been brought here from United States markets and lower prices are continually being offered by dealers in United States centres. Demand is fairly good, but one dealer stated that no doubt it would be much greater if it were not for the presnece of canned eggs in Toronto, which the bakers are using largely. It was stated that if eggs were not available in the United States just now that dealers would be unable to supply the demand with the present arrivals from this province.



You Love Your Competitor, But—

If somebody put you on to a sure and honest method of beating him to bigger business you would listen hard.

Well, here is one—sell

CHOCOLATE "BORDO"

Now, don't stop. Chocolate "Bordo" is the "one thing needful" to make a recumbent confectionery department leap into vigorous, expansive life.

Samples will convince you quicker than anything.

They will prove that Chocolate "Bordo" has a delectableness of flavor that makes the best chocolate you ever tasted before seem flat as boiled water.

It's up to us—write, and the proof comes by return mail.

THE

Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

New laid eggs	0 25	0 28
Eggs, storage	0 16	0 19
Pickled eggs	0 17	0 24

Cheese.—Cheese is firmer, being quoted this week at an advance of ¼ cent on new cheese, bringing the price of the large up to 13-13¼ and twins to 13¼-13½. There is a fair demand for this line.

New cheese—			New twins	0 13½	0 13¾
Large	0 13	0 13½	Stiltons	....	0 14
Old cheese	0 14	0 15			

Poultry.—"Very little doing, with prices unchanged," was the review of the week's trade in this line by most dealers. Arrivals are not large in any of these lines, nor the demand either.

Chickens, dressed	0 16	0 18	Geese, dressed	0 13	0 14
			Hens, dressed	0 13	0 14
Ducks, dressed	0 14	0 15	Turkeys, dressed	0 18	[illegible]

Honey.—There is not a great deal of trade in honey just now, only occasional orders being received from retailers. Prices remain unchanged.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails	....	0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb	0 06½	0 07.

WINNIPEG.

Eggs.—Stocks of storage eggs are rapidly diminishing and southern fresh eggs are practically the only ones offered. Considerable difference prevails in prices offered by different wholesalers; some offer fresh eggs brought in by express at 32c, while others ask from 35 to 37c for them. On stored stocks a declining market is in existence and 25c to 27c is the price now quoted.

Butter.—Stocks of eastern creamery are large, and demand keeps steady, while dairy butter continues to decline. Manitoba creamery bricks are quoted at 37 cents, while eastern creamery are now quoted by some houses at 27 cents, and others at 30 cents.

Cheese.—The market in cheese is no higher this week than it was last. Stocks are fairly heavy, Ontario large being quoted at 13½ cents, and Ontario twins at 14c.

TO REGULATE COLD STORAGE.

A cold storage bill has been introduced in New Jersey prescribing conditions under which cold storage foods can be sold. It would compel the branding of packages containing food with the date of their receipt in any cold storage warehouse. It would prohibit the holding of food in cold storage for more than six months without the consent of the State Board of Health. It would give power to the State Board of Health to inspect and supervise all places in the State used for cold storage, and would compel cold storage men to submit quarterly reports stating the quantity of each food stuff on hand.

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price, will be your favorite.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg

CARTER'S

EXTRA CONCENTRATED

LEMON SYRUP

"BIG WHEEL"

LEMONADE.

CRYSTALS OR POWDER.

H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

Grocers: It is the quality of material used and the skill in manufacture that count when it comes to results. Cheaply made baking powder does not run even. A spoonful taken from one can will act differently from a spoonful taken from another can. Baking Powder properly made is so carefully compounded that a given quantity from one can in stock will produce the same results as the same quantity from any other can. Magic Baking Powder is scientifically prepared in the cleanest and best equipped factory of its kind in Canada.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg Montreal



DELAY MEANS LOSS



¶ Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.

¶ These are some of the ways in which money is lost without your knowledge :

Forgotten charges—goods sold—never charged.
Disputes with customers—loss of trade.
Poor collections—loss of discounts.
Loss of accounts.
And in a hundred other ways.

¶ Let us tell you about them ; we'll do so gladly if you will drop us a line and say you are interested.

(First and Still the Best)

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Ont.

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties

CLARK'S

Concentrated Soups
(Chateau Brand)

From all over the Dominion, dealers report a good demand for these high-grade soups in tins. Their moderate price, convenience and excellence are attractive to the customers.

Are you supplied?

Jobbers who have not yet secured a stock should communicate at once with

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

G. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto
Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton
Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada
Hamilton, - Ontario

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Flour Market in Uncertain Condition

With Slightly Easier Feeling—Manitoba Wheat Shows Slight Weakness—Trade is Slack and Prices May be Cut to Stimulate Demand—Flour Trade in United States Greatly Depressed Just Now.

No changes have taken place in the price of flour in Canada during the past week, but a slightly easier feeling is noted in the market. Manitoba wheat is slightly easier, and the price being lower than a few weeks ago, has a depressing effect also. Another fact is that trade in flour is slack and if this continues some of the big mills may reduce prices in order to stimulate demand, and this would likely result in a general reduction. However one opinion was expressed that some of the big mills at least are not anxious for any drop in prices, as they loaded up with considerable wheat at the high price and wish to get out even on the transaction. Flour prices in the United States are also much weaker and sales are reported there at lower prices than have been ruling. Millers in Minneapolis have cut the price of flour 15 to 20 cents a barrel in the last week, making a drop of about 50 cents in the last four weeks.

The price of No. 1 northern Manitoba wheat at Toronto is $1.00½ just now, while a month ago, quotations were $1.04. Ontario wheat has also suffered a shrinkage and is now worth 84 cents. Trade in Ontario flour has been slack, dealers operating on a hand-to-mouth basis and with little export demand.

Demand for flour continues slow in all the United States markets, and many big mills are credited with offering flour at greatly reduced prices. Taken on the whole, the markets in both the United States and Canada seem to be in an unsatisfactory condition just now, but millers are looking for an improvement. The English flour market is quiet and easier, Canadian patents being offered at 28 S ex ship.

It is generally believed that stocks of wheat in the world at the present time are larger than for some years. The visible supply of wheat in the United States and Canada east of the Rockies last week was 53,845,000 bushels as compared with 37,215,000 bushels last year, showing an increase of 16,630,000 bushels.

Cereal prices continue without change, with a good demand reported from some centres. Oats are weaker in the United States markets. but continue steady to a shade easier in Canadian markets.

MONTREAL.

Flour—Prices here remain unchanged, but the market seems to be a little easier. A recent easiness in wheat brought Manitoba into line and the heaviest export business for some time. Supplies of wheat are said to be more plentiful than ever before and views are held here and there that the trend just now is downward. There is a fair amount of business passing. In the United States, market reports state that flour is depressed and that mills are accepting lower prices.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 40

Cereals—The market is uneventful. Prices are unchanged. There is a good steady demand for rolled oats and in fact in all the heavier cereals there is good business just now.

Fine oatmeal, bags	....	2 40
Standard oatmeal, bags	....	2 40
Granulated " "	....	2 40
Rolled cornmeal, 100-bags	....	1 80
Rolled oats, bags, 90 lb	....	2 15
" barrels	....	4 40

TORONTO.

Flour—The flour trade is conceded by most millers to be pretty slack at the present time, although some mills report that trade locally compares favorably with other years. At any rate an increase in business just now would be gladly welcomed. Wheat continues to vary within a small margin, and while there is an easier feeling at the present, no change has taken place in quotations. The flour market is in an uncertain condition just now and the opinion was expressed that if the present slackness continues, a drop in prices in order to stimulate trade would not be a surprise. This might be offset by the fact that many millers bought wheat at the high price and want to get out even, before they drop their prices.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals—Local trade in rolled oats is keeping up fairly well, but export business is not brisk. One dealer says that trade has not come up to the standard that some mills had expected for this season and that some millers who had loaded up with oats in the expectation of a big trade, are now attempting to sell a portion of their stock. Prices, however, remain the same.

Rolled oats, small lots, 90 lb. sacks	....	2 20
" " 25 bags to car lots	....	2 10
Standard and granulated oatmeal, 98 lb. sacks	....	2 41
Rolled wheat, small lots, 100 lb. brls	....	2 85
" " 5 brls. to car lots	....	2 75

WINNIPEG.

Flour—Trade in flour has improved considerably during the last week. The domestic demand has picked up considerably and large quantities are being shipped west and merchants have been stocking up. Eastern demand has fallen off somewhat, but is expected to improve before long. Large quantities have been sold for export at the opening of navigation which was composed mostly of first patents. Millers report that they did two thirds more trade during January in spite of the unfavorable weather conditions than they did last year. The outlook for February is also good, but March is always quiet, owing to merchants waiting for the opening of navigation so as to secure lower freight rates.

RUSSIA BUYS MUCH TEA.

The "Times of Ceylon" in a recent issue says: "In reviewing the course of business in the green tea market, the chief feature during 1910 has been the unprecedented demand from Russia."

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ontario

Winnipeg, Manitoba





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Fish Prospects for Coming Lenten Trade

Canadian Consumption Increasing and Retail Dealers Should Look to Their Stocks—Boneless Cod Likely to Be Scarce But Finnan Haddie Will be Fairly Plentiful—Lent Will Soon be Here.

Montreal, Feb. 16.—Statistics show that the consumption of fish in Canada is steadily and rapidly increasing. This fact is not only gratifying to those who are immediately interested in this great industry, but it should appeal to all Canadians and especially the retail grocer.

The reasons are practically self-evident. In the first place fish is recognized for its high food values. Then it is cheap in comparison with the other foods in common use. And as a third reason, the Canadian supply is to all purposes unlimited. As is often the the case, articles that are easily obtained frequently do not receive the attention deserving them, and this seems to be true of fish. But during the past few years there has been an awakening, thanks largely to a few men who have labored in season and out to win due recognition for Canadian fish, and as a result the benefits already apparent are highly satisfactory.

Lent Near at Hand.

The Lenten season begins with the first of March this year, and one result will be a heavier demand for fish. Advantage of this opportunity for new business should be taken by grocers for the average dealer in fish is able to report good profits. As a pre-lenten subject it may be well to consider in this article the situation in regard to the supply of Atlantic fish only.

In the opinion of one dealer, boneless cod is likely to be scarce and dear. Readers of these columns remember that owing to the failure of the United States fleets the Canadian market was invaded and practically every available supply was purchased to meet the deficiency south of the border. The supplies of green or cured cod were snatched up at a higher price than could have been obtained in the home markets. It is not meant that the market is going to be bare, but in all probability boneless cod will be a scarce article.

It is also stated that Labrador herrings are scarce and the price will likely be higher than in former years. This is condidered an exception for the herring has generally been in good supply. Mackerel is also reported scarce and ought to be dear. There is no pickled mackerel, supplies being all fresh or frozen.

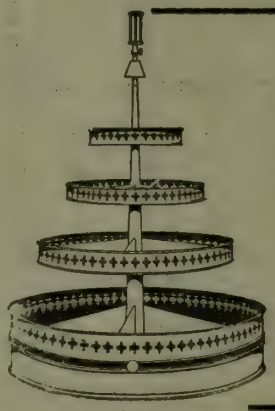
Quebec and Ontario Tastes.

The chief business is in haddock and steak and market cod. Finnan hahdies which are simply a form of haddock are said to be plentiful. Prices are fairly high because of the increased demand for fish and the scarcity in some lines, but the prospects indicate a heavy trade especially judging by the amount of business that has been done up to the present. It is generally admitted that haddock is the favorite fish in Quebec and cod holds the upper hand in Ontario. However, it is found that the trade is well divided. Haddock fillets are finding a prominent place on the market. They are the cured haddock with the skins removed and dipped in a tomato sauce. They are not widely known yet but they are rapidly finding a good demand.

What is known as steak cod and market cod ought to bring a heavy business and altogether the Lenten season should find supplies ample for all requirements.

CALIFORNIA LEMONS.

The lemon business in California appears to have taken on new life and the acreage is increasing rapidly. There are now 18,000 acres of bearing lemons in the State, and it is estimated that at least 5,000 acres will be planted this spring. The available acreage for lemon culture is large, and if conditions surrounding the industry remain settled and stable, it is stated by some that before long California will supply the entire United States demand and leave a surplus of lemons for export. There is promise of a large lemon crop in California this year. It is estimated that the yield will reach seven thousand carloads. A great deal of attention is being given to improving the methods of handling the lemon in the field and packing houses.



Increase Your Sales and Profits on Vegetables

¶ You can do both with our **Vegetable Display Stand**, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois

LEITCH ANCHOR BRAND OAK LAKE

The demand for a higher Standard in flour is growing steadily; we have anticipated this and for years our milling has been done on a basis of "quality first."

Anchor Brand Flour

Is perfectly milled—from selected wheat of absolute purity, and no effort or care is spared to make it a "perfect flour" that will appeal to the most exacting.

Manfd. by
Leitch Brothers
Flour Mills,
Oak Lake, Manitoba. 5

When It Comes to Biscuits

the Grocer Who Knows Stocks

CHRISTIE'S

Because They Are the Best

¶ The superiority of Christie Biscuits is unquestioned. Since particular women from coast to coast call Christie Biscuits "The Best Baked" and "*The Purest of all Pure Foods*," the reasons for the wise Grocer's preference are self evident.

¶ There's just *one* surety of biscuit purity—right inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

¶ CHRISTIE BISCUITS are the *best* and *purest* because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high grade quality—we have constantly improved our facilities until to-day our big factory is known as the cleanest and most modern in all Canada.

¶ All our energies have been concentrated in *the making of better biscuits.* The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

¶ N.B.—*Christie Biscuits sell more than biscuits.*

CHRISTIE, BROWN & CO.
LIMITED





Pride of Canada Maple Syrup and Sugar

We can supply our customers with pure Maple Syrup and Sugar for immediate delivery.

All our goods are guaranteed absolutely Pure Maple.

What about your orders for 1911 New Maple Syrup and Sugar?

Now is the time to think about it.

Send them in early to ensure prompt delivery.

Maple Tree Producers Association

MONTREAL

Toronto Office - 512 Dundas St.

Satisfying Nourishing Palatable



Three Real Reasons why

Tillson's

Pan-Dried

OATS

A Food—Not a Fad

has found such general favor with particular Canadian housewives.

And no up-to-date grocer can afford to neglect the profit opportunity offered by Tillson's.

It is a line that is exceptionally well advertised in both daily and monthly press, and on billboards, and the demand for Tillson's is steady and insistent.

Be ready to meet this demand.

Better send along that order TO-DAY.

PUT UP IN 2 SIZES

Premium Family Package, retails at 25c.

Pan-Dried Package, retails at 10c.

Canadian Cereal & Milling Co., Limited

Head Office · Lumsden Building, TORONTO



The President Wrote a Letter To Sir Richard Cartwright

Just the other day it was, too.

And he said we were *not* interested in the new Elevator Bill before the Senate.

Because, he added, we operate our immense chain of country elevators simply to purchase the best wheat for our exclusive milling requirements.

We don't buy to sell again, don't you see.

So we don't care what happens at terminal elevators.

Now, Brother Grocer, if we had not such a large organization of wheat buyers, we would have to purchase whatever wheat the dealer cared to send us.

We would have to take chances with the *wheat,* you would have to take chances with the *flour.*

We might be exposed to the Mixing Evil.

And that famous FIVE ROSES wouldn't at all be the flour it is. The standard by which others are judged.

But no, we have bought the keenest wheat-buying brains to be had.

And we have made these experts the managers of our elevators wherever the best grains grow—one expert per each elevator.

And so FIVE ROSES flour, unlike its less fortunate rivals, is milled from the *cream* of the Manitoba harvest.

Are YOU going to sell "skim milk" brands?

Aren't *you* going to be the Quality Store?

And get the cream of the trade.

Five Roses Flour

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, Ltd.
"The House of Character"
MONTREAL

GRAPE FRUIT

Have car of H. P. Brand arriving weekly. Stock is fine and giving good satisfaction. California Navels are now good.

California Celery
Florida Strawberries
Head Lettuce
Cucumbers, Onions,
Endive, Cauliflower
Beets, Carrots, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

ST. NICHOLAS

PACKER:
FRANC TRACUZZI

Always Superior

AGENT
J. J. McCABE, Toronto

HOME GUARD

Potatoes are Firming Up in Montreal

Weather Has Recently Interfered With Bringing in Supplies—Spanish Onions are Selling Well—Larger Consumption in Oranges May be Looked for—Fair Trade in Imported Lines for This Time of the Year—Firm Market in Bananas.

The heavy shipments and good quality of California oranges this season will, no doubt, bring the public into the use of more oranges and a larger consumption in this line may be looked for. This high quality was manifest six weeks earlier in the season than usual. Other years California oranges reached the good quality stage just in time for the Christmas trade, but this season good quality fruit was being received here in November. The orange season is probably at its height now and fruit is being shipped which has not been duplicated for quality in many years, except in isolated cases of small quantities of some especially fine product. Prices must have also been quite satisfactory to the consumer.

California celery is also receiving considerable attention just now. Arrivals were short for a time as it could not be gathered on account of rainy weather but supplies are fairly plentiful now. No Florida celery has as yet been received on Canadian markets.

Potatoes are firm at some centres, the weather having interfered with shipments and caused prices to stiffen in those places. Home grown onions continue scarce with a good trade in the Spanish article.

MONTREAL.

Green Fruit—The general fruit trade is about normal. Lemons are in fair demand with the price steady. The supply of oranges this week was slightly below the usual figure and prices as a result was slightly below the usual figure and prices as a result were a little firmer. Trade is confined largely to seasonable goods which at this time are not numerous.

Apples, bbl.	4 50	7 50	Lemons	2 25	3 00
Bananas crated, bunch	1 75	2 25	Oranges—		
Cranberries, bbl.	11 00	11 50	California	2 75	2 90
Cranberries, bxs.		2 75	Valencia	4 00	4 25
Cocoanuts, bags		4 25	Mexican		2 00
Grape fruit, Flo.		4 25	Pineapples—		
Malaga, keg		7 50	Floridas, case	4 50	5 00
Almerias, keg		8 00	Strawberries, Florida, qt. box		0 60

Vegetables—Potatoes are decidedly firm with quotations at $1.20 and $1.25. The weather recently interfered with bringing in supplies and prices for that and other reasons have stiffened considerably. There is a fair trade in imported goods such as celery, cauliflower, lettuce, etc. Business is inclined to be quiet just now and excepting the seasonable lines there is nothing specially exciting.

Beets, bag		1 00	Onions—		
Carrots, bag		1 00	Spanish, cases		3 00
Cabbage, doz.	0 50	0 60	Red, bag		1 50
Cabbage, bbl.	1 00	1 50	Potatoes, bag	1 20	1 25
Celery, crate	5 00	5 25	New Bermuda potatoes, bbl		9 00
Cauliflowers, Cal., half crate	1 75	2 00	Sweet potatoes, basket		2 00
Cucumbers, doz.	2 50	2 75	Parsley, crate		3 00
Garlic, 2 bunches		0 25	Parsnips, bag	1 00	1 25
Green Peppers small basket		1 25	Radishes, dozen bunches	0 60	0 75
Leeks, doz.	1 75	2 00	Spinach, bbl		4 50
Lettuce—			Tomatoes, crate	3 50	4 00
Curly lettuce, box	1 60	2 40	Turnips, bag	0 75	0 90
Florida lettuce, hamper	3 50	3 75			
Boston, box	2 25	2 50			

TORONTO.

Green Fruits—The first shipment of marmalade oranges to this market has been about completely cleaned up and dealers are waiting for the next shipment which is expected this week. Prices will be about the same as for the last, $2.50 to $2.75 per case. Lemons are arriving freely and the firmness in this line still continues. The quality of the lemons arriving now is good, and should stimulate sales. Florida strawberries are coming down to a more reasonable level and are now quoted at 50 cents. Mexican oranges have also been reduced and are now ranging from $1.75 to $2.

Apples, bbl.	3 50	6 00	Messina	2 75	3 00
Apples, box		2 00	Limes, box		1 25
Bananas	1 50	2 00	Oranges—		
Cocoanuts, sack	4 00	5 00	Tangerines, a strap	5 50	6 00
Cranberries, bbl	9 00	10 00	Florida		2 50
Cranberries, case		3 50	Marmalade	2 50	2 75
Grapes—			Navels	2 50	2 85
Malaga, bbl.	6 50	7 00	Mexicans	1 75	2 00
Almeria, bbl.	5 00	7 00	Pineapples crate	4 00	4 50
Grape Fruit—			Strawberries, bx		0 50
Florida, per case	3 50	3 75	Tomatoes, case of 6 baskets		5 00
Jamaica, case	2 75	3 00			
Lemons—					
California		3 50			

Vegetables—There is a big trade just now in Spanish onions with prices ranging around $3 per case. This line has ordinarily a fair trade and with the great scarcity of the home grown article, it has been greatly increased. However, supplies are plentiful and dealers will be able to care for all enquiries. There are few home grown onions on the local market and holders are asving big prices. A fair trade still continues in potatoes with Ontario at $1 per bag and choice New Brunswick at $1.10. The market is well decorated with such imported goods as celery, cucumbers, etc., with a good trade for this time of the year.

Beets, Louisania doz.		1 25	Lettuce, Canadian, head		0 40
Canadian beet, bag	0 60	0 75	Boston head lettuce, doz.		1 25
Cabbage, case—			Boston head lettuce, hamper	2 50	2 75
Canadian	0 75	1 25	Onions—		
Cabbage, per 100	3 50	5 00	Spanish, large		3 00
Carrots, Canadian, bag		0 50	Spanish, 4-cases		1 50
Carrots, Louisania, doz.		1 00	Yellow, per bag	1 65	1 75
Celery, dozen	0 30	0 40	Potatoes, Ontario, bag	0 90	1 00
Celery, California, case	4 50	4 75	Sweet, hamper	1 25	1 40
Cucumbers, Boston, doz		2 25	Parsley, per doz		0 75
Endive, 12 heads		1 00	Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fruit—Trade has been quiet during the last week outside the city, but has increased somewhat in the city. Shipments of oranges have been exceptionally good, and the fruit is a full month earlier this year than it was last. A decided improvement in grape fruit is also noticed. The appearance of the fruit received a short while ago was considerably disfigured by scales which seriously hindered sales. Later shipments, however, are free from the trouble, and the quality is good. A few changes in prices will be noticed. Northern Spies are scarce and have advanced $1 per barrel, Florida grape fruit have dropped 50c per keg, while California lemons have advanced 50c per crate.

Apples—			Cranberries—		
Greenings, bbl.		6 00	Frozen, bbl		9 00
Can. Nor. Spies, No. 1		8 00	Florida grape fruit, box		5 00
Other varieties		6 50	Malaga grapes, per keg		9 00
Bananas, bunch	2 50	3 50	Navel oranges	3 00	3 50
California lemons crate		5 50			

TRADE NOTE.

The Fair, Picton, Ont., has purchased the $11,000 stock of H. S. Wilcox, of that town.

Advices from Holland say that the stock of herring there is the lightest known for many years at this season.

Fead & Co., grocers, Shelbourne, Ont., have sold to T. J. Harrison.

Ready-Made Show Cards.

Pure foods make healthy people. Pure food is our law.

If you get it here—it's good.

Not better than the best, but better than the rest.

The best can't be beat. That's why we can stand competition.

We don't offer "Just as good." It is always the best.

Our canned pumpkin makes pie equal to what mother used to make.

It's the pleasing taste that sells our coffee.

We want you to try our tea. You will come again.

No trouble to show goods. Less trouble to sell them.

A word to the wise is sufficient. Buy prunes to-day.

Oatmeal makes fine cookies. We will give you a recipe.

We wouldn't say these were better than mother's make, but you just try them.

Department of Justice officials in the United States believe that they will be able to recover almost the full amount of the $1,000,000 of which the sugar trust defrauded the government in the drawback scandals. The trust first offered $500,000 in settlement and then increased the offer to $700,000.

A QUEBEC APPRECIATION.

Canadian Grocer.—Please find enclosed postal note to pay my subscription to The Canadian Grocer. Your paper is very valuable and I find it indispensable to clerks and employers.

JOSEPH DUBUC,
101 Chateauguay St.
Quebec, Jan. 30th, 1911.

FISH FOR LENT

March 1st begins the season of Lent.
We offer the largest assortment of high class fish obtainable.

FROZEN, SMOKED, PICKLED, DRIED

Haddies and Fillets

Oysters, in bulk and shell. Fresh Live Lobsters

and Delicious Home-Cured Bloaters.

Our Lenten Price List contains full particulars. Mailed on request.

WHITE & CO., Limited

TORONTO - Branch at HAMILTON

NAVEL ORANGES
"SUNKIST"

Fresh Cars arriving every week

Marmalade Oranges

Spanish Onions

California Celery

Grape Fruit Lemons Bananas

Fresh Greens Daily

The House of Quality

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

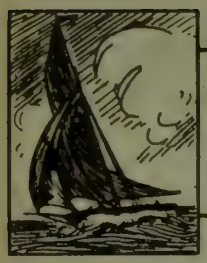


While our Lemons "Extra Fancy"
Are well known as "Buster Brown"
We pack some other brands
Which are equal in renown.
We have "Lord Beresford"—selected stock
That has stood the keenest test,
And "Hiawatha" and "King George,"
These are all Follina's Best
So now, Sir, for the future,
Our goods are all we claim,
When you are ordering Lemons
Always order by the name.

DON'T GAMBLE—ALWAYS WIN
By Ordering Lemons Packed by Fratelli Follina



FOLLINA BROS., Packers **W. B. STRINGER, Sales Agent**



Fish - Oysters



Good Demand for Fresh Frozen Fish

Fairly Liberal Offerings in This Line Also—Decided Scarcity in Labrador Herring and Green Cod—Stormy Weather Has Interfered With Fishing Lately—Prospects for a Good Season Are Bright.

Some lines of fish are in rather decidedly limited demand, some indeed being practically off the market for the time being. From the various reports received it is evident that the features of supplies are a scarcity of cured fish and fairly liberal offerings of frozen fresh fish. Stormy weather is reported to have interfered with fishing operations of late, and one result is that new fillets are scarce and some are not quoting them for the time being.

There is a decided scarcity in Labrador herrings and in large green cod. Salt herrings in barrels are scarce. There is an active demand for frozen fresh fish with the supply well up to the demand. Frozen haddock, finnan haddies and other lines that appeal to the Canadian trade are in good supply. It is noted that the lines in which the scarcity is most noticed are those which are heavily exported. Package boneless codfish is scarce.

Business is well maintained, and prospects for a good season are bright.

NEW BRUNSWICK.

St. John. — Owing to the stormy weather last week, the receipts of fish were scarce, and the dealers were forced to import from Newfoundland and upper Canada. A new product called lobster rarebit has been put on the market in Prince Edward Island by a lobster packer and expert in seafood. This product is a compound of certain parts of the lobster which have heretofore been thrown away as waste matter by the canners of this crustacean.

QUEBEC.

Montreal.—There are practically no changes in prices this week. The general market conditions, however, have been changed somewhat by changes in supplies. Frozen fresh fish and finnan haddies are quite plentiful and are apparently receiving the bulk of the trade just now.

FRESH

Steak cod	0 04½ 0 05	Haddock	0 05 0 06

FROZEN

Codfish	0 03½ 0 04	Salmon, B.C., red	08½ 0 09
Dore, winter caught, per lb	0 08 0 08½	Gaspe salmon, per lb	0 20
Haddock	0 04½	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 09
Halibut, per lb.	0 08 0 08½	No. 2 Smelts, boxes, 15 and 25 lbs. each.	0 05
Steak cod	0 04½ 0 05	Whitenah, large, lb	0 08½ 0 09
Mackerel	0 11	Whitefish, small.	0 06½ 0 07
Tom cods, bbl	1 90		
Flounders, brl	2 00		
Pike	0 06 0 06½		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 50 9 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 25	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 50
Labrador sea trout, half bbls	6 50	" ½ bbls	9 00
No. 1 mackerel, pail..	2 00	" " trce., 300 lb	22 00
½ bbls..	8 00	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Fillets, 15lb. boxes, per lb	0 11
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10, 11
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto.—Prices in all kinds of fish continue at about the same as for some time past. No. 1 smelts have been reduced slightly, and are now quoted at 9 cents. Trade is not running in any particular line, but is distributed evenly over the whole list. Supplies on hand at present are fairly large, and dealers expect to be fully prepared to handle the Lenten trade. Although oysters are selling quite freely now, some dealers state that this season's trade has not shown any great briskness.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 09
Lake Superior herring	0 03½	Smelts, extra	0 15
Pike	0 06	Tullibees	0 06
Pink sea salmon	0 09	White fish, winter caught	0 10
Round red "	09	Yellow pickerel	0 08½

OCEAN FISH (FROZEN)

Herring, per 100	1 90	Mullets	0 04
Flounders	0 05	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 13
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 18
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal.	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb.	0 06

NOVA SCOTIA.

Halifax. — Bare markets and high prices briefly summarize the fish situation in Nova Scotia. All points along the coast report fish scarce, and the weather has been so stormy that the fishermen have been unable to reach the grounds. At some points the conditions have been so bad that the fishermen have removed their lobster traps from the water, and will not put them down again until the weather improves. Less than 200 crates of lobsters were shipped to Boston this week—one thousand less than last week. The price in Boston has advanced from $28 to $30 for large, and from $12 to $16 for small.

The stocks of salt codfish now held here are small, and the fish in the hands of the dealers along the shore have all been disposed of. The last cargo sold at Lunenburg netted $6.50 per quintal, which is the highest price on record.

There is reported to be some stock in the dealers' hands at St. John's, Nfld., but the quantity is limited, and there are three months yet before new fish will reach the market, so it is evident that the fish now held at St. John's will soon be bought up. Add to this the fact that the green fish on the coast has been bought up and there is none to dry in the early spring as in other years, and the situation is unprecedented in the history of the salt fish trade. Never before has the season's catch been disposed of so early in the season. Large shore cod is quoted here at $7.75 to $8, ex-store and medium at $7 to $7.25. Bank cod are firm at $7 and large shore haddock are selling at $5.25 to $5.50. Pollock are $5. Shore cod from vessel are $6.50 and haddock $4.75 to $5. Herring are selling from $4.75 to $5, and No. 1 mackerel at $20 per barrel.

One steamer from Neil's Harbor, Cape Breton, sailed at Gloucester last week with 425,000 pounds of salt cod. This is the second largest cargo ever landed by a foreign vessel at the American port. When Gloucester interests are buying up cod at high prices and paying a large amount in duty, it shows the scarcity of fish.

A grocer reports that he recently got rid of rats by sprinkling lye on their runways. The lye burns their feet and they soon choose some other home.

—

Do not stop at the expense of purchasing a quantity of sweeping powder, if it is going to keep your goods from becoming dust covered.

—

Don't hide the "stickers" away from sight. Get them out and show them to your customers. The proper display often means the difference between good and bad sellers.

Ocean Brand Fish

Repeats Guaranteed

Time Means Money

and the longer you delay in stocking our superior brands the more money slips through your fingers. Let us give you some suggestions as to lines which will sell readily at Lent:

Ocean Brand { FINNAN HADDIES
KIPPERS
BLOATERS

BOUTILIER'S SMOKED FILLETS
CANADA STRIP BONELESS COD
SPECIAL FAT JULY SALT HERRING

IF YOUR WHOLESALER CANNOT SUPPLY YOU WRITE US DIRECT

Halifax Cold Storage Co., Limited

45 William St. Selling Agents **MONTREAL**

Hygienically Packed

Original Flavor

The Trained Grocery Salesman

IT should be the aim of every trained Grocery Salesman to spend his spare hours profitably. One very profitable way in which he can spend these spare hours is acting as circulation representative for the MacLean Publishing Co.

This work puts you in touch with all classes of people and is profitable as well as interesting.

We want a representative in practically every town and centre of population to secure new and renewal subscriptions.

Your training in salesmanship qualifies you for this position, and enables you to carry it on enthusiastically and successfully.

Your name and address sent to us will bring you a complete prospectus.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE., TORONTO, - - ONTARIO

FROST-BITTEN EGGS AGE RAPIDLY, SAYS DEALER

This is Why He Claims That Montreal Wholesale Men Have to Discard So Many—Light Freezing Turns the White a Watery Color and the Yolk to Thicken—Frozen Eggs May be Detected by Candling.

By F. Newman.

The recent letter of Woodman & McKee which appeared in The Canadian Grocer regarding winter eggs, show that they like many others even in Montreal do not realise where the real trouble is.

It is true that some farmers at this season of the year, as their hens begin to lay and when they receive fancy prices for fresh stock put their old eggs in with the new laids and sell all as fresh eggs.

But by far the largest majority of the eggs that are culled in Montreal at this season as old eggs are really new laid eggs which have been frozen.

Even a light freezing destroys the texture of an egg and causes the white to turn watery, the yolk to thicken and rapidly settle to one side, aging it as much each day after being frosted as it would in two weeks if it were not frosted.

Most of these eggs can be detected by candling in a dark room or by looking at them through a tube of paper when near a window. An egg that shows the white appearing watery and the yolk to one side, will after lying in a store a few days and shaken on a train till it gets to Montreal, be no better than a good 6 months old egg.

I have bought from the farmers and from other stores for many years, and having seen these eggs as they arrive in Montreal I am satisfied that the Montreal houses, as a rule, are honest in their candling and that three quarters of the real loss in eggs at this season of the year is due to frost before the eggs are gathered by the farmers.

Buying and shipping a good many at this time of the year and handling $1,000 to $2,000 worth per week during the egg season, I know something of eggs.

A dispatch from Washington says that the existence of an alleged coffee trust has been called to the attention of the Department of Justice at Washington. It is charged that the marketing of Brazilian coffee is entirely in the hands of a combination which controls the market and is now planning an advance of 4 cents a pound. The department is told the combination is preparing to market 76,000.000 pounds of beans at an advanced profit of $3,000,000.

At the arithmetic class the teacher propounded the following problem: "A customer comes into your shop and buys 2 lbs. of sugar at 6c, two dozen eggs at 25c a dozen, and at the dairy next door he gets one pint of milk for 4 cents. What does it all make?" "Custard!" replied the brilliant young student in the corner.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1866
Ingersoll - Ontario
Would you like our Weekly Circular?

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Pickled Fish for Lent

There are no Pickled Trout or Whitefish on the market, consequently other lines of Pickled Fish are in big demand, and prices likely to advance. We have on hand to offer—

One Carload Pickled Lake Herrings,

100 lb. kegs, new stock, heads off, belly split, full weight half barrels, bright and appetizing, at $3.80 per half barrel.

Two Carloads Labrador Herrings,

in 200-lb. barrels, at $5.00 per barrel.

One Carload Labrador Herrings,

in 100-lb. barrels, $3.10 per half barrel

Order at once for your Lenten trade. Write us for price list on all kinds of Fish.

The F. T. James Co., Limited
Church and Colborne Sts., - TORONTO

LENT IS COMING

and you should now begin to pay more than usual attention to your Fish Department. Let your customers see that you can fill all requirements.

OUR LEADER:—

Large Frozen Sea Herring

You should always have a supply in prominent position, as they are a regular favorite in the household.

HADDOCK COD HALIBUT SALMON
DRESSED PIKE and WHITE FISH

SPECIAL SUGGESTION:—

Fancy Skinless Cod Fish
In 100-lb. Boxes

Shredded Cod ***Boneless Cod***

LARGE STOCK OF SHELL AND BULK OYSTERS ALWAYS OBTAINABLE.

Correspondence Solicited. Price Lists Mailed on Request.

P.O. Box 639.
Five Long Distance Telephones.

LEONARD BROS.
Montreal and St. John, N.B.

Branches:
Montreal
St. John, N.B.
Grand River
Gaspe, Que.

The Finest Fish Obtainable





Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When next ordering, be sure and get the name right

"BRUNSWICK"

Connors Bros., Limited

Black's Harbour, N.B.



AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Haband, Ottawa, C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Hartley Brown, London, Ont.; Johnston & Yockney, Edmonton Alta.

THE WEEK'S TRADE CHANGES.

What is Happening Among Grocery Dealers in Canada.

Ontario:—W. G. Beckstead, grocer, Morrisburg, Ont., has moved into new premises.

J. D. Tripp, grocer, Toronto, deceased.

Michael Delahanty, grocer, Montreal, deceased.

Mrs. R. Daoust, grocer, Ottawa, has sold to J. H. May.

H. Chagnon, grocer, St. Hyacinthe, Que., has assigned.

John Freethy, grocer, Stayner, Ont., suffered loss by fire.

The assets of F. X. Boileau, grocer, Montreal, have been sold.

Bastedo & Co., general merchants, Hamilton, Ont., have sold out.

The assets of W. E. Richardson, grocer, Ottawa, have been sold.

Allen's grocery, Niagara Falls, Ont., was slightly damaged by fire.

Solomon Agige, general merchant, Fort William, Ont., has assigned.

Fred E. Harris, general merchant, Rainy River, Ont., has assigned.

S. Sugarman, Ottawa, has purchased the grocery store of A. A. Badnoff.

Sanderson Bros., general merchants, Waterford, Ont., have dissolved.

Isaac Adelman, general merchant, Belrose and Verona, Ont., has assigned.

Berman & Shaw, grocers and butchers, Ottawa, have dissolved partnership.

John D. Weismiller, general merchant, Henshall, Ont., has sold to Mr. McLean.

Public Supply Store have sold their grocery store. Ottawa, to A. A. Badnoff.

T. E. Richardson, Cobden, Ont., has sold his general store to McLean & Crozier.

Fonger & Taylor, grocers, London, Ont., have dissolved, Mr. Taylor continuing.

T. E. Richardson, general merchant, Haley Station, Ont., has sold to McLean & Crozier.

Quebec.—Lepage & Fils, general merchants, Cedar Hall, Que., have compromised.

E. J. Plante, general merchant, St. Joseph De Sorel, Que., has assigned.

Vachon & Dion, general merchants, Leeds, Que., registered.

A. L. Dupuis, grocer and shoe dealer, Coaticook, Que., has offered to compromise.

James Ralph, general merchant, North Clarendon, Que., has offered to compromise.

F. Villemure & Co., general merchant, St. Paulin, Que., has assigned.

J. D. Thompson, general merchant, Buckingham, Que., has compromised.

John P. Weldman, of Weldman Bros., wholesale grocers, Montreal, has returned from an extensive trip in the States and Europe.

Maritime Provinces.—John J. Weir, grocer, New Glasgow, N. S., has sold to Johnstone Bros.

D. D. Campbell, O'Leary, P.E.I., has sold his business.

Western Provinces.—R. H. Pedlar has opened a grocery store at Winnipeg.

Alex. Mathews has opened a general store at Glenister, Alta.

E. H. Wilkinson has sold his general store at Treesbank, Man.

E. Drager, grocer, Vancouver, B.C., has sold to Mrs. Stroeper.

The store of J. H. Hendry, Botha, Alta., was destroyed by fire.

Joseph Wacknow, general merchant, Winnipeg, suffered loss by fire.

Lewis & McLintock, general merchants, Chauvin, Alta., have sold out.

Alex. MacLeod is opening a general store at Athabasca Landing, Alta.

Hagel Bros., general dealers, Berseker, Alta., have sold to Hagel & Heed.

B. C. Neil, general merchant, Hayfield, Man., has sold to John Fry.

H. Benning, Calgary, Alta., has sold his general store to James Gregory.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

CLAY PIPES
The best in the world are made by
McDOUGALLS
Insist upon this make
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.



ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. | Vancouver, B.C.
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John N.B. | Winnipeg, Man.
Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

Black Watch
The Big Black Plug Chewing Tobacco

"A Trade Bringer"
Sold by all the Wholesale Trade

Edna McNeil, general merchant, Hayfield, Man., has sold to Fry & Shore.

F. W. Seaton, Macoun, Sask., has sold his general store to Armstrong & Atkins.

Bryce-Jones, Ltd., will open their general store in Calgary, Alta., this month.

C. D. Trueman for 25 years a wholesale grocer at St. John, N.B., deceased.

W. N. Reid has purchased the general store of J. B. Wilson, at Alexander, Man.

Henry Kipp, general merchant, Eastbury, Alta., has sold to Stanton Bros. & Tett.

W. M. Anderson, Zealandia, Sask., has sold his general store to Anderson & Gordon.

The Western Jobbing Company are opening a wholesale grocery at Red Deer, Alta.

The Enderby Trading Company, Enderby, B.C., has purchased the grocery business of Walter Robinson.

McPherson Bros., grocers, St. John, N. B., have dissolved partnership. Thomas J. McPherson will continue the business.

Hannah Lipsett, Fredericton, N. B., has sold her grocery store to W. A. Easterbrooks.

J. H. Myrick, Tignish, P.E.I., has sold his general store at Charlottetown, to J. F. Crockett & Co.

Western Canada.—A. E. Hill & Co. have purchased the grocery and boot and shoe stock of J. C. Callander & Co., Hartney, Man.

R. Finkleman, general merchant, Ridgeville, Man., is succeeded by Bookhatter & Lesk.

Saunders Grocery Company, Victoria, B.C., will amalgamate with the West End Grocery Company, Ltd.

Treleaven & Treleaven, general merchants, Hanley, Sask., have sold to Hamre & Sons.

The Lockport Trading Co., Lockport, B.C., have sold their general store to H. L. Beresford.

Ingredients in Chewing Gum and a Great Discovery

The one-time belief that almost anything was good enough to enter into the manufacture of chewing gum has passed away.

The chief ingredient in its making is chicle, the sap of a South American and Mexican tree. It is this sap which gives the gum its elasticity. The sap is collected in much the same way as the sap of the maple tree is obtained in this country. It is boiled in caldrons and then poured into moulds to harden and dry after which it is baled and shipped to the gum factories. When it arrives at the factory, it is thoroughly cleaned and afterwards dried. It is then sent on to the cooks who put it into large steam jacketed pans and add to it pure white sugar, granulated pepsin, powdered kola or other desired ingredients. Flavorings such as oil of peppermint, oil of wintergreen, etc., is then added and while it is still warm it is worked until it looks like gingerbread. It is then cooled, passed through steam rollers and reduced to proper thickness and cut into the required sizes. The finished gum then goes to the wrapping room where it is wrapped in waxed paper, tin foil and pretty wrappers and is then ready for sale.

The manner in which gum was first discovered is interesting. About 1884, a quantity of this Mexican gum was sent to New York on board ship partly as ballast and partly in the hope that it would be found suitable for use by bookbinders or possibly in the leather trade. It found no purchaser as it was thought quite useless for any known purpose, so it was decided to tow it out to sea and throw it overboard. One of the men standing on the wharf casually picked up a piece of the gum, examined it and found it would "chew." The idea at once occurred to him that it would make a new kind of chewing gum and he succeeded in obtaining the whole lot for the trouble of taking it out of the ship. That man developed into a big chewing gum manufacturer and is now a millionaire, several times over. The sale of chewing gum throughout the world is now enormously large.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCY WANTED.

SPECIALTY MAN wishes to travel for some special line pertaining to groceries from Winnipeg to Vancouver. Fully experienced in grocery business and can furnish first-class reference. Box 373, THE CANADIAN GROCER, Toronto. (7)

ARTICLES FOR SALE.

FOR SALE—Three cases Pommery quarts 1900 Vintage, every bottle guaranteed; price, $60 per case, delivered anywhere in Canada. Apply Box 374, CANADIAN GROCER, Toronto. (7)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

POSITION WANTED.

WHOLESALERS ATTENTION—I want to get a position on the road. Past experience, retail and wholesale grocery in Nova Scotia. Well known. Good references. Apply "Salesman," THE CANADIAN GROCER. (8)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 " "		1 25
¼-lb. tins, 4 " "		0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½ lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

	Sizes.	Per Doz.
Royal—Dime		$ 0 95
"	½-lb	1 40
"	½ oz	1 95
"	½-lb	2 55
"	12 oz	3 85
"	1 lb	4 90
"	3 lb	13 60
"	5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz.,	6 dz 0 70
No. 1, 1-lb.,	4 doz 2 40	No. 12, 4-oz.,	3 dz. 0 75
No. 1, 1-lb.,	2 doz 2 50	In Tin Boxes—	
No. 2, 5-oz.,	6 doz 0 80	No. 13, 1-lb.,	2 dz. 3 00
No. 2, 5-oz.,	3 doz 0 85	No. 14, 8-oz.,	3 dz 1 75
No. 3, 2½-oz.,	4 dz 0 45	No. 15, 4-oz.,	4 dz. 1 10
No. 10, 12-oz.,	4 dz 2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz.,	2 dz 2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		
Strawberry	1 95	Peach	1 80
Raspberry	1 95	Pear	1 70
Black currant	1 95	Jellies	
Red currant	1 75	Red currant	2 00
Raspberry & red currant	1 95	Black currant	2 15
Raspberry and gooseberry	1 80	Crabapple	1 [illegible]
Plum jam	1 55	Plum	1 70
Greengage plum, stoneless	1 75	Grape	1 85
Gooseberry	1 75	Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's	per lb.
Strawberry	0 59	0 82		0 10½
Black currant	0 59	0 82		0 10½
Raspberry	0 59	0 82		0 10½

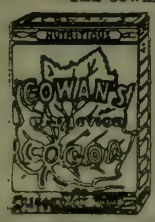
Freight allowed up to 35c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Supreme, ¼'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ¼'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ¼'s " " "	0 26
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 [illegible]
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 [illegible]

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 23

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 [illegible]
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

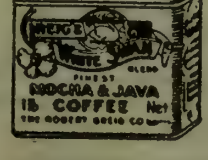
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha		whole	0 17
		ground	0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

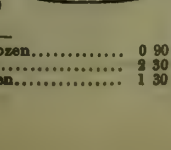
Large size jars, doz.	8 25
Medium size jars, per doz.	4 80
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—	W.S.P.	R.P.
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
½	0 32	0 40
1 and ½	0 35	0 50
½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases open	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Think It Over!

Isn't it worth while to handle a line that the women want? Such a line is

BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover, there's a 'worth while' margin of profit for you in selling "Black Knight."

F. F. Dalley Co., Limited, HAMILTON, CANADA BUFFALO, N.Y.

USE NEW BRUNSWICK "KRAFT" WRAPPING PAPER

ASK YOUR WHOLESALER

The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

Silent Salesman Refrigerator

One of the Famous Arctic Line

Very attractive and specially adapted for the grocer Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome effective hxture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue Winnipeg, Man., Donnelly, Watson & Brown, Calgary. Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario



COFFEE IN PERFECTION

"KIT" COFFEE

Embodies in liquid form all that is best in the finest growths of the coffee berry.

STRONG
FRAGRANT
DELICIOUS

For full particulars apply to

KIT COFFEE COMPANY
Govan, - Glasgow, Scotland

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents: ALFRED B. LAMBE & SON, TORONTO. J. HUNTER WHITE, ST. JOHN, N.B. CECIL T. GORDON, MONTREAL

Prompt Shipment at Factory or Warehouse Prices

BUTTER TUBS — BUTTER BOXES
BUTTER PARCHMENT — BUTTER BOWLS
EGG CASES — EGG CRATES
EGG CASE FILLERS

Walter Woods & Co. - **Hamilton and Winnipeg**

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8 oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $8.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

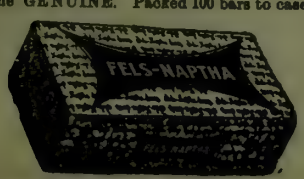
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11½
½-bbls	0 11½
Tubs, 60 lbs	0 11½
20-lb. Pails	2 38
20-lb. tins	2 28
Cases 31-lb	0 12½
" 5-lb..	0 12½
" 10-lb	0 12½



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 10
Tubs	0 10½
30-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50

'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

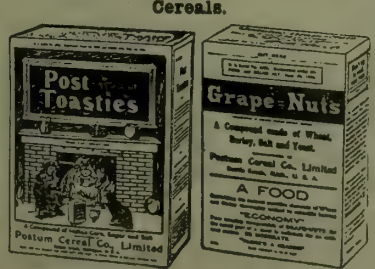
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
'Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50
Post Toasties—No. T3 $2.85.

ST. CHARLES CONDENSING CO



PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

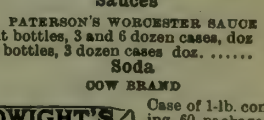
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins.. 1 45
" ¼-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar 0 75
F.D., ½-lb. tins..	0 85	" 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Per case
No. 1, cases 60 1-lb. packages	1 case	$2 85
	5 "	2 75
No. 2, " 120 ½-lb. "	1 case	2 85
	5 "	2 75
No. 3, " 30 1-lb. "	1 case	2 85
" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

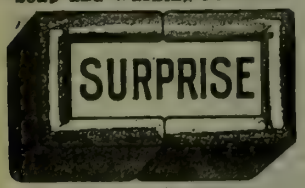
PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



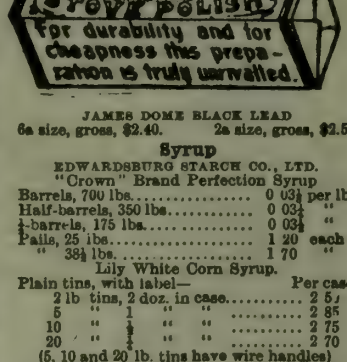
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03⅞ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.	Case
2 lb. tins, 2 doz. in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

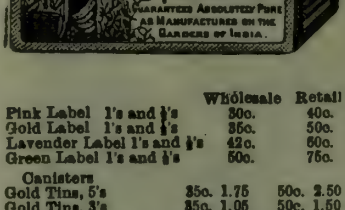
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19

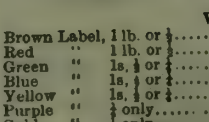


BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, 1's and ½'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.

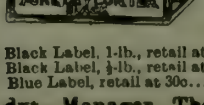


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retai
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c		$0 20
Black Label, ½-lb., retail at 25c		0 21
Blue Label, retail at 30c		0 24
Green Label, retail at 40c		0 30
Red Label, retail at 50c		0 35
Brown Label, retail at 60c		0 42
Gold Label, retail at 80c		0 55

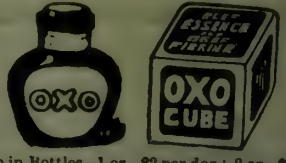
Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Oxo



Oxo in Bottles—1-oz., $2 per doz.; 2-oz., $3.50 per doz.; 4-oz., $6.50 per doz.. and larger.
Oxo Cubes—Tins of 4, 35c. per doz.; tins of 10, $2.40 per doz.; tins of 50, $11 per doz.

CORNEILLE DAVID & CO.



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

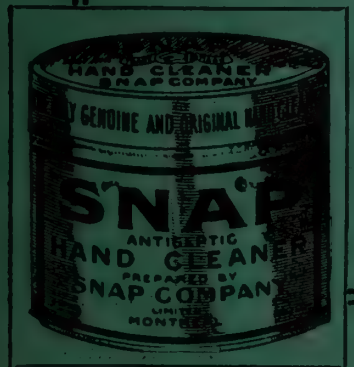
HONEST TOIL

means soiled hands, and hands dirty with grease, tar or paint can be instantly cleaned with

SNAP

THE MAGIC HAND CLEANER

Luckily there's a good deal of honest toil, which accounts for the enormous demand for SNAP. It is antiseptic and beneficial to the skin. See you are ready to supply the demand.



Buy from your jobber.

SNAP
LIMITED
MONTREAL

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and

therefore GOES FURTHEST of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Salt Satisfaction

is our Guarantee.

Let us send you lowest laid-down car-lot prices.

VERRET, STEWART CO.
LIMITED
MONTREAL

Your Customers Know—
AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"I like your paper all the more, because in every issue you advocate dealers handling quality goods."

This was a statement made not long ago to THE CANADIAN GROCER by one of Canada's big manufacturers. He makes *quality* goods and has kept telling the dealer about it through THE GROCER for many years. He freely admits that the dealer has long since recognized his product as a *standard* in its particular line. Yet, lest the dealer should forget, and because he is anxious to interest the new grocer starting in business, he continues to talk quality.

In his opinion his talks are at one time or another utilized by the dealer in *selling* his article, and by using them the dealer's salesmanship powers are considerably developed; and at the same time he becomes more interested in his (the manufacturer's) goods.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, FEBRUARY 24, 1911 No. 8



There's a Constant Demand for

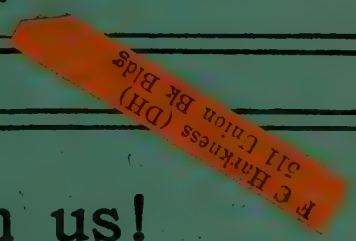
ROBINSON'S PATENT BARLEY

And being a food it is a line you should most certainly handle. There's no more healthy and nourishing food than this, and the profit is a good one. Why not have this profit for yourself?

Write for sample and particulars, or ask your jobber for it.

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada



The Syrup Season is with us!

Are you taking full advantage of this? You will be doing a large and profitable trade if you are handling

"Crown Brand" Corn Syrup

Feature "Crown" Syrup and you will be amazed at the results. It's all anyone could wish for in point of flavor and quality.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal



Your Trade Desires a Sound, Pure Article and is Willing to Pay a Fair and Just Price

THIS IS WHY

MacLAREN'S

IMPERIAL PRODUCTS

Interest the Wholesaler and Retailer

MacLaren's Imperial Cheese
MacLaren's Imperial Peanut Butter
MacLaren's Imperial Olives
MacLaren's Imperial Prepared Mustard
MacLaren's Imperial Honey
MacLaren's Imperial Dessert Jelly
MacLaren's Canada Cream Cheese
MacLaren's Pimento Cheese

Every Package Bearing our Name Carries its Guarantee of Purity and Value and Our Aim in Manufacturing is that

Each Package Sells the Next One

ALL FIRST CLASS JOBBERS HAVE THEM

Quotations and Samples sent promptly upon application to

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO - and - MONTREAL

"A Nimble Sixpence is Better than a Slow Shilling"

The sign that is prominently displayed in the purchasing departments of some of the largest retail stores in this country reads: "Money is made on turn-overs, lost on left-overs." It impresses buyers for the store to turn their stocks into money with the least possible delay. Quick "turn-overs" are as necessary as staple goods.

You can't be "nimble" with articles of questionable worth. They will stick to your shelves like a fly to molasses. You'll become heart-sick and weary with listing and re-listing them on your stock sheets year in and out. Read the brief details of three "nimble sixpence" sellers below.

"Thistle" Haddies

Known throughout the Dominion for the virtues of cleanliness, genuineness and the natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home. The "Thistle" brand is

A Quick "Turn Over"

You'll not find them lingering on your shelves, and they won't eat up interest on your invested capital. No slime, no dirt, no haste in canning. The "Thistle" brand gains in popular favor with each succeeding year.

Cox's Gelatine

As safe as a gold dollar to stock—as certain as sunrise to sell. The pure Gelatine that never, *never, never* disappoints the cook! In powdered or shredded form.



Coco Fruitine

The pure, palatable, rich and nourishing substitute that is rapidly crowding butter, oil and lard out of the race for the favor of economical cooks the world over. No water or moisture in it. It is

A Quick "Turn Over"

because once used, it is never given the "go by." The demand grows constantly and thereby it follows in the footsteps of the established permanent trade it has won abroad.

Arthur P. Tippet & Co., Agents

Montreal *Toronto*



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell
BROKER HALIFAX, N.S.
REPRESENTING LEADING MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
can give close attention to few more first-class agencies. Highest references.

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
—
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

Evaporated Apples and White Beans
Can give best quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

WE SELL
McKay's Bowmanville Celebrated POT AND PEARL BARLEY
MARKET ADVANCING. OUR PRICES ARE RIGHT.
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

ARE YOU
INTERESTED
IN

MAPLE SYRUP?

We
have
the best
proposition
ever
offered
to the trade.

Quality Guaranteed

ALL SIZES—
Pints, quarts, hf. gals., gals. and 5-gal. tins.

Our Quotations---

Are the lowest ever named in the history of the Syrup Trade.

WRITE NOW—or see our travellers.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

Why you ought to sell KNOX GELATINE



First, because it pays you a good profit; second, because it is sure to please your customers, both by its absolute purity and because it makes two full quarts of gelatine to the package.

KNOX GELATINE



Extensive and persistent advertising has made KNOX GELATINE easy for you to sell and when you start your customers buying it, its quality will cause them to KEEP ON BUYING.

Chas. B. Knox Co.

JOHNSTOWN, N.Y.



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavour have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, ONTARIO



"SIMCOE" Brand Baked Beans



A popular line that has found wide-spread favor by reason of its unvaried quality and generous quantity.

All beans used in "Simcoe" Brand are guaranteed hand-picked, processed with the greatest care, and nothing but the purest sauces and spices are used.



A size to suit every demand

1's, 2's, 3's (Family)
and 3's (Tall)

3's Family contain more beans than 3's flat and at less price. The size for you to feature.



Dominion Canners, Limited
Hamilton, Canada

ASK YOUR WHOLESALER FOR PRICES

Modern Methods Spell Increased Trade!

And one of the most profitable business bringers yet introduced into a grocery store is the

BERKEL Meat Slicer

This well-made and well-finished machine is both an ornament and attraction to your store, and it slices all kinds of boned meats with an ease and accuracy that is surprising. In the "Berkel" the knife is protected to prevent accident, and is fitted with automatic sharpener. It will positively cut at least twice as many slices to the pound as is possible with a knife.

Will Slice Boiled Ham and Bacon down to the last ounce.



Read what J. W. ISLAND, a leading Toronto grocer, says:

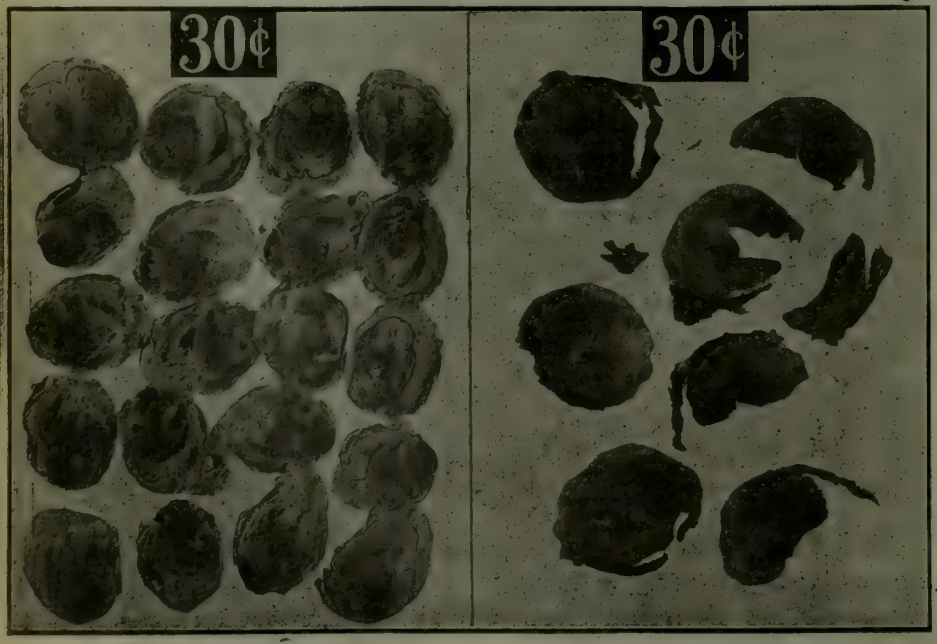
"We wouldn't be without it, and we wouldn't sell it for any money if we couldn't get another."

CANADIAN GROCER, of Dec. 30, 1910.

Look into the merits of the "Berkel" Slicer. It will surely increase your sales of bacon and ham, and incidentally put you in touch with a number of new customers.

ONE POUND OF HAM IN EACH PLATE

Cut with slicer—20 uniform slices. Cut with knife—8 irregular pieces



Write to-day for details.

CANADIAN AGENTS

W. A. FREEMAN CO.,

Limited

Hamilton, Ont.

WAGSTAFFE'S

FINE OLD ENGLISH, 1911

Seville Orange Marmalade
(ALL ORANGES AND SUGAR)
Fig and Lemon Marmalade
Pineapple Marmalade
Green Fig Marmalade
Ginger Marmalade
Jelly Shred Marmalade

GUARANTEED FREE FROM PRESERVATIVES, GLUCOSE OR COLORING



The most up-to-date Fruit Preserving Plant in Canada, costing upwards of $75,000.00 when completed.

WAGSTAFFE LIMITED

Pure Fruit Preservers **HAMILTON**

PERRIN'S

LEMON NECTAR



BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



SANITARY CANS

FOR

WINTER PACK

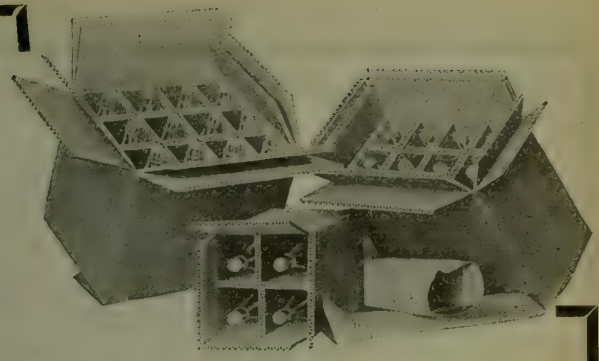
OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Give your Goods a Chance!



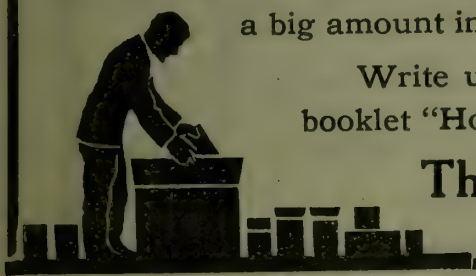
It is quite useless to spend time and money perfecting your product if it reaches its destination in a battered and damaged condition. Insure delivery in a clean, fresh and attractive condition by packing your wares in

"H. and D."

Corrugated Fibre Board Boxes

The modern package that protects from water, damp and damage.

We have an "H. and D." Box that will exactly suit the article you have to ship; the package is neat, attractive and strong; and, being much lighter than wood, saves you a big amount in freight. And it saves packer's time and storage space too.



Write us TO-DAY saying what you have to ship. Ask for free booklet "How to Pack It."

The Hinde & Dauch Paper Co., Limited

TORONTO, - CANADA

Swiss Cheese

Your customers are becoming more and more particular about the quality and purity of their foodstuffs, and that is why it will pay you to recommend to them

Otto Wartmann's Emmenthal Cheese

which is absolutely pure. Manufactured in the valley of Emmenthal, Switzerland, from milk of the highest quality and guaranteed unskimmed. It is so rich and creamy that it will please even your most particular customers.

IT IS SUPERIOR

to the Gruyere cheese, which is made of partly skimmed milk, and which, therefore, cannot have that delicious flavor which has done much to make the Emmenthal cheese famous. Further, the Gruyere loaves are 1-3 or 1-2 smaller than the Emmenthaler.

BEWARE OF IMITATIONS

Such has been the success and reputation gained by Emmenthal cheese that many manufacturers, both in Canada and the United States, have tried to imitate it.

Note:—We import ours direct from Switzerland, and in very large quantities, so that we are in a position to quote you the right prices.

WRITE FOR PRICES

YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO.

Enquiries from Ontario to our Toronto office.

The Charles Ciceri Company LIMITED

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Star Egg Delivery Service

Get the reputation of being up to the minute. Your customers judge your store by your delivery methods.

USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

The SURE, SAFE, SANITARY SERVICE.



Made in one and two dozen sizes.

They deliver full count dozens and **no more** without breakage—save your clerks' time and cost you less to use than paper bags or boxes. You can be up to date, satisfy your customers, and use Star Service for less money than you are spending now—Get your pen—Ask your Jobber and write for our booklets "No Broken Eggs" and "Advertising Suggestions for Star Egg Trays." Both worth while.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap.



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

In the Lead for .75 Years

FOR the above lengthy period, during which tea has been the popular drink of the British people, RIDGWAY'S TEA, one of the first imported, has always been in the front rank.

Ridgway's Teas

because of the care in selection and the art shown in blending, have always enjoyed the highest reputation for quality and flavor, and will surely be as welcome in the homes of Canada as they are elsewhere.

Good tea means good trade! Why not try a line of RIDGWAY'S? The housewife will surely place her grocery order where she gets her tea, and it is 'up to you' to get her custom by selling her good tea—RIDGWAY'S.

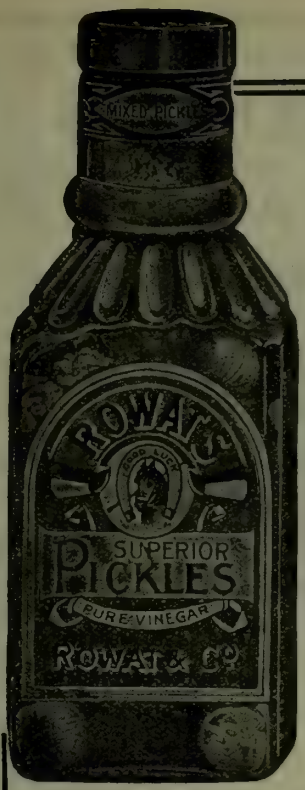
In the same standard class are

Ridgway's Coffee and Cocoa

Better send along to-day for details and prices

Donnelly, Watson & Brown
Calgary and Vancouver Limited

SOLE AGENTS for ALBERTA and BRITISH COLUMBIA



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

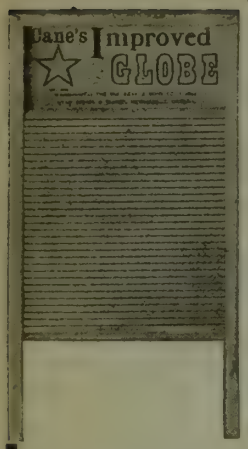
and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





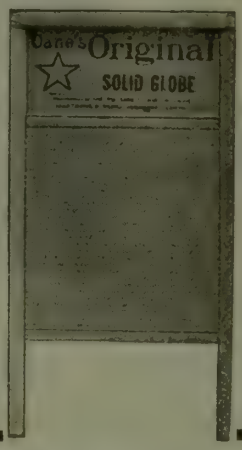
Cane's Washboards

are the Best and Cheapest..



We make this statement without any reservation because we know that Cane's Washboards are better made, from better materials, than any other line of washboards on the market, at anywhere near the same price.

Three of our Leaders



The high-class finish and appearance of Cane's Washboards are in keeping with the soundness of their quality.

Sold by all Jobbers

The Wm. Cane & Sons Co., Ltd.

NEWMARKET, ONTARIO

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

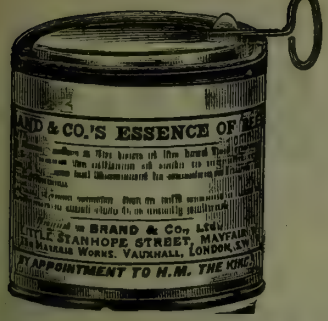
West India Co., Limited

COLES MANUFACTURING CO.

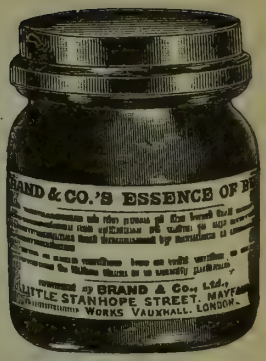
1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co. Toronto; Young Bros., Vancouver, B.C. Wm. Braid, Vancouver B.C.; L. T. Mewburne & Co., Calgary, Alta.



Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend

Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins. ***Shows a good profit for the merchant.***

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto. H. HUBBARD, 27 Common St., Montreal

BRAND & CO., *Purveyors to H. M. THE KING* ***London, England***



The Original

To Retailers---

East of Fort William, until March 6th, we will rebate you **25 cents** per case on all purchases of

Borden's Eagle Brand

Send wholesalers' invoices to Montreal office, showing purchase at $5.75 per case.

Order from Grocery Salesmen.

Wm. H. Dunn
Selling Representative
for Eastern Canada
396 St. Paul Street, Montreal

Borden's Condensed Milk Co.,
"Leaders of Quality" Est. 1857
Originators of Condensed Milk and largest Manufacturers of Milk Products in the world.

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Better Profit
Bigger Business

are assured every grocer who is handling

ST. GEORGE
Evaporated Milk
UNSWEETENED

Its purity is unequalled, and it cannot fail to enhance your reputation for handling 'quality' goods.
The finest substitute known for fresh cow's milk.
We also can, from the richest country milk and pure sugar, the following guaranteed brands of condensed milk:--

"BANNER" and "PRINCESS" Brands

Try them! They will satisfy your particular customers.

J. MALCOLM & SON
ST. GEORGE, - ONTARIO

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

Recommends Itself for 5 Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. packet makes 4 gallons of liquid soap.

Try a case. You will be astonished to find how soon it is gone.

Order from Your Jobber.

THE ASEPTO MANUFACTURING CO.
ST. JOHN, N.B.

Agents: Rose & Laflamme, Limited, Montreal

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Flavouring

Sterling BRAND

Extracts

In Daily Use!

Increase your profit and insure satisfaction by selling

Sterling Brand
Jellies and Flavouring Extracts.

They are noted for their fullness of strength and purity, and they retain, to a remarkable degree, the natural fruit flavour.

Keep a generous stock of these rapid sellers.

GET OUR PRICES

THE T. A. LYTLE COMPANY, LIMITED,
Sterling Road, - - - - Toronto

Have Your Wife Try a Bottle



Mexican Vanilla Bean Gatherer

Take home a bottle of Shirriff's True Vanilla to-night. Have your wife use it for flavoring her sauces, puddings and cakes. Get her verdict. Then you'll know how pleased other women—your customers—will be when they have tried it on your recommendation.



Shirriff's

True Vanilla



is made from first-quality Mexican Vanilla Beans. It is the REAL extract—aged until its strength, flavor and bouquet excel all others. Very economical—a little drop goes a long way.

You are doing your customer a good service in persuading her to try Shirriff's True Vanilla in place of extracts which are vanilla in name only. There is a good profit on each bottle of Shirriff's True Vanilla. Each bottle you sell is another step gained in the "good will" of your customer.



Imperial Extract Co.

TORONTO - - CANADA

NOTHING like them, they are unique. Meadow Cream Sodas are distinguished by a degree of dainty, lasting crispness that places them in a class by themselves. The next best line to

MEADOW CREAM SODAS

has a long way to go, and on top of this superiority of quality. The Meadow Cream Soda Package is the largest for the money in the trade. No wonder so many dealers push them as one of their leading lines. Why don't you try them?

THE W. J. CROTHERS CO. - Kingston, Ont.

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for Minute Tapioca

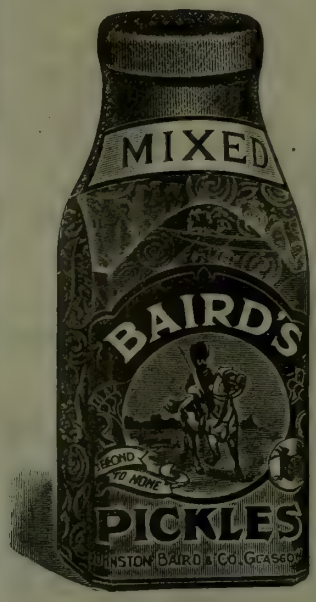
Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



The Favorite Pickle



BAIRD'S

SECOND-TO-NONE

PICKLES

The Perfection of Quality.

Johnston, Baird & Co.

Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.



SAFE — RICH — PURE

Three sufficient reasons why every grocer should stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.

RICH, because Government Bulletin No. 208 has found it richest in genuine food value.

PURE, because its preparation is one long tale of care, skill and cleanliness.

A line that pays you well to recommend!

MADE IN CANADA BY CANADIANS.

The Aylmer Condensed Milk Co., Ltd.

Aylmer, Ont.

Head Offices:
Hamilton, Ont.

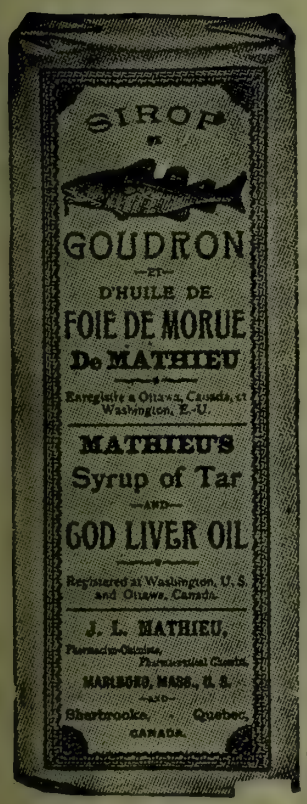
THERE ARE MANY REASONS

WHY YOU SHOULD HANDLE

ST. LAWRENCE GRANULATED

From the quality argument you can get no better sugar, but just now when prices are so low it gives every retailer the opportunity of securing this highest grade sugar at the lowest price and it is as profitable handling as other cheaper grades.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any space

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES.

Send postal—we will mail you full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

Your particular customer wants the best!



WHITE DOVE COCOA-NUT

because of its purity and quality, is the acknowledged leader in Cocoanuts!

The friend of all who cook!

W. P. Downey,
MONTREAL

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED



Does Advertising Help You Any?

¶ As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

¶ Apply your answer to our **Dromedary Dates**, which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

¶ And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates**, selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

¶ The carton means a good deal more in dates than it means in most other things.

We also pack ROYAL EXCELSIOR and ANCHOR BRAND package dates

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

—CLUB— MILK PUDDING

is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well

S. H. EWING & SONS
Montreal and Toronto

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

JAPAN TEAS

Are BEST Value on the Market to-day.

S. T. Nishimura & Co., - Montreal

DON'T RUN CHANCES

WITH YOUR CUSTOMERS. GET A LINE OF SYRUP THAT IS RELIABLE.

Cabinet Brand

Maple Syrup

has stood the test of years of success. It is reliable. It sells well. It gives a good margin of profit.



SAVE FREIGHT

DROP SHIPMENTS KITCHEN MOLASSES
MAPLE SUGAR TEA ROSE DRIPS

Imperial Syrup Co., Limited, Montreal

PEEK
FREAN'S
PAT-A-CAKE
BISCUITS

Dainty Shortbread Squares.

Over 425,000,000 sold in one year.

PEEK, FREAN & CO., LTD., LONDON, ENG.

BIG SALES ⟷ **BIG PROFIT**

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small, selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents

Tartan BRAND

Our travellers have specials in:

Dried Fruits of all kinds, Currants, Raisins, Peaches, Evaporated Apples, Figs.

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

Mail orders specially looked after.

Phone No. 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED

HALIFAX NOVA SCOTIA

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS--- if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetizing condition.

FEATURE THIS LINE—IT PAYS.

Telfer Bros., Ltd., Collingwood, Ont.

Branches:

TORONTO WINNIPEG HAMILTON FORT WILLIAM



Strong, delicious Coffee can be prepared in one moment without trouble by using



SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs W. B. Bavley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

This Was No Joke

The other day over in the Town of G—, Ontario, Mrs. R. came into Mr. B.'s store and asked for a couple of packages of Dye. He only kept the old-style Dyes, and asked her if she knew what kind of cloth her goods were made of. Mrs. R. said she wasn't sure, so he advised her to go home and make the following test:—

"First to take a small piece of the goods and ravel out the threads each way of the cloth, then put a match to them. Cotton would be apt to burn freely with little odor. Wool might merely singe and be apt to give out a disagreeable odor, something like burning hair. Silk would burn less freely than Cotton and smell like burning Wool. Now, if it did not smell very much she was to use a Dye for Cotton, if it did she was to use a Wool Dye, but she was to look out to see that it did not smell too much or too little.

Unfortunately, Mrs. R. had a cold in her head at the time and could not smell anything, so she naturally thought that the goods were Cotton, and used the Cotton Dye. It turned out that her goods were really all Wool and naturally her Dyeing was a failure.

Since then Mr. R. has put in an assortment of **DY-O-LA**, the Guaranteed **ONE DYE** for **ALL KINDS** of cloth, which does away with all chance of using the **wrong** Dye for the Goods one has to color.

Mrs. R. is naturally much relieved, as well as Mr. B.'s other Lady Customers.

Get the idea? Nothing like pleasing your Lady Customers to retain their Patronage."

The Annual Spring Dyeing among the Ladies is just starting in, and now is the time to get busy.

DY-O-LA is the Dye they want—Ask them.

DROP A POSTAL FOR FULL PARTICULARS RE SPECIAL SPLENDID OFFER SHOWING HOW YOU MAKE 126% PROFIT ON ALL DY-O-LA THAT YOU SELL—AND HOW YOU DO NOT HAVE TO BUY ANY **SPECIAL QUANTITY** TO TAKE ADVANTAGE OF THIS MORE THAN LIBERAL OFFER.

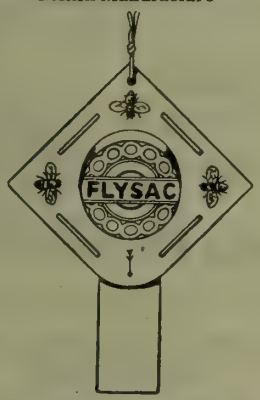
The Johnson-Richardson Co.
Montreal, Que. ***Limited***

THE "Flysac" Flycatcher

British Manufacture

70c per box of 50 pieces

$12.75 per 1,000 pieces.



An effective worker under any conditions

DON'T BE FOOLED

into buying any inferior lines, but send us your order now to ensure early delivery.

We Guarantee 100% Profit.

HODGSON, SUMNER CO., LIMITED
345-351 St. Paul Street, Montreal
Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.



Foster Clark's

Cream Custard

The Cream of All Custards

Sold in 5 Cent Packages, and 10, 15 and 25 Cent Tins

Make an Early Start with this New Line. **It Will Be All the Rage**

Agents for Ontario—THE HARRY HORNE CO., 309-311 King Street West, Toronto
Valuable Buying Agencies waiting for Progressive Brokers in each of the Provinces of Canada
Address: FOSTER CLARK LTD, Maidstone, England



(GOLDEN BUTTERFLY BRAND)

FUSSELL'S THICK RICH CREAM

Has the largest sale throughout the world of any **Real Cream.** Not a substitute; not condensed; no preservative; no deception---**JUST HONEST THICK CREAM.**

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St. Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

Big Stock of TEAS

For sale at less than present cost of importation.

Japan Teas:

150 ½ Chests Early May picked Japan Tea . . . . at 18c. per lb.
(You will find this Tea difficult to match for less than 20c.)

Black and Green Teas:

At 12½c., 13½c. and 14½c. per lb.

Write for Samples and Quotations.

We get the business because we have the values.

ROBERT SIMPSON & CO.

Importers of Teas, Coffees, Spices and Wholesale Grocery Specialists

Phones No. 3541 and 3444

Cor. Gore and Hughson Streets, HAMILTON, ONT.



No Grocer can afford

to do business without a

Eureka Refrigerator

Goods will keep longer and in better condition than in anything else. The Eureka Patented System is an absolute guarantee against **Foul and Stagnant Air.** Write for New Catalogue.

Eureka Refrigerator Co., Ltd.

56 Noble Street, Toronto

McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS PURE AND OF EXQUISITE FLAVOR.

The Canadian Cocoanut Co'y



Sole Makers, Montreal, Quebec

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid Give this rapid seller the prominence it deserves! No kitchen is complete without it Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited

206 Papineau Avenue - - MONTREAL

Increase Your Salary $5 to $10 Per Week

Acting as circulation representative for the MacLean Publishing Company is in itself an excellent business training.

By looking after the new and renewal subscriptions of their thirteen publications you can increase your present income at least $5.00 each week.

One hour a day is ample time to enable you to earn this salary.

Competent representatives will be given charge of our entire business in their respective towns—securing renewal orders also new business.

This work is pleasant and does not require experience.

No matter what size your town may be there is plenty of opportunity for a circulation representative of The MacLean Publishing Company to earn five dollars every week, in addition to his present salary.

Write at once for particulars.

MacLean Publishing Co.

143-149 University Ave. Toronto, Ont.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
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TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

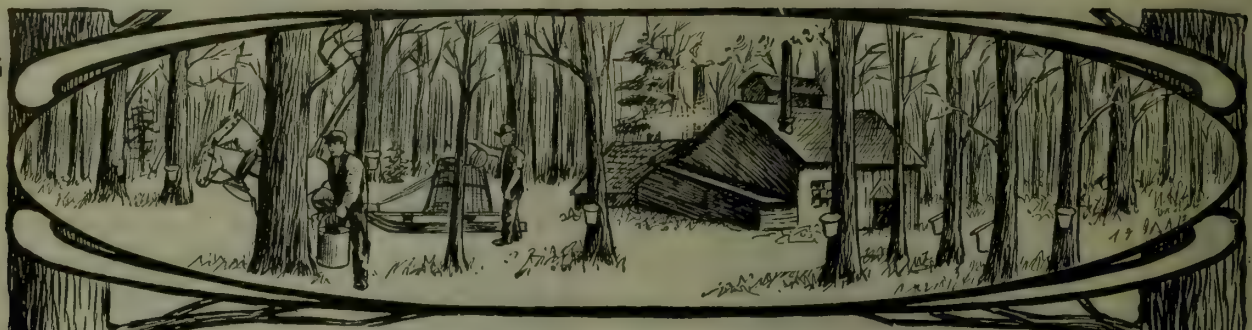
MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., TORONTO

DON'T SHUT YOUR EYES

to the importance of pure foodstuffs. The health of your customers and their families depends largely on the purity of the articles you sell them, and you are seriously jeopardizing your chances of retaining their good-will if you sell them anything that is not pure.

PRIDE OF CANADA

Maple Syrup and Maple Sugar





Guaranteed Absolutely Pure



because our brands are made in the maple groves, right where the sap runs from the trees. We use it ONLY. No temptation to adulterate.

Our sap is supplied by members ot our Association, composed of farmers owning groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

Special Note:— Innumerable Government Tests have proved our claims. Never has a sample of our brand been found adulterated.

The Maple Tree Producers Association

MONTREAL. - Toronto Office, 512 Dundas Street

Leslie's Weekly Gives Some Points on the Selling Quality of Food in Packages——

"Few things have done so much for the health and comfort of the family and economy in its care as the putting up of food in packages, and from a sanitary point of view, it is one of the great achievements of the age. Under the old method of selling goods in bulk, the food thus sold was exposed to all sorts of contamination and infection, and in a large majority of cases to deterioration in quality. Almost all foods deteriorate quickly when exposed to the air, and their food value, as well as their palatability, is rapidly reduced.

Anyone familiar with the ordinary grocery store knows how goods sold in bulk are exposed in barrels, boxes or chests to dust, flies and the constant handling by hands that are at best not over-clean. If food thus sold could be bought at half the price of even the same quality of article carefully packed in air-tight packages, it would still be more expensive than the package goods."

Last year 23,087,810 packages of "SALADA" Tea were sold. That represents 23,087,810 purchases by people who know that "SALADA" represents the utmost in tea value and tea quality. It represents 23,087,810 sales by grocers who recognize that "SALADA" makes possible quick turnovers, small stocks, attractive display. It is quickly and profitably handled.

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Dealer's Quandary as to His Profits

Correspondent Asks How Prompt and Cheerful Payment of Bills Would Influence Price of Goods he Buys—Some Pointers in the Securing of "Insidest" Price on Lines Where Competition Obtained.

By Henry Johnson, Jr.

Dear Sir :—This department has been of great interest to me and I have often been tempted to put in an oar.

By the way, I buy——'s gelatine in dozens at $1 per dozen. I wish to raise this question : How does prompt and cheerful payment of bills bear on getting inside prices ? I do a small business in groceries, crockery and shoes, $10,000 to $11,000 per year. Most of my grocery bills are paid by check to salesmen, and as soon as possible after they (goods or salesmen) enter my store I settle in full and if I have any kick it is done pleasantly. I am interested in store expenses, especially in a small business like my own. I figure on $900 expense, not counting my own labor. I figure on the following items of expense : Rent, salary, fuel, lights, watchman, taxes, insurance, horse-keep, telephone, interest, and less than $10 for incidentals. Last year sales were $11,227 ; expenses, as above, 8 per cent. of sales. I cannot figure more than 20 per cent. average profit on sales. Shoes and crockery run more, but groceries, on account of small profit on sugar, etc., run less. I might add that shoe sales were $4,000, crockery not known, but probably not more than $1,000. I am in a town of 1,000, seven selling groceries, and five selling shoes and crockery. Our combined manufactories employ not more than sixty hands, most all men. Who is doing better under like circumstances, and how do they do it ?

J. BLANK.

Concessions to Customers.

The "prompt and cheerful payment of bills" is of the first importance, not so much, perhaps, in directly securing lower prices as in establishing "bang up" credit. But this method of payment will enable any buyer to secure inside prices by insisting upon getting them. Look at it from your own standpoint.

If you have a prompt-paying customer you are willing to make concessions to him first of all. Not that you do it unsolicited—you are apt to think it's all right to get full figures as long as he's willing to pay such. But let him ask for some concession or other and you'll give him anything in reason and sometimes more. It's just the same with jobbers—they're human, you see. If you simply pay what they ask and make no complaint, why, they'll willingly let you do that, no matter how long you do business with them ; but, if you "wake up" some day and make a protest, you'll find them "Johnny on the spot" for making you inside figures. But the way to buy is not to kick. Do your kicking beforehand, with the salesman, or, if you order by mail, place a limit on what you'll pay for a given item.

Best Way to Sell.

I used to sell considerable goods to Charley Ott, who runs a big share of the great ——business, in ——. When I saw him he'd always look pleasant and say : "Good morning, Mr. Johnson."

I'd quote prices after the usual greeting and ask if he needed any goods. If he bought, I'd know my prices were strictly right. If he said : "No, I'm filled up to-day," and passed me a pleasant smile, I knew I was too high. He'd play fair—as all good buyers do ; that is, if I were right, I'd get the order without any bluffing. Thus I always felt safe to make a lower figure—give my "insidest" price, in fact, if I did not sell him on first figures. I sometimes, before I knew him well, used to ask him what he paid last. But he had always "forgotten," so I gave that up. But the minute I struck the proper figure he'd order ten or fifteen boxes.

Best Way to Buy.

Now, it's just so in buying. Know your market. Be familiar with the best price for which you can expect to get the goods anywhere. Then, if your salesman names you the correct figure, close with him. If he does not name the right price on an article on which there is no set price to the retail trade, don't argue or bargain with him. Just tell him you can't buy. He may ask the reason. Tell him, plainly, in so many words : "Because I can buy at a lower figure ; just the same goods, not 'just as good', and I must buy as low as possible in order to do my business justice."

Take that stand. Stay by it. Let everybody understand that that is just your position and you cannot deviate from it.

In order to be so posted you must read and listen ; ask questions ; be alert ; think. Think deeply of your business all the time. Try to find the short cuts and the lines of least resistance. In this way, imperceptibly almost, you will add a penny here and another there, gradually swelling the percentage of difference between cost and selling price, until you have materially increased your earnings. And that's the way profit will grow.

Not Enough to Estimate.

I'm not clear whether my friend is selling $11,000 or $16,000. He makes two amounts of it. If, however, he's selling $11,000 at 20 per cent. margin on sales and paying only $900 per year expenses, he's still doing very well. His own returns in this case would be $1,300. On such a business this would be a very satisfactory showing. If he's selling $16,000 on $900 expense, he's doing so remarkably well that few can hope to equal him and in his small town, with limited opportunities for wasteful spending, he should be comfortably well off in a few years. But is he only spending $900 ? Is he sure of this ? Is it not mere estimate ? He says he figures thus and so ; but does he do more than "figure" ? It won't do simply to estimate. He must KNOW.

Wants More Concise Figures.

I'd like much to hear more from this correspondent, for he is a thoughtful man with earnest aims and seems to be in a fair way to make a considerable success. If there's any way in which I can help him to better his success, I want to have the chance to give him an upward boost. I suggest that he send me accurate, actual figures. State rent ; give number of help employed and amount paid to each ; size of room ; items of fuel, light, watchman, insurance, horse-keep, etc. Thus I'll be in position to know something of what I am talking about and maybe point a lesson for many other readers at the same time. It's a comfort to me that so many of my readers are now perfectly certain that none of their figures or affairs will be exposed when they write to me. It makes work much easier for all of us and will in time make this department a useful one.

The Importance of Seeds as a Side Line

Profitable Line That Can be Taken up by the Grocer or General Dealer During Spring Months—Plans Should be Laid Early and Comprehensive Scheme Arranged—Importance of Quality, and Display of Goods.

One of the most profitable lines that the grocer or general dealer can take up during the spring months is seeds. Under present methods, this can be done by devoting only a small space in the main part of the store, and can be made to reap a fairly good profit, as there will be no left overs if this department is conducted properly. The merchant therefore should start at once to look to his seed stocks and to do his planning for the coming season.

The merchant who intends to make seeds a side line in the spring should get started in the work early. He should look after his purchasing before the winter is gone, as seeds usually advance in value as the seeding season approaches, and stocks shorten under the demand. And early buyers can make sure of securing good seed, and also have a chance to test it before offering for sale if they so wish.

Seed should be on exhibition long before the planting season arrives so as to get the farmer interested. They are always looking ahead and if you are the first to introduce the seed question to them, you have a greater chance to sell them their supplies.

Handle Only the Best.

As in all other lines, if the dealer wishes to keep trade in seeds, he must handle only the best. If you give poor seed to the farmer, it will not only destroy your seed trade eventually but it will break down his confidence in you in all lines as well. Poor seed will not make the farmer your best friend and will be remembered by him far longer than a little higher charge would be. Therefore take great care that your seed is of such a quality that you will not fear to offer it to any customer. Keep the kind that you would sow yourself if you were a farmer. Ocassionally you will find a person enquiring for cheap seed but you should do your utmost to convince him of the folly of buying cheap, and low grade seeds. The best will have to sell at a higher price, but by being able to explain to the farmer how it is the cheapest in the end, you will have no difficulty in making sales. You will also find that the selling best seed will result in repeat orders as the price is soon forgotten if the crop is good. Buy seeds of some reputable company whose goods are well known to the public, as you will find it easier in introducing them to your customers.

How to Sell Seeds.

In order to sell seeds, they must be well displayed and this should be started early in the season to get the best results. For garden seeds in packages, seed firms supply holders which makes their display easy. If you handle garden seeds in bulk it would be well to exhibit them in glass jars, with the name and price on each, for the information of the customer. Timothy, clover, alsike, and similar seeds can be shown in either the original containers, or in dishes, but care should be exercised that they do not become mixed. It might be wise to have a magnifying glass, that customers could examine seeds, but your guarantee of quality, backed by the belief that the seeds are the highest quality, should be the best selling power that a merchant could employ. It is well to have the display near the door so that it will catch the customer's eye when they enter the store. As the season for sowing approaches, it will also be well to have a window display of seeds so as to catch the passerby as well as those who enter the store.

Growing Exhibits.

The farmer may be interested in seeds by growing exhibits of the different kinds which is a strong point in convincing him of their germination. Small boxes may be filled with earth, and the principal lines in which he is interested, such as timothy, clover, alsike and corn, sowed. Nothing is of greater interest or more convincing to the farmer than a practical example of the productive powers of the seed you wish to sell him.

But, while proper display and good selling stock may interest regular customers, it will not get trade outside of that circle, and in order to extend, some advertising must be done. In most



A BRIGHT WESTERN GROCERY STORE INTERIOR

This is an interior view of the grocery store of George Kerr & Company, Lethbridge. Note the tasteful manner in which the crated oranges are displayed in the foreground, and also the attractive piling of the packages on the shelves. A close scrutiny of the picture will reveal the fact that Mr. Kerr, in addition to the other equipment of the store, has installed a computing scale and store bins.

cases, the local paper is a good medium to use.

Quality the Keynote.

Quality should be the keynote of your advertising, and price the secondary consideration. Facts which will be helpful in advertising and in general selling talk, may be secured from the catalogues issued by seedmen. Merchants should acquaint themselves with all important facts in connection with seed. He should know how many bushels to sow to the acre, and the kind of land certain grains will grow best upon; he then can talk intelligently to the farmer.

Red clover, alsike, and seed corn, are ranging about the same in price as last year, but some grades show a slight advance. Timothy is considerably dearer, and sales, which are generally very large in this line will probably be decreased this year. This fact should also be taken into consideration when buying that the supply ordered will not be too large. Merchants should gauge their needs as nearly as possible and remember that it is best to run out than have any big quantity left over. As soon as supplies get low during the selling season, additional shipments should be ordered so that customers need not be disappointed when they come to you.

Retailers Ventilate Reciprocity Views

Lively Discussion at Their Association Meeting Pro and Con —Which Way Will Sugar Move the Question of the Hour— Newspapers Criticised for Their Accusations Against the Profits of the Dealer—Presentations to Retiring President and Secretary.

Toronto, Feb. 23.—That retail grocers are keenly alive to the questions of the day was amply demonstrated by the interesting discussion on reciprocity and other questions of interest to the grocery trade which came before the meeting of the Retail Grocers' Association at their monthly meeting on Monday night with President W. C. Miller in the chair.

A pleasant feature of the evening was the presentation to Past President D. McLean of a beautiful oak china display cabinet, which was made by D. W. Clark, who spoke in complimentary terms of Mr. McLean's work during the past year. J. C. Beaumont, who for the past two years has been secretary of the association, was the recipient of a purse of gold, the presentation being made by J. S. Bond, who spoke favorably of the work which Mr. Beaumont had performed during his tenure of office.

The reciprocity question incidentally came up for discussion and the general opinion was that if it would be of benefit to the masses, it would be a good thing for the country. The association wished to know how it would affect them or their business, as it was impossible to find this out from the daily papers which were extremely on one side or the other, barely discussing the question from a national standpoint.

B. Snow believed that the proposed change in tariff would be beneficial to the consumer which was what the grocers wished. The cost of living has been high and anything that would relieve this, should be warmly welcomed by the grocer in the interest of his customers.

J. S. Bond believed that free exchange would give a better market to the Canadian producer, while the producer would not be affected by United States goods because they are brought in at a season when our own cannot be secured. If the proposed change would benefit the masses, it is what is wanted.

Opposition to Reciprocity.

Reciprocity was also championed by D. W. Clark and John Blood, but found opposition from Frank Johnston and F. C. Thorne. Mr. Johnston maintained that if the manufacturers' interests were injured so would be the interests of the people who depended on them for employment. Mr. Thorne contended that a high tariff wall was necessary if we were to retain the large manufacturing interests which had spread to Canada from the United States, and that reciprocity would mean the loss of many of these as well as the curtailment of further United States capital as far as Canada was concerned.

Uncertainty of Sugar.

Some discussion took place in regard to the present uncertain position of the sugar market. It was pointed out that some big dealers were purchasing heavy stocks, which would indicate that they believed the bottom had been reached. One opinion was expressed that it would be best to wait for the market to show an upward tendency before putting in their stocks; but it was recalled by a member that one year, sugar went up ten cents and everyone believing that the turning point had come bought heavily and when they had made some large purchases it dropped back 20 cents.

It was also pointed out that other years when raws were at the same price, refined was cheaper than it is at the present time.

The Retailer's Profit Again.

Those daily newspapers "which are continually pointing out to the consumer that retail prices are too high," were criticised by D. W. Clark.

"Some papers seem to think that the grocer is in business for his health only and should not get any profit on his goods. The papers have no right to interfere in the grocer's business nor to attempt to show him at what prices to sell. They know nothing about the cost of doing business and are in no better position to say at what prices goods should sell than the grocer is to say what a paper should be sold at or the amount that ought to be charged for advertising."

One dealer thought the price of canned goods too high considering the crop of vegetables last year and pointed out that the grocer was not making nearly as much money out of canned goods as other years because the sales were smaller. Other claimed to be selling just as many as before.

Canned Lobster Dearer.

The fact was noted that new pack lobsters are higher and that it will be impossible to sell one-half pound tin at 25 cents at a fair profit. Cases in which profits were being clipped were mentioned, one being an advance of two cents per pound a company had made on its tea, which it was claimed meant just so much less profit for the grocer as the retail price could not be increased.

"The papers are maintaining that grocers are getting too much profit on butter and eggs," remarked one dealer, "while at the present time profits are much smaller than some years ago and the amount of money invested has been greatly increased."

A communication was received from S. L. Sheppard, St. John's, Newfoundland, asking for information in respect to organizing a retail grocers' association in that city. This information will be forwarded with a copy of the by-laws, regulations, etc.

Dealer Secured Fair Profit on Every Day Seller

By J. W. Bryans.

Besides careful buying, endeavoring to sell more goods and looking after all leaks both large and small, the retail grocer has at hand other methods which may be used to increase his profits. The merchant is in business to make as much money as possible and should constantly be on the lookout for any ways in which he may make more money.

One method that will assist in increasing the profit column is by selling those goods which pay the biggest margin of profit. In all cases, however, when substituting an article one must be sure that its quality is as good, or better, especially when he is substituting an article that pays a better profit. This rule should never be forgotten, for even if the increase in profit is large, it in no way compares with the harm done by substituting an inferior article.

You should be fully convinced, yourself, that the article you are offering is just as good, or, you should have behind it a guarantee that will protect the customer. There are many cases when an article paying a large profit is just as good if not better than one with a smaller profit. This latter condition is usually brought about because certain manufacturers allow the retailer only a small margin and use part of the amount they have clipped off the merchant's profit to advertise the article to the consumer, believing that this will force the dealer to sell what is asked for.

A grocer recently told me that he has the confidence of his customers and possesses sufficient salesmanship to sell the article he wishes no matter how well advertised a similar article may be. He was not a "slot machine," he said.

A manufacturer of a well-known foodstuff, who advertises extensively to the consumer, recently advanced the price of his product, so that the margin of profit to the retailer was cut down considerably. "I had a big sale of this particular foodstuff," he said, "but I re-

quired something more in my business than a big sale; that something is a fair profit. I secured the names of three manufacturers of a similar line and wrote them saying they might call and show me their goods. After a careful examination I selected one which I believed to be of as high quality as the one I had been selling. I decided to push this believing that doing so would be to my own advantage and would also give the customer equal satisfaction.

"When I came across a customer who was any way doubtful I would say: 'You take this home, and if you don't find it as good as the one you have been using, bring it back and your money will be cheerfully refunded.'

"I never had one purchase returned nor did I have a complaint—and I made 15 cents more on every dozen. I have found several instances of this and have been able in all cases to sell the brand of goods that I wished."

"There is, however, a much greater advantage, which we derive from this co-operation. For instance, last week, the grocer from across the street came over and asked if Mrs. Blank was running an account with me. She had, as a matter of fact, just started to do so. I found that she had run a grocery bill across the street amounting to $25.00 and had then come to me. She had run a bill of about $10, so I informed her that she would have to pay up. No doubt if I had not learned from the other grocer, she would have run as large a bill as she could and then left to deal with yet some other store.

"By these methods, the grocers in this vicinity are able to keep bad credits down very low and bad customers culled out," he said.

A merchant in a country town recently said: "In a small town like this we find friendliness between the dealers a good thing. It takes a couple of days to get supplies of groceries in, and it is very handy to be able to borrow some article which you have run short of from another dealer. We also combine in buying sugar, salt and other goods which can be bought cheaper in quantity. By this method, we do not have to keep our money invested in goods so long. If I bought a car load of salt myself, it would take me a year to sell it but by four of us buying together, I only get one-quarter of a car and, therefore, not so much money invested. It works the same way with sugar and other articles.

"We also," he said, "often combine in shipments to save freight. Last week another merchant down the street was getting a small shipment by express and as I was also getting some from the same place, we bulked the shipments and got both for about the same expense as the one would have cost."

When Co-operation Becomes Blessing To all Concerned

Because of an unfriendliness that blossomed out into a full-fledged enmity the spectacle is often to be seen in small towns of two or more grocers indulging in a price-cutting war, that the one might outstrip the other. As a result the profits of all concerned are cut down considerably and generally no extra business is gained.

"Now," said a merchant in Toronto lately, "if the retailers would work harmoniously together instead of deliberately attempting to injure each other, it would be greatly to their advantage. We find it so in this district. If I happen to run short of any article, my brother grocer across the street is always willing to lend me some. If he runs short he comes to me.

Dealer Takes Advantage of Both Streets

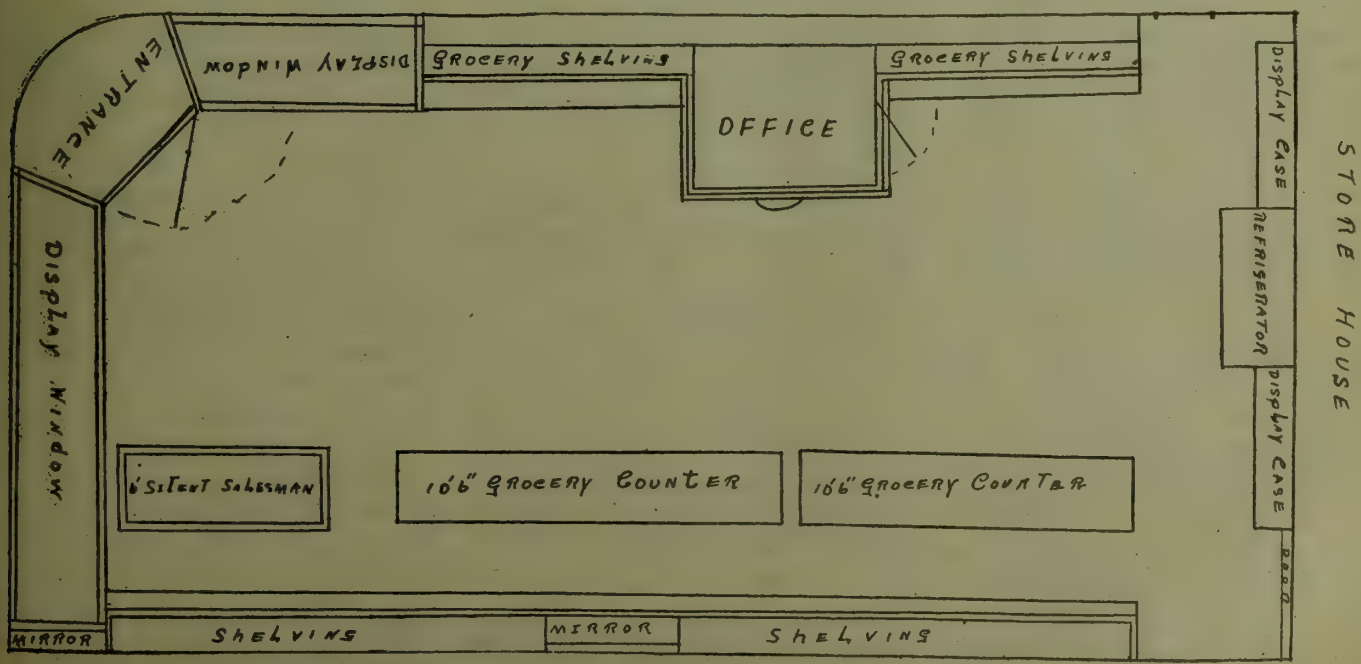
Method Adopted by Hamilton Grocer to Obtain Best Results From Corner Position—Window Display on Two Sides—Silent Salesman Prominently Placed—Mirrors Put in to Reflect Window Goods—Display Case Against Walls.

Hamilton, Ont., Feb. 23.—The plan of the grocery store of H. Cummings of this city is here shown. The store borders on two streets and advantage has been taken of this fact to have the entrance on the corner, leaving a show window on either side, so that a window display is open to view on both streets.

A six-foot silent salesman is situated at the front of the store, so that it will catch the eye of customers as they enter. Grocery counters are placed down one side of the store only, display shelves being erected on the other. On this side of the store is the office, in a central position, so that it will be convenient.

The main show window is improved by the addition of a mirror which helps in display. Another mirror is also placed into the shelving on one side of the store where it is ornamental and also useful to the women customers.

At the back part of the store, the refrigerator is placed in a position that makes it handy for the clerks. On each side, against the wall, is a display case, while a door opens into the store house just opposite the grocery counter, thus making it easier to secure goods from the reserve stock.



Store Plan of a Hamilton Grocer. Note the Double Display Window.

Synopsis of Martin's Co-operative Bill

Survey of Legislation Introduced Into the Commons by Member for Regina—Similar in General Plan to Monk Bill — Gives Any Seven Persons Power to Borrow Money, Sell Shares and to Buy, Sell or Manufacture Anything.

The following is a synopsis of a Co-Operative Societies Bill which has been introduced into the House of Commons at Ottawa, by W. M. Martin, M.P., of Regina.

This condensation explaining just what bearing this piece of legislation will have on the manufacturing, wholesale and retail business has been sent out to the members of Parliament by the Retail Merchants' Association of Canada, through its Dominion secretary, E. M. Trowern of Toronto.

This Martin Bill seems to go even farther than did the legislation fathered by Mr. Monk, a synopsis of which was given in The Grocer some time ago.

"Two years ago, the preceding (Monk Bill), and the following bill were introduced as one measure. Last year they were separated into two bills, and the same plan is being followed this year; but while they are introduced separately, they bear a very close relationship one to the other.

"The former is for the purpose of securing the money from the people, and the latter is to enable them to secure and invest the money in co-operative societies to manufacture and to do a wholesale and retail business.

Same General Plan.

"The same general plan is followed in the one, as in the other. Seven persons can secure a charter from the Government at no cost to themselves, and they place the words "Co-operative and Limited" to w hatever name they may choose, and with seven ($7.00) dollars, they can commence business. They can secure credit if they choose, and they can borrow money from the Co-operative Loan and Savings Company, and with the borrowed money together with the sale of shares, they can buy, sell or manufacture anything from an ocean vessel to a tin pot. They can manufacture, or buy and sell at wholesale or retail, grain, land, timber, paper, coal, produce, cement, dry goods, hardware, jewelery, boots and shoes, or anything they choose, from a bale of hay to a needle.

"The preamble to this bill sets out that its purpose is "to promote economy and thrift," and the official figures in Lancashire, England, the birthplace of this system, and where they are operating on a large scale, shows that the percentage of indoor paupers is on the top of the list, out of fifty different counties.

No Restrictions.

"No restrictions are placed in their charter as to how they shall conduct their business, only by the rules they make themselves, or how their operations can be properly inspected or controlled by Government, until some one scents danger.

"They can issue any sort of prospectus they wish, without any supervision.

"They can advertise and announce in Canada as they advertise and announce in England and Scotland, that their chief mission is to 'eliminate the private trader,' which means that they are not 'private traders.' Their endeavor being to leave the impression that they are 'state-owned' or 'owned by the people,' or authorized by the Government.

"Evidence shows that over eight hundred of these societies failed in England and Scotland during twenty years, and caused serious and disastrous loss.

"To induce the public or their members to deal with them, they offer them dividends or more properly speaking, 'bribes,' on their purchases, every three, six or twelve months, ranging from five to twenty-five per cent. In other words, it is the old trading stamp scheme, only dressed up in other garments. There is no provision in this bill to prevent this.

"They claim that these bills which they have introduced in Canada, are modelled on the same plan as those operated in England or Scotland.

"So silently and unnoticed was this legislation secured in the British House of Commons, that the merchants and manufacturers did not realize what it meant until after it had become law.

"Since they have commenced operations, and got themselves entrenched, and pay no income tax, and pay nothing for their charters, the commercial organizations all over Great Britain have become thoroughly aroused, and they are lining up man to man, and shoulder to shoulder, to attack this monster. Their task will be a big one, and we hope them success, but we fear they have awakened too late.

"One co-operative wholesale society, in Manchester, did a business in one year of one hundred and ten million dollars ($110,000,000.00). They supply a host of retail co-operative stores. The manufacturers at first supplied them with goods and helped them to destroy, or 'eliminate' as they say the 'private trader.' Now they have factories, vessels, farms, mines, banks, etc., of their own, and they manufacturers also have joined the army of commercial men, who are demanding that the special privilege they secured while the business men of Great Britain 'were asleep at the switch' should be taken away from them and that all men in trade should have equal rights, and no one should have special privileges.

"If these bills pass the Dominion Parliament, they will be able to operate and ignore all restrictions that govern Provincial charters, and thus secure special privileges over legitimate incorporated companies.

"In Canada, 'The Retail Merchants' Association of Canada,' being numerically in the fore front, have been on the watch tower keeping an eye on unfair commercial and financial legislation, and we have so far kept this monster out of this fair Dominion. We have fought a good fight; and we have been spreading the educational work. Those members of the Dominion House and of the Senate who have listened to our story, and who understand the financial importance of our commerce, have stood loyally by us. They recognize the danger of these measures, and by their zeal and their wisdom, they have thrown these bills out three times. May we hope that they throw them out again, and thus carry out the wishes of the thousands of manufacturers, wholesalers, retailers and financial men of Canada. Can we rely upon you to assist us?"

EATON MAY BUILD GREATER TORONTO STORE

Statement That Mail Order House is Actual Purchaser of Expensive Toronto Block at Yonge and Carlton Streets — Structural Engineers Said to Have Inspected Old Store and Reported Adversely—Value of Ground Floor.

Toronto, Feb. 23.—Although the veil of mystery which hid from the first the identity of the power behind the purchasers of that valuable block of Toronto real estate, at Yonge and Carlton Streets has never been entirely lifted, the gauze has been pulled up far enough to enable some responsible persons to make the statement that the T. Eaton Company holds the key, and that the land was secured solely with a view to the erection there of a department store larger than the old. And those who make the statement give what appears to be a reasonable chain of argument to substantiate their claim.

Visit of Structural Engineers.

There came to Toronto last fall, it is said, on the invitation of John C. Eaton, president of the T. Eaton Company, two structural engineers, to pronounce upon the possibility of there being constructed out of the present chain of buildings that stand at the corner of Queen and Yonge Streets, one big, solid, uniform store. It is understood these engineers examined the present edifice, from basement to roof, and that their report was to the effect that while the newer sections of the store would bear up, the older, wings would not stand the strain of such construction. Furthermore the experts are reported to have said, that the loss to the company due to interruption of business, would be heavy enough to almost suffice to build a new store on another site.

It has also been remarked that all remodelling work which has been done by the company on their present building, since the visit of these experts to Toronto, has been along lines calculated to stand for but a short time, that is, wood has been put in where steel would have gone under ordinary conditions.

Ground Floor Business.

And then again there are those who say that Mr. Eaton has declared his intention of building a new store with a tremendous ground floor space. It is reported that he has estimated that by far the greatest part of the business of the company is done on the ground floor. Some say, even that it is his belief that 85 per cent of his entire business in Toronto is transacted on the ground floor.

So, it would seem that all these facts combined make it highly probable that the Eaton Company is in reality the purchaser of the block in question. The floor plan of a structure raised there would be large. When the land is to be built upon is not known. Cards have been displayed, however, in the windows of the stores along its Yonge Street front carrying the assurance that leases covering five years, would be given. So it would appear that the owners of this expensive property are in no hurry to commence construction.

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OPPORTUNITIES IN SEEDS.

The Grocer would draw attention to an article appearing in this issue, dealing with the display and sale of seeds. It is written by a retail grocer who has had considerable experience in that line, and is worthy of the consideration of every dealer who handles this side line.

In country communities, villages and small towns—anywhere where the farmer or garden man is wont to congregate—there is a chance for the grocer and general merchant to transact considerable business in seeds. This sort of trade goes to the man who is first in the field. The nearness of spring makes now the time to stock up. No time should be lost about aranging for proper display, and energetic selling methods.

Opportunity is there for some bright young clerk to strike out along original lines in the handling of the spring supply of seeds.

KANSAS EGGS IN B. C.

From market reports sent in from British Columbia it is as plain as the freckles on your face that, whether Reciprocity goes through or not, eggs from the state of Kansas, U. S. A., are going to be a strong feature of the produce market of the Province on the Pacific coast for some time to come.

California, it appears, was the state to which citizens of the sunset province looked for relief when the prices of the local eggs soared skyward. But it seems now that the domestic hen in Kansas has been so energetic the past while that there were plenty to spare. Accordingly, some were billed through to Vancouver, and at a price, almost ten cents a dozen lower than that charged for the California product.

Possibly this invasion will not last, but it only goes to show that one can never tell exactly what's going to happen anywhere on this old world of ours. But it seems queer that the price of eggs in Vancouver and Victoria should have to tumble before the onslaught of a product of Kansas, U. S. A.

THE POWER OF PERSONALITY.

To every man belongs the power to affect in some degree, everyone with whom he comes to address himself. Every man may not realize nor appreciate this heritage — for heritage it is — but it is there all the same. It is, as the breath of the flesh and blood of him; as powerful and as kind as the kick of his foot and the clasp of his hand. And you, Mr. Grocer, because of your personal touch with so many women customers who do not reason always, can well afford to study this effect.

It would be easier to catch a humming bird with a fish-net than to find a man the effect of whose presence upon his fellow-beings is always pleasing. There may be such a phenomenon, but he has not declared himself around these parts. So it is for everyone, and especially a grocer whose business depends almost entirely upon the good will of his customers to gauge this effect, and, where he finds it repelling, to either correct it by simple power of will, or else have some one else wait upon that customer.

A typical instance, in which this "presence effect" played a prominent role came to the attention of The Canadian Grocer a little while ago.

The dealer in question was the proprietor of at least two stores, with probably half a dozen clerks under him. Personally, he was a likeable chap, who strove to make himself agreeable, and his goods were the best, probably, in a considerable neighborhood.

Now there was a certain woman—a good customer, too— who would go to the door of one of those stores and glance in. If that dealer were in the store she would simply not go in, but would go on down the street to a little establishment where the display was not nearly so good nor the range of groceries so wide.

That man lost money every day because of that "effect." He was, it can be easily believed, absolutely unconscious of it himself, and yet it was there, a tangible thing, tangible too, because it created an atmosphere that cost him money.

In each one of you is that power; it would be good for business, somewhere, if it were studied out and the cause removed.

THE DOCTOR GOT THE BUSINESS.

It is expedient that the merchant should at all times put on the appearance of business. People undoubtedly like to deal at the store where clerks are alert and where business is on the hum. What a bad impression it makes on a customer to enter a store where the clerks are leaning on the show cases, reading books, or in other ways presenting an appearance of dullness and sleepiness! Much better that they should be pulling down a counter or shelf display and rebuilding it, than standing listlessly around discussing the topics of the day.

Ten years ago a young doctor took up a practice in a town of 2,000 population, where there were already two doctors. He put out his sign and waited for business to come. But it failed to come his way, and he realized that something would have to be done if he were ever going to make a living. After a great deal of thought he decided to put on an appearance of business at any rate, and see if it would not do some good. Next morning he made several trips through the town with his satchel. He appeared to be busily engaged, as if he had so much to do that he could not spare a moment.

In the afternoon he got out his horse and took a hurried drive through several sections of the country. Sometimes, he drove so much that he found it necessary to hire livery horses.

The people saw him always on the go from early morning to late at night, and thought that he must be a pretty good doctor to be getting all this business. Very soon this young doctor had worked up an excellent practice, and all by merely putting on an appearance of business.

His experience should be a lesson to many grocers and clerks. If a merchant does not keep on the move and make a good showing, he will soon find the cobwebs collecting in his store. Busy clerks, good window and counter displays, a well loaded delivery waggon and all such things as these, make a store all the more attractive.

There is another point in regard to putting on a good appearance and that is in regard to the store front. If a coat of paint or a new walk will improve its look, do not hesitate at a little expense, for a dealer will be amply repaid. It is certainly false economy to allow the store front or any part of the store to become unattractive for want of the expenditure of a small amount of money.

On one day this week the visible supply of sugar in the world was 3,660,000 tons, an increase of 490,000 tons over the supply a year ago.

SHORT TALKS TO CLERKS

By An Ex-Clerk

Salesmanship.

Salesmanship is the fundamental basis of success in every line of business known to commerce.

When a great criminal lawyer faces the jury to plead his client's cause, what is he trying to do? SELL something!—Trying to sell that jury that his client is innocent. It is nothing else in the world but salesmanship.

When a politician gets up in his constituency in front of an audience, for re-election, what is he trying to do? SELL something! Sell his audience that he is the man to be elected.

What am I trying to do? SELL you the facts of Salesmanship—sell you the importance of it. The majority of people use the word "tell" instead of "sell." There should be a word that will take them both in.

In a broad way, everyone is a salesman; and everyone is practising — or failing to practise, as the case may be — the principles of salesmanship, and these principles are simply the principles of influencing favorably and not unfairly the human mind. It is a salesman's business to change minds, to overcome prejudices, to break down bad customs, to soften stubbornness, and let the light of reason into dark places.

Is not life in general pretty much a matter of making other people feel as you do about something or other—about yourself, primarily?

Salesmanship is a science, and it is also an art. You can acquire it, and after once acquiring it then it is a question of its proper application. When you acquire the art of salesmanship you have an asset no one can take from you, or steal from you. It is YOURS.

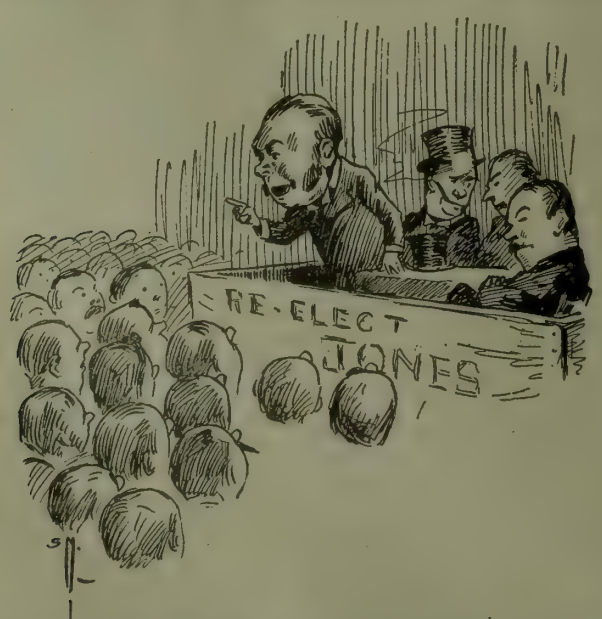
One important adjunct is necessary to apply it properly. When I say "apply it properly," what do I mean? I mean WORK. You may be the finest salesman in the world, the cleverest artist in selling goods that ever was known, but you must WORK, or your art is wasted.

Some Clerks Are Waiters.

There is a great difference between an ordinary clerk and a salesman in a retail store. Some clerks are simply waiters; they wait on people, give people what they want. Anyone can do that. A lady comes in and says, "I want a pound of coffee." It is not very much trouble to get her a pound of coffee.

The salary you command is in your own hands, namely, as to how good a salesman you are. How good a salesman you are depends on your ability and your willingness to learn. A clerk who is a good salesman will study all the advantages of salesmanship, grasp every opportunity and become a dividend payer for the house.

I don't believe there is a clerk but who, if he made up his mind, could sell one or two dollars' worth of goods more each day than he has been selling. That does not seem very much, but stop and figure it up for a minute—$2 a day; five clerks in the store; $10 per day; 20 p.c. profit; $2 a day net profit; 313 days in the year—$626 per year extra profit to the house? What does that mean? It means better salaries to those who work there and are good salesmen. It cannot mean anything else.

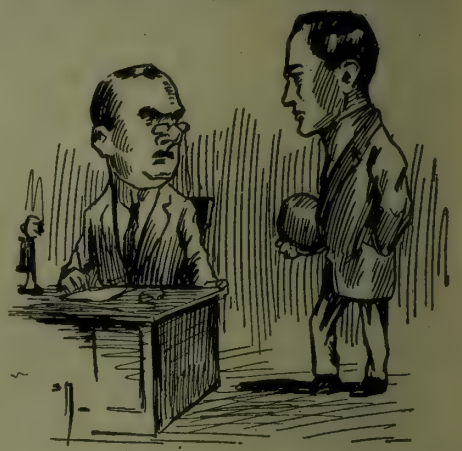


When a Politician Gets up in his Constituency for Re-Election He is "Selling" Something to His Audience.

You have something to sell. You come to me and you say, "I am a salesman. I want to go to work in your store." "Well," I say, 'how much do you want for six days per week of your salesmanship?" You say, "I want what I am worth to the store." "All right," I say, "come to work. At the end of the week I will tell you what you are worth. If you are a better salesman than anyone e'se in the store, you are going to get more money."

It is the same old problem over again —the supply and the demand. If I won't pay it to you, someone else will, and glad to do it.

In a certain instance, you find a young man who has not been a success, who is discouraged and does not think much of his chances for success. A salesman comes along and sells him something he needs. What is it? Why, a Course in Salesmanship.



"All right," I say, "Come to Work."

How Sales are Made.

A woman comes into your store, and the good salesman will welcome her as if he meant it; will say to her. "Good morning, Madam, what can I do for you? Do you want some coffee?" "Yes." He puts the coffee up, then says, "Here is a brand of cereal food which has been strongly recommended to us, and which we recommend to you. I believe you would like it. Try a package of this. and if not satisfactory please return it." Or, "We have some lovely fresh celery in to-day, which will soon be scarce," and so on, and so on. He sells her the cereal, he sells her the celery. How? He had studied his customer from her previous visits to the store, gradually acquiring that knowledge of human nature by a little extra effort, and that was all.

To be a successful salesman you must be able to analyze your customers, and I know of no walk in life where there are greater opportunities for this than in retail stores. You soon get to know the likes and dislikes of your customers. And think how important it is to the House that you are a good salesman. Competition is very keen; there are

other stores cropping up around your locality; and as competition gets keener and keener, the greater is the need for good sales clerks. The clerk who can sell more goods than the other fellow is bound to get more money; he can command it. The clerk who is the best salesman has seldom indeed to ask for a raise in salary; he gets it; the house knows he is worth it; they do not want to lose him. Again, it only goes to show that clever sales clerks are scarce, and always will be scarce as long as you fail to appreciate the great advantage of more knowledge along these lines, and the important things I have taken up with you.

Two Varieties of Clerks.

In many cases, it simply resolves itself down once more to the differences between doing things right and doing them wrong. I go into retail stores every day, and you would be amazed at the way some things appear to me; they are awful! I went into a Gents' Furnishing Store, and, after waiting a minute or more, a clerk who was doing nothing walked up until he got opposite me, and said: "Anything you want?" Now, what do you think of that? Anything I want? What would I be doing in that store if I didn't want anything? I told him I wanted to see a tie of a certain shade. He picked one out, handed it to me and said, "That's a dollar." Then he started to look out the window at the passing street cars. I did not buy it.

I went into another store, and the clerk stepped up to me in a brisk, bright sort of a way and said, "Good day, sir! Is there anything I can show you that might interest you?" That was different. Here was a courteous and salesmanlike reception. I told what I wanted. He brought out many more ties than I required. Nothing seemed a trouble, and he never allowed his attention for a moment to be diverted from me. He took one of the prettiest ties, deftly folded it, and held it in position beneath his own collar, and said to me, "Does that not strike you as being about what you would like?" He saw I was sold, and before he was through sold me three shirts—just along the same tactful lines. That man will be in business some day and be a success.

I have heard retail clerks say, "O what is the use? What is the use of keeping yourself on the qui vive every minute? I have been getting $10 a week for a long while now, and I don't see any chance of getting any more." That is just the reason he has always been getting $10 a week. That man will never be a success.

Do you ever realize, you retail clerks, that when a merchant employs you he must place confidence in you? Do you realize what that responsibility is that he has placed on your shoulders?—Because you represent his place of business.

You may think you are smart if you can side-step some duties, and give them to others to do. You may think it clever to be able to fool your employer, and you CAN fool him, but for how long? A very short time, I assure you, and the only one who is getting fooled is yourself.

On the Successful Road.

The thing to do is to be influenced by successful clerks—clerks who are getting more money than you are—clerks who are selling more goods than you are; and if there are none in the store who surpass you, there are others in many other stores who do. And just along that line for a minute I will say, when you begin to reach the stage where, honestly speaking and eliminating all egotism, you have got a long way to look to find someone making more money than you are, or selling more goods than you are, you are fast getting towards the road to success.

Remember it takes a live fish to swim up stream; any old dead one can float down. Don't be influenced by the ones that float down! Don't be influenced by the average class! Set a standard as high as you possibly can, and be prepared to put in all the hard licks that are in you. Stick to it, day and night, early and late. Be willing to learn from others; be loyal to your employer; keep yourself in good health; be absolutely honest, and always in dead earnest, and you are sure of Success.

Practical Methods in Retail Stores

B. C. Trading Company Inaugurates Profit-Sharing Plan to Encourage Employes—Post Cards to Customers. A Rhyme Used to Attract Attention in Vancouver.

Employes Share in Profits.

Fernie, B.C., Feb. 23.—The Crow's Nest Trading Company, Ltd., of Fernie, has inaugurated a semi-annual profit-sharing plan to encourage their employes. For the past six months, $600 was distributed, which amount is over and above the profits distributed to those employes holding stock in the company, of which there are several. The next distribution will be in August.

In offering an incentive to its employes, the company claim to have been the gainer, for the business has been constantly growing. They state that, added to this is the goodwill which naturally follows when it is seen that the firm's success is to bring money to those who help to make it. The present building is to be enlarged and measures will also be taken looking to a greater extension. The company also issue a letter of appreciation to its staff—a thoughtful consideration if nothing else.

Coffee Display with a Rhyme.

Vancouver, B.C., Feb. 23.—Hallam & Wyndham, of this city, recently had a display of coffee in their window, with the following rhyme prominently displayed:

"I want to hear the simmer of the old coffee pot,
I want to hear it simmer when its getting good and hot;
I love the smell of roses along about in June,
And I'd hang about and listen to almost any tune,
But the fragrance and the music that nothing else has got.
Are the odor and simmer of the old coffee pot."

Value of Suggestion.

Halifax, N.S., Feb. 23.—Your correspondent, when looking over a number of orders that a local grocer had received, remarked that in but very few cases did the customer specify the brand of goods she wished. "They always leave it to me," said the grocer, "to choose the brand. You will generally find that a customer places enough dependence on the dealer to allow him to name the brand that she should use. Of course, we do have cases where a certain brand is asked for but if the customer has ever dealt with us before, she will generally take the kind we recommend. It was only yesterday that a customer asked me for a well advertised brand of jam. I do not carry that brand, one reason being that it does not pay enough profit, while the one I have is equally as good and gives me a fair percentage. Now I have tried both brands and find the one I carry just as good as the one the customer asked for and for that reason I recommended it to her and she purchased it. I find the same thing to happen very often but I am careful never to substitute an article that is not as high quality as the one asked for."

Post Cards for Customers.

Toronto, Feb. 23.—Doves, grocers and butchers, 102 Wilton avenue, have a system whereby they are able to keep a customer's trade no matter to what part of the city she may move. Orders are taken and deliveries made every day in the immediate neighborhood, and twice a week in the outlying districts, so that they are able to serve their patrons well. If a customer who lives near the store is moving to another district, they assure her that they can handle all her wants even there, by covering the ground twice a week for orders and by the telephone. They also have private post cards which they give to customers who live some distance away, so that if they need anything between order days and have not a telephone, they may send their orders on these post cards. If a customer sends for goods in the morning, the post card is received at the store that same day and the goods delivered promptly.


PURITY FLOUR
"More bread and better bread"
Great for growing children because it has all the
PURITY FLOUR
For
PURITY FLOUR
Buy it once and you will choose it every time
PURITY F
Use it for bread, pies, cakes, biscuits, everything
WESTERN CANADA FLOUR MILLS COMPANY
Purity
MANITOBA HARD WHEAT
Western Canada Flour Mills Co. Limited.
The P
Advertisi
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have been told it is the
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are very striking and
remember that this
coast to coast.
We have so much confi
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in our business—the la
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our publicity. Get your
Western Can
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Winnipeg,
Makes your baking skill seem better still
The flour th
needs no
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PURITY FLOUR
"More bread and better bread"
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Fam
98 POUNDS
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FLOUR
If that name is on the sack you can buy with confidence
RN CANADA FLOUR MILLS COMPAN
A PERFECT FLOUR
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Once you have used
PURITY FLOUR
u will readily pay the
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ntil you have actually tried PURITY FLOUR you
ay demur at the trifle more it costs you than lower
rade flours cost—but your first sack will show you why
hat seemingly higher price is a real economy for you
WESTERN CANADA FLOUR MILLS COMPANY
A PERFECT FLOUR
Purity
PATENT
CANADA
TRADE MARK REGISTERED
MANITOBA HARD WHEAT
PURITY FLOUR
That trial sack (which you ought to order this very day) will teach you what Purity Flour is worth to you, as contrasted with an ordinary flour.
PURITY FLOUR is milled from only the choicest Manitoba wheat standard.
has the nutlike, sweet, wholesome taste every housewife tries to put into the bread she bakes.
PURITY FLOUR, moreover, is not merely a bread flour. It is an every-purpose flour. It makes the kind of pastry you
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eat deal of attention. We
attractive flour advertising
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tising. The steady increase
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accounts we are adding—is
not misplaced.
RITY flour, get in line this
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of PURITY flour prosperity.
Flour Mills Co.
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St. John, N.B., Goderich,
on, Vancouver
More bread and better bread
Has the strength, the flavor, the quality--- for baking good things!
PURITY
FLOUR
"More bread and better bread"
Purity
MANITOBA HARD WHEAT
PURITY FLOUR
Risk a little to learn a lot Get a trial 7-lb. sack this very day
"More bread and better bread"
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34

The Markets – Sugar Appears Strong

Dealers Think That Bottom Has Been Reached—Market Shows an Upward Tendency—Demand Brisker—Prunes Scarce and High in Price—Rice Has Advanced — Tomatoes are Higher in Toronto—Beans Firm in Winnipeg.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—
Rice—Advance of ten cents.
Evaporated Apples—Very firm.
Prunes—Scarce and dear.

Montreal, Feb. 23.—One of the things grocers should remember during the next six weeks is that they are in the midst of the Lenten season and should endeavor to cater to those who observe that time. There is an increased business in what might be called meat substitutes. Fish enjoys a heavy demand, eggs are looked for more than before, and cheese, honey, jams, dried fruits, and other goods will find new purchasers, especially if the grocer endeavors to increase his trade by calling the attention of those in particular who are, as before mentioned, observing the Lenten season. The individual, of course, always follows his own ideas, but it should be of interest to him especially as there is the opportunity of new business.

During the week an advance of ten cents has been made in the price of rice. This was not altogether unlooked for as the primary market has been showing strength for some time. Evaporated apples are scarce and are high in price. They are in the same class with other dried fruits, prunes being especially scarce. There is a fairly good demand for sugar and in the primary market the price is slightly higher. The local market is described as steady.

Sugar.—The market is rather steady this week before conditions that show some improvement. Demand is better, and in the primary market prices are slightly advanced. The opinion is expressed that present indications point away from lower prices and that the bottom has been reached.

Granulated, bags	4 20
" 20-lb. bags	4 30
" Imperial	4 05
" Beaver	4 05
Paris lump, boxes, 100 lbs.	5 10
" " " 50 lbs.	5 10
" " " 25 lbs.	5 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	4 90
" 100 lb. boxes	5 00
" 50 lb. "	5 10
" 25 lb. "	5 30
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 65
" " 50-lb. boxes	4 80
" " 25-lb. boxes	5 05
Powdered, bbls.	4 45
" 50-lb. boxes	4 65
Phoenix	4 20
Bright coffee	4 15
No. 3 yellow	4 05
No. 2 "	3 95
No. 1 " bags	3 80

Bbls. granulated and yellow may be had at 5c. above bag prices

Syrups and Molasses.—The demand for molasses is good and in the primary market there are new signs of what are considered strength. Syrup is also moving out freely and a good season is being looked for with the beginning of March.

Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls	0 03¾
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—Prunes are in small compass, some of the houses having less supplies than others. Evaporated apples, as was expected, are scarce. The price is decidedly high and it is safe to say that some of the dealers have practically no stock. Apricots are away up also. Practically all the lines in dried fruits are firm and in not a few cases the supplies are rather meagre. Demand is fairly good, but with prices ruling rather high a great deal is not expected.

Evaporated apricots	0 21
Evaporated apples	0 14 0 15
Currants, fine filatras, per lb., not cleaned	0 07½
" " " cleaned	0 07½ 0 08
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09½ 0 10½
Dates	0 06
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 8 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 13½ 0 14
40-50	0 11
50-60	0 10½
60-70	0 09½
70-80	0 09
80-90	0 08½
90-100	0 08½
Bosina prunes	0 09 0 11
Raisins—	
Choice seeded raisins	0 08
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 09½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07½
" select, per lb.	0 07½
" 4-crown layers, per lb.	0 08½

Nuts.—There is a good demand for nuts and it might be said that enquiry has not fallen off much even through the quiet period following the Christmas season. Peanuts of a high grade are scarce.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb.	0 11 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 16½ 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 32

Spices.—The market is firm but is rather quiet. The shipments of pepper, black and white, this year from Penang and Singapore are much lower than for the same period last year. Practically in all spices there is a noticeable strength.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60
" ground	0 25	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Tea.—The tea market is fairly active with a good steady trade. There is special interest in colored teas and it is stated that holders of these in Canada have been responding to enquiries from the United States. In consequence the local market is active and Canadian purchasers have been getting their supplies in anticipation of higher prices or a shortage before the new crop is ready for the market.

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 23
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 02
Ceylon greens—Young Hysons	0 20 0 25
Hyson	0 20 0 [illegible]
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—The market is unchanged here but is generally firm with the primary conditions practically the same. Demand is steady and prices are the same as have been quoted.

Mocha	0 23	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Rice and Tapioca.—Quotations for rice were raised ten cents this week. The primary market has been considered strong for some time past and the advance was not altogether unlooked for in many places. It is expected that under the new prices the advance will help increase interest in business. Tapioca is steady.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Tapioca, medium pearl	0 06½ 0 07

Beans and Peas.—There is a good demand for both beans and peas. Prices are steady. Demand should continue heavy during the next four or five weeks.

Ontario prime pea beans, bushel	1 85
Peas, boiling, bag	1 80

CANNED GOODS

MONTREAL.—The canned goods business is practically the same as a week ago. Gallon apples are scarce and are quoted as high as $3.50. Peas are practically off the market and in a few other instances the same condition prevails. Canned goods are valuable property just now. In fish the trade is opening up better and where it was dull for some time an improvement has been noticed of late and a much better feeling prevails.

Apples, gal.	3 25 3 50
Peas, standard, dozen	1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 40
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 67½
Plums, Lombard dozen	1 90

Lawtenberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
¼-lb. flats, dozen, $3.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	3 20
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, ½s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—The feature of the canned goods market is the big scarcity of both peas and tomatoes. A number of dealers have advanced tomato prices to $1.45, and as high as $1.50 is being asked in some cases, while others agree that present conditions warrant that quotation for them. So great is the scarcity in this market that quantities of tomatoes are being brought in from the United States market. Peas are also firm and standard are quoted at $1.35 to $1.40 per dozen. Prices in other lines, however, show no change. Trade in salmon and other canned fish is only normal, but wholesalers are looking for an improvement as soon as the Lenten season opens.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2s	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	..	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 35
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 2's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices are:		Lobsters, halves, per dozen	3 65 3 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 80
Pinks	1 30 1 35		
Northern River Sockeye			1 95
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

Winnipeg—A good demand still continues for all lines. Plums in heavy syrup are very scarce and stocks light which is likely to cause an advance before long. Early June peas are also scarce and are now quoted at $1.45. Tomatoes still scarce, and further advance is almost certain. Starch and cornmeal markets are the lowest they have been for many years, while existing market is extremely weak.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" " (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 04	1 06½
" " Midgets, 2's	....	1 4 ½
" " 3's	1 57	1 59½
" Refugee or Valentine (Green) 2's	1 9	1 11
" Refugee Midgets 2's	1 39	1 41½
" 3's	1 57	1 59½
Beets, sliced, blood red, 2's	1 09	....
" whole blood red, 2's	1 09	....
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	....
" " " 3's	....	1 74½
Corn	1 06	1 09
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3 2's	1 45	1 47½
" Sweet Wrinkle, size 2 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 8
Spinach, table, 2's	1 39	1 41½
" 3's	1 97	1 99½
Tomatoes, 2's	1 16½	1 1
" 3's	1 61	1 62½
" gal	3 95	3 97½

FRUITS		
Apples, standard, 3's	1 27	1 29½
" " gal	3 55	3 57½
" preserved, 3's	1 97	1 99½
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's	1 64	1 66½
" red pitted, heavy syrup 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Peaches, white heavy syrup, 2's	1 99	2 01½
" " " " 3's	3 07	3 09½
" yellow heavy syrup, 2's	2 77	2 79½
" " " 3's	3 07	3 09½
Pineapple, sliced, heavy syrup, 2's	1 89	1 91½
Raspberries, black, heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91½
" red standard gal	7 55	7 57½
" red, solid pack, gal	9 80	9 82½
Rhubarb, preserved, 2's	1 64	1 66½
" 3's	2 47	2 49½
" standard, gal	3 90	3 92½
Strawberries, heavy syrup	1 89	1 91½

ONTARIO MARKETS

POINTERS—

Sugar—Demand reported good.
Prunes—Scarce.
Rice Standard B—Ten cents advance.
Tomatoes—Ten cents advance.

Toronto, Feb. 23.—Immediately after the holiday, the wholesale trade started at a very high speed and the satisfactory amount of trade done during January has had some effect on making the February business dull. However some firms report a slight improvement in business during the past week, while collections have been very good, considering the slackness in trade. The temporary period will give the wholesale trade time to make plans in the interest of their business.

Perhaps the one redeeming feature in the trade has been the big demand for sugar during the past week. Dealers agree that the bottom price has been struck and as the raw market is very strong, refined shows an upward tendency. One dealer in expressing his opinion said: "The sugar market is very strong and I expect an advance in price at any time."

No doubt if an advance takes place and retailers become firmly convinced that the trend is upward there will be a big rush to fill up stocks. The raw sugar market is now at 3.67, an advance of 25 cents over the quotations of the first of the month. The visible supply is 3,737,322 tons as against 3,235,952 tons last year or an increase of 501,370 tons.

Trade in syrups is brisk on account of the scarcity and high prices of dried fruits and the high prices of canned fruits. Prices are satisfactory, being lower than last year and retailers are evidently pushing that line. Trade in dried fruits is not overly brisk, retailers ordering only in small quantities for immediare needs.

An advance has taken place in standard B. rice which was not unexpected as a firmness has existed in this line in the primary market for some time, and the advance was only delayed by the absence of demand.

Canned goods are in a strong position and an advance has taken place in tomatoes, some dealers quoting them as high as $1.50 for 3's. Canned fish does not show any great briskness, but retailers are expected to take hold of this line in the near future.

Sugar.—No change has taken place in the price of sugar, but the general opinion seems to be that sugar has struck the bottom price and that indications point upward. The purchase of over 100,000 bags of raws at 3.67 or 25 cents above the lowest point for this during this season, would indicate an upward tendency. Owing to the improved conditions of the raw sugar markets of the world, the reduction in American refined which was looked for last week failed to materialize. From last week's quotations of 3.54, raws in New York have advanced to 3.67, at which figure big purchases were made. European beet sugar has exhibited another advance and is quoted ar 9s 9d f.o.b. Hamburg, which is equal to 4.04 duty paid New York or 37 cents per cwt. above Cuban quotations. The beet sugar market is however easy at the advanced price.

The demand for sugar just now is heavy as dealers believe that it is as low as can be expected for some time and sales have been free in anticipation of an advance.

Extra granulated, bags	4 30
" " 20 lb. bags	4 40
Imperial granulated	4 10
Beaver granulated	4 15
Yellow, bags	3 90
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	4 70
" " 50-lb. boxes	4 90
" " 25-lb. boxes	5 00
Powdered, brls	4 50
" 50-lb. boxes	4 70
" 25-lb. boxes	4 90
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 2)
" in 50-lb. "	5 30
" in 25-lb. "	5 50

Syrups and Molasses.—Conditions being very much in their favor this season, as dried and canned fruits are high in price, syrups are enjoying a lively trade, and business in this line is reported very much in excess of last year, when prices were higher than at the present. Some factories have had difficulty in getting orders out to retailers on account of the heavy snow storms, and dealers have been slightly inconvenienced in some cases. The trade in molasses continues with about the same demand, while prices show no change, but are steady.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 35½ lbs. ea.	1 10
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—Among the dried fruits, prunes are particularly scarce and high in price. The scarcity is the greatest in the small sizes, while the large sizes are higher in price. Retailers should have no difficulty in selling the large size when they explain to customers that they are the cheapest in the end. Trade in the different lines shows no unusual activity; retailers buying for immediate needs only in most cases. The demand for raisins as is usual at this time of the year is light. Loose muscatels are rather scarce but there is little demand. On the coast seedless, and sultanas, are reported to be pretty well cleaned up and the market shows an upward tendency there. Currants are firm but the demand just now is slack.

Prunes—					
30 to 40, in 25-lb. boxes		0 13½	0 13¾		
40 to 50 " "		0 12½	0 13		
50 to 60 " "		....	0 12		
60 to 70 " "		....	0 11½		
70 to 80 " "		....	0 11		
80 to 90 " "		0 09½	0 10		
90 to 100 " "		0 09	0 09½		
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Standard		0 16	0 16½		
Choice, 25 lb boxes		0 16	0 17		
Fancy, " "		0 19	0 25		
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06
Dried peaches				0 10	0 10½
Dried apples				0 09	0 09½
Currants—					
Fine Filiatras	0 07½	0 [illegible]	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
" extra fancy				0 14	0 16
Valencias selected				0 08	0 08½
Seeded, 1 lb packets, fancy				0 08½	0 09
" 16 oz. packets, choice				0 07½	0 08
" 12 oz. " "				0 07	0 07½
			Sairs	....	0 04½
Dates—			Package dates,		
Hallowees—			per 1 lb	0 06½	0 06¾
Full boxes	0 05	0 05½	Fards choicest	0 10	0 10½

Tea.—"During the past two or three years," said a dealer yesterday, "the price of bulk tea to the retail grocer has been increased from six to seven cents. The best teas, however, have not been affected as much as the lower grades." The reason given for this is that lower grades af tea grow on the low ground and this is where the rubber plant grows best, so that in the planting of rubber it has been the low grade teas that have been affected while the higher grades grow where the rubber plant does not thrive and have not been disturbed. There has also been an increase in the consumption of low grade teas and this has also helped to raise prices. Ceylon and India teas, which are practically the only kinds consumed in Canada, have been gradually rising in price, as Russia and the United States have been asking for these kinds.

Coffee.—Although speculative coffee continues to vary and at times shows easiness, still the statistical position is as strong as ever, and gives no hope to those who are delaying stocking in the hope that prices may show some reduction. The current Brazil crops are at an end and there is a long spell when the market must depend upon the small available stocks in home ports. The eyes af those interested are at present turned to the growing crops which will undoubtedly be an important factor in the question of prices. Local demand is normal with prices steady:

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	....	0 22	Mexican	....	0 25
Maricaibo, "	....	0 20	Gautemole	....	0 18
Bogotas	0 22	0 25	Jamaica	....	0 20

Spices.—There is more strength noticeable in the primary market for some spices but on account of this being the slack season, it has had no effect on prices here. A normal trade is passing for this month.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 [illegible]	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 [illegible]	0 90	0 9.
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—Standard B. rice has been advanced 10 cents per cwt. during the past week, bringing the price up to $3.00. The higher grades for which there is not as much demand, have however not been affected, although a firmness is noticeable in Rangoon. Trade in this line continues fair.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal					3 00
	Per lb.			Per lb.	
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½	0 06
Rangoon	0 03¼	0 03¾	Tapioca—		
Patna	0 05½	0 06½	Bullet, double goat		0 08
Japan	0 04½	0 06	Medium pearl	0 05½	0 08
Java	0 06	0 07	Flake	....	0 [illegible]
Carolina	0 10	0 11	Seed	0 05½	0 08

Nuts.—Trade is slow, with only occasional orders from retailers as they run low. Prices remain unchanged and steady. Almonds and walnuts are firm, but the absence of important demand at this time prevents further improvement in prices. Stocks of Brazil are low among most wholesalers.

Almonds, Formigetta	0 15	0 15½
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15	0 15½
Peanuts, roasted	0 09½	0 12½

Evaporated Apples.—"Evaps" remain steady at present prices with stocks none too plentiful and some dealers looking for higher prices before the spring opens up.

Evaporated apples	0 12	0 12½

Beans.—There are no further changes in the price of beans, but the market remains steady with a normal demand. If the proposed tariff goes into effect, dealers agree that it will mean a big advance in the price of beans, as large quantities are annually imported from Canada by the United States.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

MANITOBA MARKETS

POINTERS—

Syrup.—Steady.

Dried Fruits—Steady and scarce.

Beans—Advance expected.

Winnipeg, Feb. 23.—The expected rush is on hand, and orders which should have been shipped weeks ago, but which owing to the unsettled conditions of the weather, were delayed, are now being sent forth with great rapidity. The mild weather prevailing during the last few days has been of untold benefit to all wholesalers and jobbers in getting the condition of the trade in general back to an even level.

The presence of large number of visitors to the city during the week, attending the annual bonspiel, agricultural and other conventions, as well as the auto show, has resulted in large orders being delivered direct to the city houses to be forwarded with all haste.

Country roads throughout the northwest are just becoming traversible again and farmers are able to travel with greater comfort to the towns, which is resulting in a general brightening up of trade in all lines.

Prices during the week have held unusually firm and dried pears and citron peel are the only lines to have advanced during the week.

Sugars—The raw sugar market continues to advance, and quite a flurry took place on the New York market yesterday. The market here, however, owing to the large stocks at present on hand remains firm. This recent scare of higher prices has induced the buying of many car loads by local retailers, while from country points many large orders are arriving, and it would appear as if retailers were stocking fairly heavily. While difference of opinions prevails regarding the way the market will go, the majority predict that a slight advance will take place shortly.

Montreal and B.C. granulated, in bbls	4 85
" " in sacks	4 80
" yellow, in bbls	4 45
" " in sacks	4 40
Icing sugar, in bbls	5 45
" " in boxes	5 [illegible]
" " in small quantities	6 10
Powdered sugar, in bbls	5 25
" " in boxes	5 45
" " in small quantities	5 60
Lump, hard, in bbls	5 75
" " in ½-bbls	5 85
" " in 100-lb. cases	5 75

Dried Fruits.—Spot stocks in evaporated apples appear to be all in sight for the trade, and while these remain firm a further advance is expected. Currants and Mediterranean fruit are still strong, but remain unchanged. Pears are now quoted at 16½ cents per pound, and citron peel at 14⅞ cents.

Smyrna Sultana raisins, uncleaned, per lb					0 12½
" " " cleaned, per lb					0 13½
California raisins, choice seeded in ¼-lb. packages per package					0 07½
" " fancy seeded, in ¼-lb. packages per package					0 07½
" choice seeded in 1-lb. packages per package					0 08½
" " fancy seeded in 1-lb. packages per package					0 09
Raisins, 3 crown muscatels, per lb					0 07½
" 4 " " "					0 07½
Prunes—					
25lb.bx, 90-100, lb	0 09		Prunes, 50-60 "	0 13	
" 80-90 "	0 11½		Prunes, 40-50, lb	0 13½	
" 70-80 "	0 12		Silver prunes, ac.		
" 60-70 "	0 12½		to quality	0 11½	0 14½
Currants uncleaned, loose pack, per lb					0 07½
" dry, cleaned, Filiatras, per lb					0 08½
" wet, cleaned, per lb					0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb					0 09½
Pears, per lb	0 16½		Nectarines, lb	0 12	
Peaches, standard, per lb	0 09		Hallows, bulk	0 06½	
Peaches, choice	0 10		Dates, packages		
Apricots, standard, per lb	0 16		30 in case	0 07	
Apricots, choice per lb	0 16½		Peel, lb., lemon	0 10	
Plums, pitted lb	0 12		" " orange	0 10½	
			" " citron	0 14½	

Syrup and Molasses.—A strong demand still continues for both these lines and the market remains firm at last week's quotations.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Coffee.—The coffee market still continues to fluctuate due to manipulation

by large holders. The demand is good and the stocks held are of fair size. Prices on this market remain unchanged.

Coffee, standard Rio	0 14½	Coffee, choice	0 15
		Coffee, extra choice	0 16

Beans and Peas.—Considerable interest is being taken in the bean market at present, as it is thought that if the reciprocity agreement with the United States is passed the market here will advance about 25 cents per bushel, as American packers pay that amount of duty on beans shipped from Canada into their country. And even with this duty in existence, owing to the demand being greater than the supply, the American packer has had to import Canadian beans and has been very active in so doing for the last two or three years. Peas are rather uncertain and a difference of opinion prevails regarding the effect of free trade on the pea market. In the meantime, however, prices remain firm.

Beans, 3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25
Peas, split, 100 lbs	2 85
Pearl barley, 100 lbs	3 50

Tapioca and Sago.—A good demand continues and advances are predicted on account of recent strength of markets.

Pearl tapioca, per lb	0 06½ 0 06¾
Sago, per lb	0 04½ 0 05½

NEW BRUNSWICK MARKETS.

St. John, Feb. 23.—There were few changes in the local markets during the week. Onions advanced slightly and are now quoted at $3.25 to $3.50 per case for Valencias, and $1.40 per bag for Ontario stock. Yellow-eyed beans declined to $2.50 and $2.65 per bushel.

Beans, hand picked, bus	2 15	2 10	Cal. raisins, seeded	0 08½	0 09
Beans, yellow eye, bus	2 65	2 75	Prunes, lb	0 05½	0 09
Cheese, new, lb	0 13	0 13½	Molasses, foy. Barbados, gl	0 27	0 28
Currants, lb	0 08½	0 08¾	Butter, dairy, lb	0 22	0 24
Canned goods—			Butter, creamery, lb	0 24	0 26
Peas, No. 4		1 20	Eggs, new laid		0 30
" No. 3		1 27½	Eggs, case		0 27
" No. 2		1 32½	Ham	0 16	0 18
" No. 1		1 80	Potatoes, new, bbl	1 90	2 00
Peaches, 2's, dozen	1 95	2 00	Rice, lb	0 03½	0 03¾
Peaches, 3's, dozen	3 00	3 05	Lard, compound lb	0 12½	0 12¾
Raspberries, dozen	1 85	1 90	Lard, pure, lb	0 14	0 14½
Tomatoes	1 35	1 40	Bacon	0 16	0 20
Strawberries	1 85	1 90	Pork, domestic mess	23 50	24 50
Flour, Manitoba	6 35	6 45	Pork, American clear	23 50	25 50
" Ontario	5 20	5 65	Salmon, case—		
Fish—			Red spring	7 00	7 50
Cod, dry	4 50	5 50	Cohoes	6 50	6 75
Herring, salt, bbls		5 25	Baked beans, dozen	1 26	1 30
Bloaters, box	0 85	0 90	Lemons, Messina, per box	3 00	3 25
Cornmeal, gran.	4 65	4 75	Sugar—		
Cornmeal, bags	1 40	1 45	Standard gran.	4 35	4 45
" bbls	2 80	2 90	Austrian "	4 25	4 35
Oatmeal, bbls	5 15	5 20	Bright yellow	4 15	4 25
Std. oatmeal	5 60	5 70	No. 1 yellow	3 85	3 95
Rolled oatmeal	5 10	5 20			
Buckwheat, west. grey, bag	2 90	3 00			

NOVA SCOTIA MARKETS.

Halifax, Feb. 23.—The grocery trade is fairly brisk for the season of the year. In several lines prices are easier than they have been for some time, and as a consequence larger sales are reported.

Sugar prices are away down. Extra standard granulated is now quoted at $4.35; United Empire, at $3.25; Austrian granulated, at $4.25; bright yellow, $4.15; No. 1 yellow, $3.85, and unbranded, $3.70.

There has been quite a drop in the price of eggs, and fresh laids are now coming on the market in fairly good supply. New laid eggs can now be purchased for 28 cents per dozen. Case eggs are quoted at 27 cents, but the demand is light.

Cheese is firm and prices are slightly higher, twins being quoted at 13½ to 14, and large at 13 to 13½.

The butter markets hold fairly firm though supplies are coming in a little better. Some small shipments of dairy butter in small tubs reached the market this week.

Apples are very scarce. All the cheap stock has been cleaned up and the best apples are selling at $5.50. There is a firm market for potatoes at $2 per barrel, and cabbages have been advanced from $1 to $1.50 per dozen.

Apples, bbl. Winter stock	2 50	4 50	Fruits— Lemons, Messina	3 00	4 75
Butter— Creamery prints per lb		0 29	Oranges— Jamaica oranges		5 50
Creamery solids per lb	0 26½	0 27	Cal. navels	3 00	3 50
Dairy, tubs, lb	0 23	0 24	Rolled oats, bbl.	4 80	4 90
Bacon	0 21	0 22	Pork, American per bbl		26 50
Bananas	2 00	2 50	Pork, clear bbl		28 00
Beans, per bus	1 95	2 00	Hams smoked	0 20	0 21
Cornmeal, bag	1 60	1 65	Lard		0 17
Cream of tartar	0 30	0 32	Molasses, fancy Barbados, bbl.	0 29	0 32
Canned goods— Beans		1 00	Potatoes, bbl		2 00
Corn		0 97½	Onions, Spanish per lb	0 02½	0 02½
Tomatoes	1 15	1 35	Onions, Can., 75 lb. bag		1 40
Peas, std.		1 20	Raisins, Val.		0 08½
Peas, early June		1 25	Sugars— Extra Standard, granulated		4 35
Corn beef, 1's		2 00	Austrian granulated		4 25
Corn beef, 2's		3 35	United Empire		4 25
Cocoanuts, 100		5 00	No. 1 yellow		3 85
Eggs, case eggs		0 27			
Eggs, new laid		0 28			
Flour h. wheat per bbl	6 25	6 30			
Flour, Ontario blends, bbl	5 15	5 40			

BRITISH COLUMBIA MARKETS.

Vancouver, Feb. 23.—Kansas eggs are sweeping the market here. Kansas is an ideal country for chicken raising and with the favorable climate more eggs are produced per hen than even in California. Kansas eggs are coming in here laid down at 22 cents, the cost being 15 cents in Kansas, while its competitor from California costs 34 cents here, being 30 cents at point of shipment. The quality is represented to be fine, besides. The duty now is three cents a dozen, but, according to local men, with reciprocity there will be that much more in their favor, with the result that the chicken rancher in British Columbia will be forced out of the market, except for a short time while eggs are high. In the end they claim it will mean that eggs will be little cheaper, but the money will go to the United States instead of to owners of small holdings in British Columbia.

Considerable Australian and New Zealand butter is coming into the city. On Tuesday one company received a consignment of 2,600 cases via San Francisco. This is jobbed at 32c. The quality is said to be good.

Indications are that cold weather is past, which will mean no high prices in potatoes and other vegetables. The past month has been disagreeable, with storms, but not cold. Had a cold snap set in, it is not improbable that a cable would have been sent to Japan for potatoes. The samples received from that country were of excellent quality.

Apples, cooking	1 00	1 50	Dried Fruit— Val. raisins, lb		0 05
Apples, table	2 00	2 75	Cal. " "		0 06½
Potatoes, local		3 00	Prunes	0 08½	0 13
Canned Goods— Peas, Early June		1 37½	Currants	0 08	0 10
Tomatoes		1 52½	Dried apricots	0 15	0 18½
Corn		1 20	Evaporated apples		0 11
Apples		3 95	Butter, Eastern solid		0 29
Strawberries		2 02½	" bricks		0 30
Raspberries		2 02½	Butter, local creamery		0 35
Canned salmon		6 85	Butter, Australian and New Zealand	0 22	0 32
Sugar— Stan granulated		5 25	Bacon	0 21	0 28
Imported		5 25	Ham, cooked	0 18	0 19½
Light yellow		4 60	Lard, pure	0 15½	0 15¾
Dark yellow		4 50	Lard, compound	0 12½	0 13
Cornmeal, p. 100 lbs		2 40	Eggs, Eastern fresh		0 30
Cornmeal, local		2 60	Eggs, local		0 40
Cheese, Ontario	0 15	0 15½			
Beans, per lb	0 03½	0 04½			
Tapioca, per lb		0 04½			
Rice, per ton	65 00	75 00			
Flour, Standard, bbl		6 50			

Mail Order House and the Country Dealer

Story of How the Neglect of Small Town Retailer to Stock Shelves Brought About Invasion by City Houses, and How, in Turn, He Filled up With Every Article to Hold His Customers —Where Personality Counted.

Through the neglect of a general merchant in failing to stock up his shelves with goods his customers needed, mail order house goods were introduced into a little Ontario town of 1,500 inhabitants a short time ago. The new business gradually expanded until the thrifty housewife was sending down for such large consignments that the merchant came at last to realize that the very foundation of the business he had built up with much care and labor to himself, was in danger.

Driven desperate, he at last decided that he would stock up with goods, so varied in character that it would be no longer necessary for his old customers to pass his store, and take up the city dealer's catalogue.

Extent of the Trade.

He discovered then that the ravages of the Mail Order House had been greater than first supposed. The women of his town had gone so far as to make up twenty-five dollar orders, so that the freight charges could be eliminated. Said he: "I'll put in a stock of goods that the people in town will have no excuse for sending away for goods; even if some of the articles are not asked for once in six months. When they come for them, I'll have the goods to sell them."

His idea was to put in a stock of all articles that his customers desired and he figured that when the people knew he had the goods, a trade for them would soon spring up. He knew that by carrying all lines, he would get business because the people liked to deal at a store where they could get any article they wanted.

A Small Mail Order House.

So he started in with nearly all the articles kept by a small mail order house. He had behind him that great resource that the mail order houses have not, personality. He was a friend and adviser to all his customers. If a man had trouble he sympathized with him and offered his best advice. If a farmer had some bad luck that put him behind financially, this was the merchant who assured him that he would not crowd him for his bill, and the story is told that on one occasion, he spent an afternoon putting up the stove pipes for an old lady customer who lived alone. His trade grew immensely,

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

THE YOUNG COMPANY, Limited
NORTH BAY - and - SUDBURY



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

Why Not Get After ALL Your Tea Trade?

You ought to be selling on an average twenty-five pounds of tea a year to every family that does business with you. If you are not, some wide-awake competitor or possibly a peddler is doing a part of your tea trade.

Look into it and you'll find that the man who has part of your tea trade is pushing 40c. tea, or better. You can get that trade AND SOME MORE by pushing the 40c. grade of Red Rose. Try it in your home and you will agree there is no other tea at the price to compare with it. You can guarantee the quality.

Just try pushing 40c. tea

Red Rose Tea

"is good tea."

T. H. Estabrooks
Toronto, Winnipeg, St. John, N.B.

Your Customers may not Ask You where to Buy **WONDER-SHINE,** but---they are Buying it.

Ten of your Customers bought **WONDER-SHINE** last week.

Probably ten more will buy this week.

The immediate profits are not the question at issue. A small bill of staples MAY accompany the **WONDER-SHINE** purchase—larger bills will follow.

WONDER-SHINE is the entering wedge—the first aid in landing a satisfied, permanent customer.

Is your competitor reaping the profits that MIGHT be yours?

We are spending thousands of dollars advertising this new silver cleaner—in the newspapers, magazines, street cars, and on the bill boards.



Every day we receive enquiries about **WONDER-SHINE** asking where it can be purchased.

Show your customers you sell it—keep a display box always in the window, and one always on the counter. Make every sale yours.

Buy from your jobber or direct.

Case contains three dozen in display boxes.

Household Convenience Co., Ltd., Toronto, Ontario

Agents for Quebec and Maritime Provinces: Smith Hardware Co., 212 Lemoine St., Montreal
Agents for Manitoba and Saskatchewan: Daw & Wissman Co., 67 Merchants Bank Bldg., Winnipeg
Agents for Alberta and British Columbia: Donnelly, Watson & Brown, Limited, Calgary, Alta.

C60

and continued to grow and his store was a busy place.

But even with the large business, this merchant did not make money. He realized the fact himself, but could not find the reason.

Took in a Partner.

So he took a bright young man of the same town into partnership with him, hoping that he would solve the mysterious disappearance of profits. The young partner soon hit upon the right trail. He analyzed the business and found that the merchant had not been paying enough attention to buying. Although the plan of having everything customers asked for was a good one, he found that too large quantities had been bought. There would be a six dozen case of some article of which he sold probably only 1 dozen in a year, and this, to a certain extent, was carried out in nearly all lines. It had a paralyzing effect upon the business. The plan of buying in small quantities was introduced. It was also found that enough attention was not directed to clearing out odd lines, and when this defect had been overcome, the business was put on a firm footing.

WESTERN ONTARIO NOTES.

Fonger & Taylor, groceries and dry goods, 469 Grey Street, London, Ont., have dissolved partnership. John Taylor carries on the business from Feb. 1.

C. G. Moore, Chatham, Ont., has made an assignment of his grocery stock for the benefit of creditors. Mr. Moore purchased the business over a year ago.

Henry Mann, who has conducted a general store in Petrolea, Ont., for the past 25 years, was attacked with infantile paralysis the other day, and is in a serious condition. Mr. Mann's brother, from Port Huron, is attending to the business.

Halliday & Davies, Chesley, Ont., have sold the stock and good-will to Ross & Warrington, who have already taken possession. Mr. Schant has sold his grocery business to Mr. Faust, of Port Elgin.

A grocery store in Dornock, Ont., run by Mrs. Cummings, was destroyed by fire last week.

Little Bros., grocers and butchers, Owen Sound, Ont., will move their place of business to a different number on 10 St., as soon as some changes and improvements have been made.

POSITION WANTED.

SPECIALTY MAN wishes to travel for some special line pertaining to groceries from Winnipeg to Vancouver. Fully experienced in grocery business and can furnish first-class reference. Box 373, THE CANADIAN GROCER, Toronto. (8)

POSITION as traveler wanted by live young man with good grocery and general store experience. Good salesman, first-class references. Box 876, Soo, Ont. (8)

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Timothy, Red, White and Alsyke Clover Seeds.

53 Highest Awards in Europe and America
WALTER BAKER & CO.'S
CHOCOLATE & COCOA



Registered U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.



No substitute or imitation of
BOVRIL has ever been successful
BECAUSE
BOVRIL has never been equalled.

Our staff includes analytical chemists of the highest scientific attainments and our board of directors includes Sir James Crichton Browne, M.D., one of the leading authorities of the day on diet.

The BOVRIL ESTATES cover more than nine million acres. The whole province of Manitoba would only cut up into five portions equal in size to those estates.

We shall continue to make the merits of BOVRIL known to the public and at the same time **Maintain an Excellent Profit for the Dealer.**



Let Us Get Acquainted

Having a most extensive connection with the grocery trade of Western Canada, and exceptional facilities for developing business, we are anxious to get acquainted with manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. Our large track warehouses are situated in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina. We thoroughly understand the business conditions of the West and can successfully place deserving grocery lines.

If you are interested, write us, and we will send you detailed information about the West and its enormous commercial possibilities.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

For the Social Evening or Party !

E D S

NOW is the time of year when social festivities are in full swing and the very best and most suitable liquid refreshment for you to recommend and handle is



"E.D.S." Brand Grape Juice and Raspberry Vinegar

Like all products made under the "E.D.S." label their purity is guaranteed, and in point of flavor they will be found very refreshing and thirst-quenching.
Send along a trial order, and be convinced how easily these lines will sell. Write us to-day.

Made only by **E. D. SMITH,** at his own Fruit Farms, Winona, Ontario

AGENTS:—N. A. HILL, Toronto; W. H DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J GIBBS, Hamilton.

'Pon-Honor Products

of

Canada's House of Quality—

Are the finest that scientific Packing House Methods can produce.

All Departments under Government Supervision.

INSIST ON HAVING

Gunns well-known Brands of Hams, Bacon, Sausage, Lard, Shortening, Cooking and Salad Oils, Mince Meat, etc.

APPETIZING AND SATISFYING

GUNNS Limited

Pork and Beef Packers,

West Toronto, :: Ontario

Cooked Hams

Our Cooked Hams are more popular than ever. Last month we just doubled the output of last year. We know these hams will please you and give every satisfaction to your customers. Send us an order for sample shipment.

If they are not as we say, the finest, you can send them back.

F. W. Fearman Co.
LIMITED

HAMILTON



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Lard is Easier, with Slight Reductoin

Live Hogs Show No Change in Price—The United States Market Slightly Firmer—Another Decline in Egg Prices — Consumption Has Increased With Lower Prices — Butter Market is Steady—Cheese is Quiet.

A normal trade for this season in all kinds of pork products is reported from most centres, with prices on the whole showing but little change. The price of hogs in Canada is about the same as last week, the easiness noted last week having been overcome to a certain extent by the reaction in United States prices. Hogs, in the States, slumped last week under big arrivals and the expectation of larger shipments. The market, however, has reacted to a certain extent this week as the supply has been much smaller than expected. It is easy at the advance as the opinion is that there are plenty of hogs in the country but that the farmers are holding them back. The English bacon market is also reported easy and quiet. Pure lard is easier this week with slight reductions in some cases.

Eggs are easy and continue to decline, from the same causes that have been forcing the market downward during the past six weeks. Receipts are larger than at this time last year and quantities are still being brought in from the United States markets. There is no large quantity of storage eggs being imported now, as Canadian storage men, realizing small chance of higher prices for a time, are offering them at equal urices to American firms. Lower prices have had the result of causing a greater demand for eggs. In British Columbia, California eggs have been brought in for some time at a lower price than the local article, but now supplies are being brought in from Kansas which are very much lower than even those from California.

Butter, while arriving in fairly large quantities at some markets, is becoming scarce at others. Prices remain steady and seem to show greater strength at some points. A fair demand keeps up, mostly for good quality, the poorer grades selling very slowly. Small quantities of butter are being shipped from eastern points to the west to supply the demand there.

The cheese market is quiet, but prices show no easiness, as supplies of cheese are limited. The English market is reported also quiet with stocks light, finest Canadian cheese quoted at 61s. to 63s.

Poultry from time to time shows some revival in trade at the different centres but on the whole continues quiet, the demand for fresh killed keeping well up to supplies, while the limited supply of storage is gradually being cleaned up.

MONTREAL.

Provisions.—A number of price changes are noticeable this week. Pure lard is a little easier and in the other lines the changes are in both directions depending upon the supply in that particular direction.

Pure Lard—		
Boxes, 50 lbs., per lb		0 13½
Cases, tins, each 10 lbs., per lb	0 13½	0 13¾
" " " 5 " "		0 13¾
" " " 3 " "		0 13¾
Pails, wood, 20 lbs. net, per lb	0 11¾	0 13½
Pails, tin, 20 lbs. gross, per lb		0 13¾
Tubs, 50 lbs. net, per lb		0 13
Tierces, 375 lbs., per lb		0 12½
Compound Lard—		
Boxes, 50 lbs. net, per lb		0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 12	0 12½
" 5 " " " "		0 12½
" 3 " " " "		0 12½
Pails, wood, 20 lbs. net, per lb		0 13¾
Pails, tin, 20 lbs. gross, per lb	0 10½	0 11½
Tubs, 50 lbs. net, per lb	0 11	0 12
Tierces, 375 lbs., per lb		0 10¾
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces		25 00
Bean pork		20 50
Canada short cut back pork, bbl. 45-55 pieces		25 00
Clear fat backs		26 50
Heavy flank pork, bbl		24 00
Plate beef, 100 lb bbls		8 75
" 200 "		7 00
" 300 "		25 00
Dry Salt Meats—		
Green bacon, flanks, lb		0 11
Long clear bacon, heavy, lb		0 11½
Long clear bacon, light, lb		0 12½
Hams—		
Extra large sizes, 25 lbs. upwards, lb		0 14
Large sizes, 18 to 25 lbs., per lb		0 14½
Medium sizes, 13 to 18 lbs., per lb		0 16
Extra small sizes, 10 to 13 lbs., per lb		0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb		0 16
" " " small, 9 to 12 lbs., per lb		0 17½
Breakfast bacon, English, boneless, per lb		0 17
Windsor bacon, skinned, backs, per lb		0 18½
Spiced roll bacon, boneless, short, per lb		0 16½
Hogs, live, per cwt	8 00	8 50
" dressed, per cwt	11 00	11 50

Butter.—The butter market seems to be growing stronger. Creamery is now being supplied from the centres and the smaller towns and countryside is dependent upon the rather limited stocks that are being held in Montreal. There is plenty of dairy butter but the big houses are refusing it. The fact is that there is no demand for it, and even the lumber camps which have been taking considerable of it are beginning to refuse it. This shows the extent to which the public taste has been cultivated toward creamery butter. One of those in close touch with the local market says that with normal consumption, and with the receipts equal to those of last year at this season there is going to be a shortage of from 10,000 to 15,000 packages before the new supplies are received. This refers to Montreal and the surrounding places alone, and it is felt that the conditions that are prevailing here and are likely to prevail must obtain throughout the entire country. This same dealer stated that there is about one package of dairy butter sold now where formerly 200 packages were sold.

New milk creamery	0 26	0 26½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Cheese.—The market is steady and supplies are limited. Prices are firm in keeping with the feeling that the quantity of cheese held is very light.

Quebec, large		0 14
Western, large		0 14
" twins		0 14
" small, 20 lbs		0 14
Old cheese, large		0 16

Eggs.—Prices continue to decline. Receipts are heavy for this time of the year and the easier prices have had the effect of bringing the demand up to an appreciable figure. The receipts are much in advance of those at this time last year. It is a question whether first attempts at organization have had anything to do with the present supplies or whether it is due to the efforts to secure supplies at this season when in the past they were always scantiest. It is believed that the price of eggs this summer will be below those of last year largely on account of the decline coming so early in the season.

New laids		0 27
Selects		0 23
No. 1		0 20

Poultry.—Trade is rather quiet. Flat is the word one dealer used in referring to the present state of affairs. There is some business passing in chickens and turkeys but for the most part things are inclined to be quiet.

Fowl	0 14	0 15	Ducks	0 17 0 19
Geese	0 14	0 15	Turkeys	0 20 0 21
Chickens	0 18			

Honey.—There is no change to this market. The demand is normal, prices are unchanged and the general conditions are practically the same as those of a week ago.

White clover comb honey	0 15	0 16
Buckwheat, extracted		0 08½
Clover, strained, bulk, 30 lb. tins		0 10
Buckwheat comb		0 12½

WINNIPEG.

Provisions.—Trade continues active and prices steady. A sharp decline had taken place in all grades of lard owing to a weakening of the American markets. Corn fed cattle, at this period of the year, are always rushed to the packers which consequently results in a decline. New prices are therefore quoted. Cured and salt meats remain steady and unchanged.

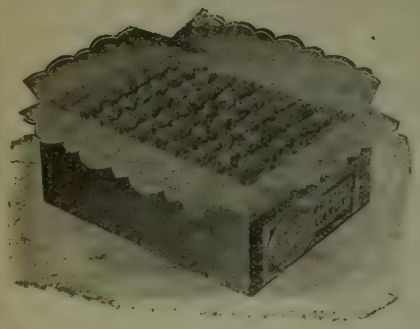
Cured meats—		Boneless backs, per lb	0 17
Hams, large	0 14½	Mess pork, bbl.	28 00
Hams, medium	0 13	Mess pork, ½ bbl.	14 00
Breakfast bacon backs	0 20	Lard—	
		In tierces, lb	0 14½
Breakfast bacon bellies	0 19½	50-lb tubs	7 30
Shoulders	0 12½	20-lb pails	3 00
Long rolls	0 18½	10-lb pails, cases	8 90
		5-lb pails, cases	8 95
Short rolls	0 17½	3-lb pails, in case	9 00
Dry salt meats—		25-lb pails, cases	9 25
Long clear sides per lb	0 13½	Compound, 20 lb pails	2 60
		Dressed hogs	0 12½

TORONTO.

Provisions.—The trade in provisions continues fairly good. Live hogs, the supply of which is only normal, continue at the same price as last week. The easiness in the hog market is not as noticeable as last week as the United States markets, which slumped then have reacted slightly. The easiness in lard has resulted in another slight reduction and in pails, the pure article is quoted at 12 to 12¼ cents. Long clear bacon is enjoying a fair trade.

Long clear bacon, per lb	0 11	0 11½
Smoked breakfast bacon, per lb	0 17	0 18
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb	0 12½	0 13
Light hams, per lb	0 15	0 16½
Medium hams, per lb	0 14½	0 16
Large hams, per lb	0 13	0 14
Cooked hams		0 21
Fresh shoulder hams		0 12
Shoulder butts	0 14	0 15
Backs, plain, boneless, per lb	0 18½	0 19
" per lb		0 17½
" pea meal	0 19	0 20
Heavy mess pork, per bbl	21 00	23 00
Short cut, per bbl	24 00	26 00
Lard, tierces, per lb	0 11½	0 11¾
" tubs "	0 12	0 12½
" pails "	0 12½	0 13
" compounds, per lb	0 10½	0 11
Live hogs, at country points		7 00
Live hogs, local	7 25	7 30
Dressed hogs	9 25	10 00

Butter.—The price of butter shows no change from last week. Creamery prints are quoted at 28 to 29 cents, and dairy prints at 19 to 20 cents. Arrivals of butter are quite free and supplies on the market are quite plentiful. There is a fair demand but retailers are not buying heavily, believing that lower prices may



You Love Your Competitor, But—

If somebody put you on to a sure and honest method of beating him to bigger business you would listen hard.

Well, here is one—sell

CHOCOLATE "BORDO"

Now, don't stop. Chocolate "Bordo" is the "one thing needful" to make a recumbent confectionery department leap into vigorous, expansive life.

Samples will convince you quicker than anything.

They will prove that Chocolate "Bordo" has a delectableness of flavor that makes the best chocolate you ever tasted before seem flat as boiled water.

It's up to us---write, and the proof comes by return mail.

THE

Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

be seen. There is a difference of opinion existing as to the future in butter. Some dealers believe that all the present supplies will be needed within the next few months at prices at least as high as quoted at present. There are others again, who believe that the quantity in storage is large enough to keep the price down for a time at least.

	Per lb.	
Fresh creamery print	0 28	0 29
Creamery solids	0 24	0 25
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 19	0 20
Fresh large rolls	0 19	0 20
No. 1 tubs or boxes	0 18	0 19
No. 2 tubs or boxes	0 16	0 17

Eggs.—The price of eggs has been reduced another notch and this costly luxury of six weeks ago should soon become a common article of food at present prices. New laids are now quoted at 23 to 24 cents, while the storage article can be had for 15c to 16c. The United States markets are still well supplied at very low prices, and while this continues, prices here will show no improvement as large quantities are being imported from the United States cities. Some dealers believe that local holders have considerable storage eggs on hand, waiting for the market to react. The demand for eggs is good, but it is expected that as soon as the retail grocers reduce their prices that the consumption will be much larger.

New laid eggs	0 23 0 24
Eggs, storage	0 15 0 16
Pickled eggs	0 16 0 20

Cheese.—A fair amount of cheese is going out at present prices. A firmness is noted in the market which may lead to higher prices.

New cheese—		New twins	0 13½ 0 13½
Large	0 13 0 13½	Stiltons	0 14
Old cheese	0 14 0 15		

Poultry.—The trade in poultry is much brisker during the past week, there being a good demand for fresh killed fowl. Prices are firm and turkeys have advanced, being quoted at 20 to 22 cents for fresh killed. Storage fowl are two cents per pound lower.

Chickens, dressed	0 16 0 18	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 13 0 14
		Turkeys, dressed	0 20 0 22

Honey.—There is no change in the price of honey. Some firms report a little increase in the trade lately. There is considerable comb honey on the market at $2 to $2.50 per dozen.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 06½ 0 07

PICKLE AND OLIVE WINDOW.

The following method of displaying pickles and olives in a window was recently described by a grocer: The window is fitted with three steps, each step being about the height of the pickle bottle to be used. These steps are covered over with cheese cloth loosely folded. This effect can be improved if cheese cloth of different colors is used on each step—say red, white and blue. Each step is devoted to one line of pickles or olives, which are not stood straight up, but are allowed to slope with the tops resting against the back of the step, and the bottles lying in the creases and folds of the cheese cloth. On the centre of each step is placed a ticket bearing the price of the line exhibited on that shelf.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The MacLaren Imperial Cheese Co., who have been doing a large business in Canada and the United States for a number of years are continually getting closer to the trade by opening new offices. They have now decided to open an office in Montreal by the first of April. Already they have offices in New York, Detroit, and Chicago, under their own management, and in Canada, at Toronto and Woodstock. Their new office in Montreal will be under the management of J. R. F. Fisher who is well known to the Montreal trade and it will be located at 81 Youville Square, their telephone number being, Main 7178. In addition to the Imperial products such as, MacLaren's Imperial cheese, Canadian Cream cheese, Roquefort cheese, Imperial Pimento cheese, peanut butter, prepared mustard, Imperial oils, Imperial desert jelly, they will handle a full line of imported cheese such as, Swiss, Roquefort, Camembert, English Stilton, Edam, Pine Apple, Limberger, and Brick Cream cheese, etc. They also represent Maconochie Bros., London, Eng., manufacturers of pickles, preserves, fish, peel, etc. The Snider Preserving Co., of Cincinnati, who manufacture catsup, chili sauce, etc.; Knorrs, Ltd., manufacturers of soup squares, dried vegetables, etc.; The Redio Co., Ltd., London, Eng., makers of the celebrated metal cleaning and polishing cloths, etc. The MacLaren Imperial Cheese Co. in opening these various offices aims to supply the trade to the best advantage and at the same time to give the manufacturers it represents the best possible service. From the success which Henry Wright, the manager of this company has attained in the past there is every reason to believe that the Montreal office will be a splendid acquisition to the many fine Montreal business houses.

Oxo Co. have been appointed purveyors to His Majesty the King. Liebig's Extract if Meat Company, Ltd., makers of Lemeco and Oxo, have been granted a royal warrant of appointment to His Majesty.

Fussell's cream, lately introduced to the Canadian market, is meeting with approbation. It is simply a pure, natural, rich cream, equal in every respect to the finest Devonshire cream. Put up in sterilized tins, it is guaranteed free from preservatives and will keep good for any reasonable time in any climate.

The Johnson Richardson Co., of Montreal, publish a pretty amusing incident in their advertisement in this issue. Our readers ought to refer to it and become acquainted with the old method of distinguishing whether cloth contains cotton or wool.

From St. John, N.B., comes the news that Gilbert W. Ganong, Arthur D. Ganong, and Beverley Stevens, of St. Stephen; J. Herbert Emery, of St. John and George H. McAndrews, of Calais, are applying for incorporation as White's Limited, with a capital stock of $150,000 and principal place of business at St. John, for the purpose of carrying on a manufacturing confectionery business. An offer has been made for the business and stock of the White Candy Co.

Grocers: The reputation of manufacturers depends upon the quality of their goods. Manufacturers of bulk and private brands of baking powder are unlike the manufacturers of some special brand of baking powder on which thousands of dollars are spent in advertising, as the latter's success depends entirely upon maintaining the high standard of quality of their goods.

NO ALUM

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg Montreal



Bookkeeping Without Books!

Sixty thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System

The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by use of day books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality.

Information about the System is free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

90-98 Ontario Street, - Toronto, Can.



Made in Canada

FIRST AND STILL THE BEST

A National Dish

Pork and Beans are a standard article.

CLARK'S Pork and Beans

have shown Canadians how delicious, digestible and wholesome baked beans can be. The wise dealer keeps a full supply on hand.

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto

Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Donald says:

Quaker Brand

Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum,** and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS

P.O. Box, 2360. ***MONTREAL***

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Dullness Continues in Flour Trade

Export Demand Shows No Improvement — Domestic Trade Keeps Up Fairly Well—Prices Show No Change Over Last Week—Wheat is a Little Easier—Flour Market Uncertain — Cereals are Steady.

There has been no change in the price of flour during the past week, but wheat has shown another slight decline, and May wheat in Chicago is now quoted at 91⅜, being a drop of 5 cents in two weeks and of 11 cents in the past month on that market, while No. 1 northern in Winnipeg has shown 5 cents decline during the past month. Differences of opinion still exist as to how the flour market will act, or whether it will change at all for a time.

Millers do not at least look for higher wheat prices, until the world's supply of wheat has been materially reduced, while a lower level may be seen on the basis of supply and demand. The Canadian visible supply of wheat, at present, is 9,970,000 bushels, compared with 8,189,000 bushels last year, while the world's visible supply is 18,000,000 bushels larger than at the same time in 1910. The world's visible wheat supply is now larger than at any time since 1895.

The trade in flour throughout Canada continues at a low level and in most centres shows very little improvement over last week. Domestic trade is keeping up fairly well but it is pointed out that this trade varies very little, as consumers are not interested enough to buy according to market conditions. There has, however, been but little enquiry for Canadian flour from European markets during the past week.

The demand for flour in the United States is also very dull and slightly lower prices have been named, but this has had little effect in increasing trade. A recent report from the United States says, "The poor demand for flour has without doubt been largely owing to the course of wheat since jobbers never take hold while the market is weak, and if there are indications of a decline, it generally stops their buying altogether. As soon as the wheat market shows strength and holds its position long enough to inspire confidence in the minds of jobbers and bakers, trade will improve with the mills. At present there is very little doing in export trade."

Trade in cereals at most centres is normal and prices in both rolled oats and rolled wheat seem to be steady.

MONTREAL.

Flour.—There is no new feature to the flour market. Prices show no change. The demand shows no improvement and the present business is largely of a local character. The stock of flour in store on spot on Monday showed an increase of 7,813 barrels compared with a week ago and an increase of 4,312 with a year ago. The flour market across the border has dropped lightly owing to the dullness that has prevailed for some time.

Winter wheat patents, bbl.	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl.		5 60
" straight patents, bbl.		5 10
" strong bakers		4 90
" second "		4 50

Rolled oats.—Business in this line is well maintained. Prices are steady and demand is good. There is no feature to report and the market seems to be steady.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated " "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb.	2 15
" barrels	4 40

WINNIPEG.

Flour.—There was a fairly good domestic demand for flour last week. Delayed orders are being shipped out and millers report large orders to be still coming in. Export demand for flour was rather quiet. Prices quoted at present are :

1st Patents, per cwt	2 90
2nd Patents per cwt	2 75
Strong Bakers, per cwt	2 60

Cereals.—A large demand exists for rolled oats and oatmeal. Rolled oats are still selling at $2 per sack of 80 pounds, and standard and granulated oatmeal at $2.50.

TORONTO.

Flour.—Prices, during the past week, have undergone no change. Manitoba wheat has been reduced 1½ cents and is now quoted at 99 cents. While some are looking for a reduction in flour prices on account of the easiness in wheat and also the slackness in trade which might cause some millers to cut prices, still there are others who expect present prices to hold for a time. It is argued that flour prices did not advance when wheat went up in January and therefore no reduction can be looked for unless wheat declines further.

While it was thought, that on account of the slackness in business, some of the big mills might cut prices in order to stimulate trade, it is a question whether that would have the desired effect, as there is very little enquiry for flour from outside even at reduced prices. Ontario wheat has gone down and is quoted at 82 to 83 cents.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—Trade in cereals continues about the same, some mills reporting that business is none too brisk. Oat prices are unchanged and therefore rolled oats remain steady at present prices. There is nothing out of the usual in rolled wheat, but cornmeal is just now enjoying a brisk trade. Mills report that enquiry for rolled oats for export has shown no improvement of late.

Rolled oats, small lots, 90 lb. sacks		2 20
" " 25 bags to car lots		2 10
Standard and granulated oatmeal, 98 lb. sacks		2 41
Rolled wheat, small lots, 100 lb. brls		2 85
" " 5 brls. to car lots		2 75

H. Finlayson, grocer, Vancouver, B. C., is reported to have sold to Allan & Edwards.

JOHN D.

ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD, - ONT.

Factories at
STRATFORD, - ONT.
WINNIPEG, - MAN.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

ROLLED OATS WINDOW.

A simple rolled oats window may be arranged as follows : at the front, close to the glass, a row of package oats, lying down, is placed. Behind this, in the centre, there comes a barrel on its side, containing rolled oats, and with a quantity slopping out of the mouth and on to the window floor. At the side of the loose rolled oats on both sides can be placed 25c worth of bulk rolled oats done up in a paper package with a ticket, "This Amount for 25c." Back of this on both sides, a couple of empty paper bags standing up with the inscription on the side : "7 lb. for 25c." or whatever price you are selling at. Back of this on each side of the barrel is placed a pyramid of package oats. The display is completed by a large show card on the top of the barrel with the inscription, "Freshly Milled—7 lb. for 25c."

First Outing of Grocers' Section at Halifax, N.S.

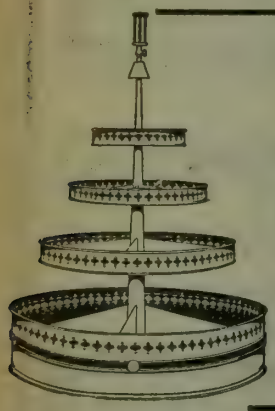
Halifax, Feb. 23.—Speech making of a high order marked the initial outing of the Retail Grocers' Association of this city, which was held to the Florence Hotel, Millview, at the latter end of last week. One hundred retailers and their guests, were present, and the event was thoroughly enjoyed by all. Edward Hubley, president of the Halifax branch, who presided, acted as toast master in efficient fashion.

H. G. Bauld, one of the oldest wholesale grocers of this city, in responding to the toast of "The Wholesalers' Trade," gave in interesting fashion some reminiscences of bygone days. As he concluded he expressed the opinion that the retail grocer could not successfully do business without the wholesaler. By working together, in harmony, he said, both would greatly benefit.

In speaking to "The Retail Trade," Mr. Smith touched upon the question of cost and profits and compared present conditions with those of former days. W. H. Hart, J. J. Skerry and Mr. Banks, also spoke briefly to this toast.

The toast of "The Manufacturers and Manufacturers' Agents" was spoken to by Mr. Rankine, A. J. Davis, and C.E. Choat. The latter provoked a storm of applause by his rendition of a recitation entitled "The Grocers' Heaven."

Other speakers were F. A. Miles, manager of the National Drug Company; C. E. Ritchie, and J. C. Lithgow.



Increase Your Sales and Profits on Vegetables

¶ You can do both with our **Vegetable Display Stand,** because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois

HOLBROOKS LIMITED

of Birmingham, England

Sole proprietors of

The **"HOLBROOK"** Brand Norwegian Smoked Sardines in pure Olive Oil.

"SWAN" Brand Pure English Pickles in 20oz. tall, square bottles with patent stopper.

And

HOLBROOKS
WORCESTERSHIRE
SAUCE

Canadian Offices:

40 Scott St., TORONTO, ONT.
Manager : H. GILBERT NOBBS.

Do Your Customers Pay Up?

Don't continue to lose money through credit business Don't drive good credit customers away by jumping on them "rough shod." Hold the credit business—get more of it, but make it SAFE by using the right tactics.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

Mouth to Ear

advertising of Fels-Naptha put the soap well to the front, before general publicity made it the foremost laundry soap.

Women simply could not resist telling each other just how well Fels-Naptha does its work.



Why Does The American Want Free Wheat?

Big and hungry are the mills at Minneapolis.
And to be fed *economically* much flour must they make for export.

And to meet the "quality" competition of the Canadian millers in the British market they seek to flour our Canadian wheat, don't you see.

Because Manitoba No. 1 Hard—the Red Fife kind—is the sturdiest, healthiest, primest wheat that grows.
Superlative in every way.

And the keen, aggressive Yankee grinding the Manitoba strength-giving berry with his own inferior wheat will compete for our export trade.

To hoist us with our *own* ammunition.

That's what the American thinks of the Manitoba wheat. It's what he *knows*.

Think, Brother Grocer, what a magnificent flour FIVE ROSES *must* be.

Milled from the very *cream* of the Manitoba harvest.

Every bushel selected *by our own expert buyers* at country elevators.

Direct from the farmer's wagon.

Wheat that our own experts have *seen* seeded, grown, threshed.

Wheat they have known intimately from birth to sturdy maturity.

So FIVE ROSES, you see, is milled from "wagon wheat" —the only wheat that has *never* passed through many hands.

And the wheat that makes FIVE ROSES, Brother Grocer, has never known bad company or evil environment.

And you can say to *your* trusting customer in all sincerity:
"Madam, I stake my reputation on FIVE ROSES. It is "milled from specially selected Manitoba wheat, the top "of the crop. Guaranteed by the Lake of the Woods, call- "ed the 'House of Character.' "

Your sincerity carries weight—FIVE ROSES bears you out.

That's Confidence, Brother Grocer.

And having her Confidence, you can sell her anything.

Remember this: *FIVE ROSES builds up Confidence.*

LAKE OF THE WOODS MILLING CO., Ltd.
MONTREAL

The House of Character

The House of Character

Five Roses Flour

Barrels and halves—Bags of 7, 14, 24, 49, 98 pounds

THIS WEEK'S TRADE CHANGES.

New Men in the Grocery Business — Changes and Assignments Throughout Canada.

ONTARIO.—H. B. Scidmore, general merchant, Cultus, Ont., has sold to C. W. Sanderson.

C. G. Moore, grocer, Chatham, Ont., has assigned.

R. A. Gardiner, grocer, Toronto, suffered loss by fire.

Wm. Naylor, grocer, Toronto, has sold to Cross & Urquhart.

John Doersam, grocer, Penetanguishene, has sold to O. Herbert.

James Mills, Westover, Ont., has sold his general store to F. Fernley.

J. J. Bailey, grocer, Huntsville, Ont., has moved into the Mayhew store.

Jas. McDermott, grocer, Alliston, Ont., has sold to Henry Whiteside.

Erastus Rannie, general merchant, Hensall, Ont., suffered loss by fire.

Isaac Adelman, general merchant, Belrose and Verona, Ont., has assigned.

Fonger & Taylor, grocers, London, Ont., have dissolved, Taylor continuing.

W. Kennedy, Fair Ground, Ont., has sold his general store to H. B. Scidmore.

A. Ruggle & Son, Floradale, Ont., have dissolved, A. G. Ruggle continuing.

E. C. Caulton, Delhi, Ont., has purchased a grocery store in Brantford, Ont.

Joseph J. Henderson, Jr., general merchant, Marshville, Ont., has sold to John Haynes.

John Mayberry, of John Mayberry & Co., grocery and liquor dealers, Prescott, Ont., deceased.

Sabourin & Mauvel, general merchants, Vankleek Hill, Ont., have dissolved, J. M. Sabourin will continue.

D. T. Milliard, grocer, North Bay, Ont., has moved into the Pardiac Block, while Mr. N. J. McCubbin will occupy Mr. Milliard's store.

QUEBEC.—The assets of L. Remillard, grocer, Montreal, have been sold.

Corbeil & Frere, grocers, Montreal, have dissolved.

G. L. Elmes, grocer, Farnham, Que., suffered loss by fire.

Desire Therien, grocer, Windsor Mills, Que., has sold to H. Poudrier.

The assets of Daveluy & Fils, general merchants, La Tuque, have been sold.

Omer LaFrancois, general merchant, St. Anne Des Monts, Que., has assigned.

Fernando Lord, whose general store at St. Boniface De Shawinegan, Que., was destroyed by fire, has assigned.

MARITIME PROVINCES.— C. E. Sharp, general merchant, Blackville, N. B., has sold to C. L. Sypher.

T. A. Nickerson, grocer, Shelburne, N.S., has assigned.

McKenzie & Trueman, grocers, and stationers, Campbellton, N.B., have sold their grocery business to Young & Keays.

WESTERN CANADA. — Leo Braunstein & Co., grocers, Winnipeg, have sold to I. Braunstein & Bros.

T. R. Spears, grocer, Vancouver, B. C., has sold.

Walter Clarke, grocer, Victoria, B.C., has sold to W. J. Williams.

Lyons Bros., have opened a grocery store at Edmonton, Alta.

Jos. P. Maddore has opened a general store at Hutton, Alta.

Gordon Bros.' general store at Harris, Sask., was destroyed by fire.

Fred Frederickson, Glenboro, Man., has opened a general store.

Facey, Gray & Co., have opened a general store at Lougheed, Alta.

J. T. Hall has purchased the grocery business of H. Cross, Calgary, Sask.

Wolkman Bros., grocers, Edmonton, Alta., are discontinuing business.

Halter & Bricker, general merchants, Stornaway, Man., have dissolved.

J. B. Wilson, Alexander, Man., has sold his general store to W. N. Reid.

William Donaldson is opening up a grocery store at Edmonton, Alta.

Nelson & Kjosness have discontinued their general store at Ryley, Alta.

J. W. Broatch, general merchant, Fairlight, Sask., has sold to A. P. Cook.

B. Isman, McTaggart, Sask., is transferring his general store to Estevan.

C. N. Maywood & Co., grocers, Winnipeg, have sold to Richard Seymour.

E. Bernard has purchased H. B. Dawson's general store at St. Albert, Alta.

Israel Bronstein, Winnipeg, has purchased the general store of Bronstein & Kosyday.

Walmsley Bros., have discontinued their general store business at Loughhead, Alta.

B. W. Caldwell & Co. have purchased the grocery stock of T. R. Brough at Carberry, Man.

TILLSON'S PAN-DRIED OATS

A Food—Not a Fad

have won their way into the affections of thousands of particular Canadians through their delicious flavor and appetising freshness.

As a breakfast food Tillson's Oats are ideal and the steady and increasing demand for them has made Tillson's a worth-while line to handle.

Cut is a reproduction, much reduced, of one of our consumer advertisements—a part of our wide publicity campaign that is fast increasing the sales of Tillson's Oats.

Be ready to meet the demand!

Feature Tillson's—It pays!

Canadian Cereal & Milling Co.

LIMITED

Head Office: Lumsden Building, Toronto



Our new flake ---

Open a package and see it. Then prepare some for breakfast and you will vote Tillson's the most delicious oats you've ever tasted.

Pan-Dried

A food—not a fad

Cooks in 15 Minutes

Two sizes: 10c. and 25c. Each 25c. Package contains a handsome piece of English Semi-Porcelain Tableware.

Canadian Cereal and Milling Co., Limited

Toronto, 7 Ontario

Tillson's Oats

When It Comes to Biscuits

the Grocer Who Knows Stocks

CHRISTIE'S

Because They Are the Best

¶ The superiority of Christie Biscuits is unquestioned. Since particular women from coast to coast call Christie Biscuits "The Best Baked" and "*The Purest of all Pure Foods*," the reasons for the wise Grocer's preference are self evident.

¶ There's just *one* surety of biscuit purity—right inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

¶ CHRISTIE BISCUITS are the *best* and *purest* because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high grade quality—we have constantly improved our facilities until to-day our big factory is known as the cleanest and most modern in all Canada.

¶ All our energies have been concentrated in *the making of better biscuits*. The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

¶ N.B.—*Christie Biscuits sell more than biscuits.*

CHRISTIE, BROWN & CO.
LIMITED

Navel Oranges

We have arriving daily, so can fill orders with best and freshest stock.

Marmalade Oranges
Lemons
Grapes
Grape Fruit
California Celery
Head Lettuce
Bananas, etc.

Prices right.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

ST. NICHOLAS

PACKER:
FRANC TRACUZZI

Always Superior

AGENT
J. J. McCABE, Toronto

HOME GUARD

Almeria Grapes Scarce in Montreal

Practically None to be Had—Montreal Potatoes Still Hold Around $1.25 Mark—Marmalade Oranges Have Sold Well—California Orange Shipments are Still Large—Grape Fruit Shows Improvement in Quality—Better Demand Also.

The trade in fruits is fairly well distributed over the most important lines which the average merchant handles. Trade in oranges keeps at a high level, backed by the good quality and fair prices of the fruit, the advertising of the packers, and the attention which most retailers are giving at present to this line. The shipments from California still keep up well, 165 carloads of oranges and 16 of lemons being sent out in one day, on February 14, making a total of 10,260 carloads for the season to that date. What marmalade oranges that have been brought to the different markets have been taken up well at prices which would allow them to be sold to the consumer at a fair price.

Grapefruit shows an improvement in quality and dealers are giving more attention to this line than they have been, and are pushing its sale in conjunction with the sale of oranges. Lemons remain firm with a fair trade passing.

Supplies of apples seem to be plentiful enough at the present high prices which keeps the demand from becoming very large. A recent report from Liverpool, England in regard to apples, says that choicest quality Baldwins, Spies, Greenings, Canadian Reds and Seeks are bringing 20s. to 23s.; Golden Russets, 24s. to 28s.; Ben Davis, 17s. to 21s., and Starks, 20s. to 24s. The report says the market opened weak and closed the same, demand not equal to supply.

MONTREAL.

Green Fruits.—There is a scarcity of Almeria grapes and practically none are to be had. The price is reported to be around $12 and $13 in New York. The season is well advanced now, but the situation has reached such a position that the price is going too high. One dealer stated that it should not be long until practically any price can be obtained. Enquiries are coming in for these grapes, but there is not a strong tendency to meet the present demand. Cranberries are a little cheaper as are also strawberries.

Apples, bbl.	4 50	7 50
Bananas crated, bunch	1 75	2 25
Cranberries, bbl.	10 00	11 00
Cranberries, bxs.	2 75	
Cocoanuts, bags.	4 25	
Grape fruit, Flo.	4 25	
Malagas keg	7 50	
Almerias, keg	8 00	
Lemons	2 50	3 00
Oranges—		
California	2 75	2 90
Valencia	4 00	4 25
Mexican		2 00
Bitter		2 50
Tangerines	4 75	5 00
Pineapples—		
Floridas, case	4 50	5 00
Strawberries, Florida, qt. box	0 40	0 50

Vegetables.—There is no change in the vegetable market. Prices are practically the same as a week ago. Potatoes are holding around the $1.25 mark. Among the imported goods are carrots, cauliflower, cabbage, etc., the demand for these lines is fair, but it should not be long until the season begins to show signs of a new life.

Beets, bag		1 00
Carrots, bag		1 00
Cabbage, doz.	0 50	0 60
Cabbage, bbl.	1 00	1 50
Celery, crate	5 00	5 25
Cauliflowers, Cal., half crate	1 75	2 00
Cucumbers, doz.	2 50	2 75
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 60	2 40
Florida lettuce, hamper		3 75
Boston, box.	2 25	2 50
Onions—		
Spanish, cases		3 00
Red, bag		1 50
Potatoes, bag	1 20	1 25
New Bermuda potatoes, bbl		9 00
Sweet potatoes, basket		2 00
Parsley, crate		3 00
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 60	0 75
Spinach, bbl	4 50	5 00
Tomatoes, crate	3 50	4 00
Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—There is nothing of special importance in green fruits this week, trade remaining normal with prices unchanged. Another shipment of marmalade oranges was received last week and have been going out freely at the prevailing price, $2.50 to $2.75 per case. The present is a good season for lemons and trade is held well by the good quality of the lemons arriving. Grapefruit is enjoying a fair trade, retailers having apparently taken hold of this line again as the quality of the fruit is much better than that at the beginning of the season. Strawberries are selling fairly well considering the time of the year or rather the price, which still keeps at 50 to 55 cents. Rhubarb is on the market at $1 per dozen.

Apples, bbl.	3 50	6 00
Apples, box		2 00
Bananas	1 50	2 00
Cocoanuts, sack	4 00	5 00
Cranberries, bbl	9 00	10 00
Cranberries, case		3 50
Grapes—		
Malaga, bbl.	6 50	7 00
Almeria, bbl.	5 00	7 00
Grape Fruit—		
Florida, per case	3 50	3 75
Jamaica, case	2 75	3 00
Lemons—		
California		3 50
Messina	2 75	3 00
Limes, box		1 25
Oranges—		
Tangerines, a strap	5 50	6 00
Marmalade	2 50	2 75
Navels	2 50	3 00
Mexicans	1 75	2 00
Pineapples crate	4 00	4 50
Strawberries, bx	0 50	0 55
Tomatoes, case of 6 baskets		5 00
Rhubarb, doz.		1 00

Vegetables.—Trade is normal in all lines of vegetables, with steady prices. For potatoes, just now, a steady and satisfactory demand keeps coming in. Supplies of Spanish onions are plentiful and the demand is good, retailers having turned to this line as home grown, besides being very scarce, are hard to sell at the present price, $1.75 per bag. California celery keeps moving out fairly well, while other imported vegetables are in fair demand for this season.

Beets, Louisania doz.		1 25
Canadian beet, bag	0 60	0 75
Cabbage, case— Canadian.	0 75	1 25
Cabbage, per 100	3 50	5 00
Carrots, Canadian, bag		0 50
Carrots, Louisania, doz.		1 00
Celery, dozen	0 30	0 40
Celery, California, case	4 50	4 75
Cucumbers, Boston, doz		2 25
Endive, 12 heads		1 00
Lettuce, Canadian, head		0 40
Boston head lettuce, doz.		1 25
Boston head lettuce, hamper.	2 50	2 75
Onions—		
Spanish, large		3 00
Spanish, ½-cases		1 50
Yellow, per bag	1 65	1 75
Potatoes, Ontario, bag	0 90	1 00
Sweet, hamper.	1 25	1 40
Parsley, per doz		0 75
Parsnips, bag		0 60
New turnips, per 11-qt. basket		0 50

Point Out Food Value of Dried Fruits and Nuts

For those merchants who are not following the old idea of giving up the fruit and nut trade immediately after the holiday season but who are still keeping up their stocks and endeavoring to increase sales in these lines, it will be well to remember the great food

value of both fruit and nuts as it will aid to a great extent in making sales.

Many people have the idea that fruits are taken more for the agreeable taste than for the benefit to the system, whereas the best and hardest of work can be done on a meal of fruit. There are several reasons why fruit is important as a food. It is itself a food, a complete and full nutriment for the body; it is of essential value in assisting other foods to be digested, and is of the utmost value in helping the body to eliminate waste matter. In some forms of disease fruit is given because it is both curative and nutritive.

Why for ages have people eaten apple sauce with their roast goose?

Simply because the acids in the fruit assist in digesting the fats so abundant in this kind of food. Impress upon your customers the great value of fruit as nourishment for the body, and use the facts in such a manner as to increase the consumption of this line.

The importance of nuts and fruit butter, as food, is becoming better known every day. People have in the past been used to ravenous eating of nuts during the holiday season with bad effects and they come to the belief that nuts were indigestible, but this is true of all food that is not properly masticated. Walnuts and peanuts are rich in proteid and are excellent food. Nuts are far too little known, nevertheless they are of great importance and are readily digestible when care is taken in mastication.

Of course, keeping up a large stock in nuts and fruits will not sell them if they are not well displayed and even display will not sell, so that it rests on the merchant and clerks whether sales increase in these lines. Keep your fruit prominent and in a splendid condition, with a liberal use of cards in describing the fruit and giving prices.

Nuts will not sell either, if placed under the counter and no attention paid to their sale by the clerks. They should be prominently exhibited on trays on the counter with a good large quantity exposed to view so that the customers will not think that it is a few left-overs from Christmas, that you are trying to get rid of. The addition of price cards and suggestions from the clerks will help in making sales.

The stock of T. T. Sargent & Co., grocers, Winnipeg, has been sold to L. Benson.

FLORIDA CELERY

Our first car Florida Celery arrived this week. Stock is very fine. Sizes run 3½, 4, 4½, 6 and 8 doz. to crate.

——ALSO——

California Celery arriving regularly

Specialties such as STRAWBERRIES, PINEAPPLES, TOMATOES, LETTUCE, CUCUMBERS, PEPPERS, EGG PLANT, Etc., arriving daily.

Headquarters for Fancy Fruits and Vegetables.

WHITE & CO., Limited

TORONTO - Branch at HAMILTON

MARMALADE ORANGES

NOW IS THE TIME

Fresh shipment unloaded this week

Sizes 160's, 200's, 240's. Extra Fancy

GOLDEN ORANGE BRAND

(Thompson's Improved Navel Oranges.)

Grape Fruit Lemons Bananas

Onions—Spanish and Domestic.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



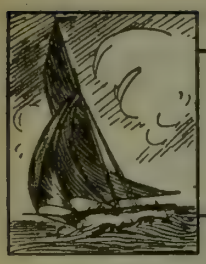
Old picker Bill went up the hill
In search of Fancy Lemons.
He went up high, he would not lie,
He says he reached the Heavens.
The lemons he got won great renown.
We pack them under Buster Brown.

LEMON INSURANCE

Order the Brands of Lemons Packed by Fratelli Follina



FRATELLI FOLLINA, Packers W. B. STRINGER, Sales Agent



Fish - Oysters



Fish Dealers are Preparing for Lent

Retailers are Stocking up for Lent, Which Opens on Wednesday Next—Trade is Good—Some Scarcity is Noted in Salt Fish—Frozen Fish are in Good Supply—Dealers Should Look After Oyster Trade.

During the greater part of last week the leading fish dealers were forced to buy from United States ports supplies of fresh fish. But on Monday of this week a generous supply was offered from Digby, N.S., and immediately it was taken advantage of. About 100,000 of this fresh fish, composed largely of haddock and cod, are known to have been accepted, and proved a welcome addition of the market this week.

On Wednesday next Lent opens and one sign of its approach is to be seen in belated orders that are now coming in. Trade is decidedly active and apparently quite a number of retailers have delayed sending in their orders until the last moment. The result is a market rush.

Salt fish are scarce, as was pointed out last week and this is especially noticeable in green cod and Labrador herring in barrels. All kinds of frozen fish are in good supply and the tendency of the trade on account of this condition of demand and supply is to use fresh frozen where formerly salted fish was more largely used.

Stormy weather has interfered with the lobster catch of late and as a result Canadian lobsters are scarce and are quoted at from five to ten cents higher. Retailers should not overlook the opportunity to sell oysters during the next six or seven weeks. The demand is bound to be greater and with a little extra work business can be greatly increased. Supplies are coming forward freely.

NEW BRUNSWICK.

St. John.—The weather during the last week has been a little less severe and consequently there has been a fair supply of fresh fish. Haddock and cod are coming in fairly well; there is a fair supply of smelts from the north shore, some gaspereaux are being taken through the ice on the Kennebeccasis and St. John rivers, and a few small herring have been coming in from Grand Manan, while larger fish are received from Newfoundland. Some Alaskan halibut is now on the market, though it is sold as British Columbia stock, as it all comes to the dealers from the Pacific coast, under that head.

The smelt fishing season on the north shore closed Wednesday, February 15, and taking the season all through the catch has not been as large as in previous years.

The provincial government is seeking control of the inland fisheries of the province, which are now under the federal authorities.

QUEBEC.

Montreal.—Fillets are scarce and are marked off the market by the leading dealers, who are unable to get sufficient supplies. Green cod are also decidedly scarce and are practically off the market for the rest of the season. Labrador herrings in barrels are also limited in supply and they too are practically off the market. As noted above lobsters are scarce and dearer. Supplies have been curtailed by stormy weather interfering with operations. The result is an advance in quotations. Finnan haddies are plentiful and are meeting a heavy demand. The supply of frozen fresh fish is also good. On the whole business is good and orders are coming in satisfactorily.

FRESH

Steak cod	0 04½ 0 05	Haddock	0 05 0 06

FROZEN

Codfish	0 03½ 0 04	Salmon, B.C., red	08½ 0 09
Dore, winter caught, per lb	0 08 0 08½	Gaspe salmon, per lb	0 20
Haddock	0 04½	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 09
Halibut, per lb.	0 08 0 08½	No. 2 Smelts, boxes, 15 and 25 lbs. each.	0 05
Steak cod	0 04½ 0 05	Whitefish, large, lb	0 08½ 0 09
Mackerel	0 11	Whitefish, small	0 06½ 0 07
Tom cods, bbl	1 75		
Flounders, brl.	2 00		
Pike	0 05½ 0 06		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 50 9 00	Lake trout, half bbl.	6 00
Labrador herring, ½ bbl	3 25	Salmon, B.C., red, bbl	14 00
Labrador sea trout, bbls	12 50	" " pink, bbl	12 00
Labrador sea trout, half bbls	6 50	" Labrador, bbl	16 50
No. 1 mackerel, pail	2 00	" " ½ bbls	9 00
½ bbls	8 00	" " bros., 300 lb	22 00
No. 1 pollock, bbl	6 00	Salt eels, per lb	0 07½ 0 08
Scotia herrings, No. 2, bbl	4 50	Salt sardines, 20 lb. pls	1 00
		Scotch herring	6 50
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30 0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10, 11
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 [illegible]

ONTARIO.

Toronto.—Trade in fish is extremely good and with present conditions and the outlook for the next seven weeks, dealers are well satisfied. They state they are getting orders from retailers who handle fish at no other time of the year, but during the lenten season and who are already getting in supplies to have a little start in developing the trade before Lent arrives. Supplies of all kinds of fish are quite plentiful, with the exception of fillets and ciscoes, which are held in limited quantities only. Stocks of smoked and boneless fish are quite heavy, showing that dealers expect a good trade in that line. At present there is a good demand for pickled fish, Labrador and pickled lake herrings being the leaders. However under the favorable weather conditions, trade in fresh frozen fish is keeping up to a higher standard, halibut, trout and salmon taking a prominent position. Prices show no change from last week.

FRESH CAUGHT FISH

Steak cod	0 06	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 09
Lake Superior herring	0 03½	Smelts, extra	0 15
Pike	0 06	Tullibees	0 06
Pink sea salmon	0 09	White fish, winter caught	0 09 0 10
Round red "	09	Yellow pickerel	0 08½

OCEAN FISH (FROZEN)

Herring, per 100	1 90	Mullets	0 04
Flounders	0 05	Bluefish	0 13

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 15	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 [illegible]
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

NOVA SCOTIA.

Halifax.—The situation in regard to the fish trade shows practically no improvement. There is a marked scarcity of "fresh and salt fish at all the important centres in the province. No great improvementt is looked for until the weather conditions change and the fishermen are able to reach the grounds. The presence of ice at some points along the coast has also helped to retard the operations of the fishermen.

According to advices from Cape Breton there is a fish famine in that part of the province. No fresh fish are being landed, and practically all those cured during the past season have been disposed of to parties abroad. Outside of some small lots of fish at Ingonish, no stocks are held.

Three vessels arrived here this week with cargoes of fish. One brought fresh and frozen herring, and another dry fish, both from Newfoundland, while the third schooner was from Lunenburg, her cargo consisting of nine hundred quintals of bank fish. Orders had been placed for all this fish before it was landed here. The foreign markets are firm, and the demand about the average for the season.

Herring are a little firmer, but outside of these prices are unchanged.

TROUBLE CAUSED BY ONE LETTER

A Kansas newspaper office was shot into with buckshot the other day by a local grocer, because of a little mistake in the grocer's ad; when it should have said, "A fresh stock of dairy butter daily," the printer used an "h" instead of a "d" in the word "dairy." The printer takes more chances than any man on earth.

YOUR LENTEN SEASON HARVEST

Proper attention to your fish department during the Lenten season will increase your sales to a most gratifying extent. NOW IS THE TIME TO THINK ABOUT IT.

Quick Sellers

Frozen Cod

OCEAN BRAND
Finnan Haddies
Kippers
Bloaters

Boutilier's Smoked Fillets

Frozen Haddock

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., 45 William Street
Selling Branch, Montreal

"Brunswick" Brand Pure Sea Foods



Sea Foods, owing to the greater care given to their selection and packing, are growing in popularity each season. Are YOU getting your share of this profitable trade? No line gives the same satisfaction as "BRUNSWICK BRAND"—the brand with the natural fish flavor

Look to your stocks! The Profit is a "well-worth-while" one!

Here's the full line :—

¼ Oil Sardines	Kippered Herrings	Finnan Haddies
¾ Mustard Sardines	Herrings in Tomato Sauce	Clams, Scallops



CONNORS BROS., Limited
Black's Harbour, N. B.

AGENTS — Grant, Oxley & Co., Halifax, N S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Schools of Herring Defy all Computation

Indisputable Evidence That Numbers of This Fish are Not Diminishing—Inability of Experts to Locate Them Because of Migratory Habits—Improved Methods of Fishing in Maritime Provinces Would Probably Treble Catch—Fifth Article of a Series.

By A. M. Payne.

Schools of herring covering six square miles and even larger deep water areas are on record. Huxley, universally admitted as one of the foremost authorities during his life time, estimated that there are scores of such schools in the North Atlantic, any single one of which would supply the whole world's consumption at any given time.

Approximate estimates of the world's catch can be designated in figures for ordinary comprehension, but the individual numbers of these finny resources of the sea defy computation. Imagination, however, yields to actual facts, within living memory.

Beach Strewn at Crail.

Near the Village of Crail, on the east coast of Fife, as narrated in the British Naturalist, a strong southeast gale strewed the beach for miles with banks of herring several feet high. Outside the town limits, the people took them in baskets as they pleased. In Crail, the town crier proclaimed that "Caller Herring" i.e., herring fresh out of the sea, might be had forty for a penny. As the tide rose, the fish accumulated so rapidly that the crier's note was changed to a shilling a cartload. Successive waves, however, soon led the crier to shout that they could be taken gratis. When the waters did ebb, the corporation offered a shilling reward for every cartload removed. The fish were in prime condition, barely dead. In spite of the use of every grain of salt in the town and neighborhood, not a thousandth part of the mass was saved.

It may be argued, that half a century's incessant fishing must have depleted nature's supply, and that such a lavish sacrifice of valuable food could not be witnessed in the present day. Although the Crail incident was in the nature of a revelation, somewhat similar experiences have occurred on our own coasts, when schools of fish have been driven shorewards in such immense numbers, as to overtax every modern method of securing nature's bounties within immediate reach. Estimates are of course largely conjectural, but economic students of repute merit the credit of definite scientific research. The U. S. pamphlet by Hugh M. Smith, previously referred to, estimated the annual herring catch of the world in 1903 at a billion and a half pounds, valued at twenty-five and a quarter million dollars. Some regard this estimate as under the mark.

The point intended to be proved being conceded, that the supply of herring in the North Atlantic is practically inexhaustible, the question arises as to their frequent disappearance from former haunts, on both sides of the ocean. Various reasons are advanced, among other supposed causes, naval guns and torpedo practice, fog and siren signals, submarine bells, etc., the noise and disturbance of lobster fishing, unusual prevalence of off shore gales, continuous unfavorable weather conditions, steam trawling, diminution of accustomed food from unknown changes in nature's ordinary course, forcing the herring farther and farther into deep water and resulting in more capricious dashes for the shore at spawning time.

Live in the Deep Water.

A recent German Commission to study the natural history of the Baltic, came to the conclusion that herring live in the deep water off the coast, which they approach periodically, swimming in separate schools and moving independently, and spawning at different localities at various seasons.

The herring is a migratory fish, and its movements are so complicated that much mystery still baffles the scientists, the abundance of the fish at former resorts varying from year to year. Within the last few years, vast schools have appeared on the south coast of Sweden after they had deserted that region for seventy years. Artificial fertilization of herring ova has been easily effected in hatcheries, but no wide spread efforts at propagation have ever been carried out, simply because it has never yet been demonstrated that the supply has anywhere continuously diminished. The natural fertility of productiveness has been sufficient to overcome the yearly increasing drain of the fisheries, and the still greater destruction due to the hordes of "big fish eating little fish," porpoises, sharks, dogfish, in fact nearly every species of larger fish, with even the gulls following the schools to prey upon them.

Although seasons may vary from causes beyond human control, the time is coming when the Nova Scotia fisherman, with improved methods and adequate government administration, will double, treble, or perchance quadruple the herring fishery on our coasts.

A word or two on methods, and the need of enlisting a larger degree of public interest in the self-denying occupation of the fisherman will be the subject of the next article.

How the Farmer Used to Buy Salt Herring

Old-time Custom Passing Away—Big Demand for Fish—Some Varieties Which are Scarce and Plentiful—Handling Salt and Pickled Fish—Haddie in Good Demand.

Montreal, Feb. 23.—Once upon a time the average grocer used to handle during the winter months large quantities of Labrador herrings. In fact he generally sold them by the barrel and especially to farmers who purchased the bulk lot knowing that the fish would keep in some cold outhouse as well as in the grocer's shop. But that custom has passed with many of the other pioneer ideas, and besides, Labrador herrings, to-day, are rather scarce.

But there is still the demand for fish; in fact it has greatly increased since grandfather's day and covers a greater number of varieties.

Frozen fish are now in good demand and are easily handled by dealers, thanks to the weather man. They are all fresh caught stock and once frozen should remain so until sold to the consumer to retain their best qualities. Haddock is one of the leading Atlantic fresh frozen fish. Codfish and steak cod also come under this heading as do also pike, mullets, etc.

Whitefish is very dainty and comes principally from the inland lakes. Halibut and salmon are for the most part from Pacific waters and are also obtained from eastern waters. Both these fish are delectable and are prominent as fresh frozen.

Salt and pickled fish are easily handled and are popular at this time of the year. Labrador herrings, mackerel, green cod, sea trout, etc., are the most important kinds. There is always a good demand but strange to say green cod are in small compass and herrings are scarce.

Many Profitable Lines.

Under prepared and smoked fish there are several lines that are real favorites. Prepared cod brings a heavy trade during Lent but just now it is reported rather scarce. Finnan haddies are also in heavy demand and supplies are pretty plentiful. Kippered herrings are included with the general list. Then there are fillets and bloaters and going over the whole list it is not difficult to find a number of good selling lines that would be handled easily and would prove profitable.

All of the fish mentioned are delectable and as they are slightly different in taste they will appeal differently to different people.

OFFICERS OF R. G. A.

Victoria, B.C., Feb. 23.—Satisfactory reports were presented at the annual meeting of the Victoria Retail Grocers' Exchange. E. J. Wall, the president, gave an address on the work of the first year. Officers were elected as follows: E. J. Wall, president; H. Schroder, vice-president; B. W. Hall, treasurer; F. C. Futcher, secretary; directors, A. Thornton, A. Tait, W. C. Paterson.

Trade Notes.

Angove & Stinson, Vernon, B.C., have purchased the dry goods and grocery lines of The Supply Company.

J. J. Friesore, general merchant, Laird, Sask., has sold to John P. Epp.

W. J. Lloyd has purchased the grocery store of F. W. Hughes, at Brandon, Man.

Union Trading Co., general merchants, Prince Albert, Sask., has been dissolved.

The biggest cargo of fish ever shipped to Boston in one vessel was recently sent to that port from Newfoundland. The ship had beneath her hatches and on her deck 235,000 pounds of codfish, 170 barrels of pickled herring and a quantity of turbot.

FISH FOR LENT

Lent begins March, 1st. Secure your supplies at once from **THE LARGEST FISH WAREHOUSE IN CANADA.** A full line of all kinds in season carried in our own cold storage.

LARGE FROZEN SEA HERRING

COD HADDOCK HALIBUT SALMON
PIKE PICKEREL WHITE FISH SMELTS

THESE ARE A FEW OF OUR LEADING LINES:--

BONELESS AND PREPARED FISH — SALTED AND PICKLED FISH

HADDIES BLOATERS KIPPERS
OYSTERS in BULK and SHELL
LOBSTERS CLAMS and SCALLOPS

WRITE FOR OUR NEW PRICE LIST

P.O. Box 639.
Five Long Distance Telephones.

LEONARD BROS.
Montreal and St. John, N.B.

Branches:
Montreal
St. John, N.B.
Grand River
Gaspe, Que.

CONCORD
NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.

CCC
Norwegian Canned Goods

Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Bluenose Butter



The quality of this famous brand of Butter is uniformly good.

It is always sweet, always fresh, and always delicious.

BLUENOSE BUTTER keeps good in any climate, and is invaluable to hunters, travellers, prospectors and the like.

Every can sold means another permanent customer for you.

How is your stock? See to it to-day!

PACKED BY

SMITH & PROCTOR
Halifax, N.S.

How Some Merchants Are Realizing on the Window Space

A careful observance of the stores in any town or city, demonstrates that merchants are beginning to fully appreciate the great importance of display in the increasing of sales. Foremost among those who have been so convinced are the grocers who are constantly on the look out for methods which may be of use to them in this line. New schemes to increase the power of display in windows, are constantly being thought out by merchants who desire their windows to present a pleasing and attractive appearance.

Many merchants have brackets set up in their window on which they may show goods other than those in the main part of the exhibit. A window was recently noticed where such a bracket extended all the way across the window, placed high enough as not to spoil the main display. On this shelf was arranged another tasteful array, adding considerably to the selling power of the window.

Another merchant had strung wires from the ceiling, which was attached to suspend a shelf of plate glass. On this goods were arranged. These shelves can be hung at different elevations, at various sections of the window, but they should always be in such a position as not to interfere with the regular display.

Still another merchant whose store stands back a short distance from the street, has a double window, lower and upper. This can be best arranged, of course, when the store is first built, but nearly any window could be so made if the merchant so wished. Generally speaking the second platform should be constructd about six or seven feet above the first, but it would have to be lower where the store front extends right to the street line. To be of value, both displays must be completely within easy vision.

Other windows are arranged with numerous shelves running around the back and sides. In this way the ordinary display can be made, and different classes of goods placed on each shelf. This increases the quantity of goods open to public view, and, as each different article is on a separate shelf, the display is not mixed up to any extent.

Some merchants have glass display cases at the front of their store sloping down below the window level in which to show goods. Wall cases are sometimes placed at the entrance to the store when that is possible and no doubt are valuable selling agents, displaying goods to all customers entering and leaving the store.

There are many different methods to improve display, all having their good and their bad points. The merchant knowing the great value of display in selling goods should make use of the helps which he considers the greater value in his case.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Lent **LAST CALL** Lent

If you have not yet secured your supplies of

FISH

either:—

FRESH SMOKED
FROZEN PREPARED
SALTED BONELESS
PICKLED or MOLLUSKS

or Shell fish of any description, don't lose a minute but send your orders immediately to the old and reliable Headquarters.

Established in 1874

THE LARGEST DISTRIBUTORS OF FISH IN THE DOMINION

D. HATTON CO. - - Montreal

LENT FISH SPECIAL

FRESH

COD--HADDOCK—OYSTERS

always fresh, reliable, and wholesome.

FROZEN

TROUT—WHITEFISH—HALIBUT—SEA SALMONS—(six different qualities) PIKE—PICKEREL—GOLDEYES—TULLIBEES—SEA HERRING—LAKE HERRING—SMELTS—BLUE FISH—FLOUNDERS.

Every fish guaranteed—Every price rock-bottom.

SALT

Labrador Herring—Pickled Lake Herring
Dry Cod Lines of every description.

SMOKED

Finnan Haddie—Kippers—Bloaters
Fillets of Haddie—Ciscoes.

GET OUR "I ENTEN PRICE LIST"

"I We have large stocks of only the best on hand—Our prices compare favorably with any quoted.
We rely on our reputation for prompt shipment and fair dealing.

What more could you ask? We are expecting your orders.



THE F. T. JAMES CO. LIMITED
CATCHERS & WHOLESALE DISTRIBUTORS OF
Fish Oysters
FRESH, FROZEN, SALT & SMOKED.

PHONE 7454
PRIVATE BRANCH EXCHANGE

TORONTO

Items for Busy Dealers from Here and There

U. S. Board of Tea Experts Favor Abolition of Colored Tea Not Stated to be Such—Should a Grocer Blow Into a Paper Bag?—An Alleged Illegal Coffee Combine —Some Advice on the Candling of Eggs.

The Board of tea experts of the United States have recommended that colored teas, unless so stated, be shut out of that country after May 1st. The secretary of the treasury will likely approve the recommendation and the new standard will thereupon go into effect. Dealers in the United States are much divided in opinion as to the probable effects of the color standard, but agree that it will bring about a big change in importation, as large quantities of China and Japan greens are at present used in that country.

—

A Seattle paper condemns the custom of certain grocery salesmen who make a practice of inflating the bags with their breath before filling, as unsanitary. It claims that outside of the possibility of germ transmission, it gives the parcel a dropsical effect not appreciated by the contents.

—

The members of all the local "egg circles," in Peterboro County, Ont., have formed an organization to be known as the Peterboro Co-operative Poultry Association. All the eggs produced or controlled by the members will be marketed from the Peterboro centre. A modern crate fattening establishment will be built there, where fowl supplied by the farmers will be fattened, so as to be marketed as first class poultry.

—

Retail grocers have considerable trouble in the handling of eggs. No matter how hard he may try and no matter what price he may pay for them, a dealer will occasionally sell poor eggs and one poor egg in a dozen will cause considerable trouble with the customer. The retailer should be very particular in the buying of eggs and will find it better to buy them in small quantities rather than buy a lot for the sake of getting a better price. Eggs in order to be in best condition must also be kept in a proper manner. A dry cool place is the most desirable. Never place them in a damp place where the temperature is changeable. Grocers in the smaller towns of course purchase most of their eggs from the farmers. Now while these are as a rule fresh, occasionally the farmer will find a stray nest and in order to protect himself against this danger, it would be well for the grocer to candle them before offering them for sale. Any person with good eyesight can candle eggs Hold an egg against a suitable light, with other light excluded and if it is fresh it will appear unclouded but if it is old it will be dark colored. Of course the color of the shell has to be considered also and the candler, especially the beginner, must take his time if he wishes to do his work correctly.

—

Up to 1880, America imported all her oranges and lemons from Europe, Brazil or the West Indies. About 1890 California started into the production but for some years the shipments could be reckoned by the thousand carloads, while it is estimated that the present California crop will amount to about 48,000 cars.

—

A Denver woman, going home for the day, locked everything up well, and for the grocer's benefit wrote on a card:

"All out. Don't leave anything."

This she stuck on the front door. On her return home she found the house ransacked and all her choicest possessions gone. To the card on the door was added: "Thanks; we haven't left much."

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

Those made by McDOUGALL are peerless. Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

EVERY HOUSEKEEPER WANTS IT

For making a nice brown gravy.
For adding a delicious flavor and color to soup.
For coloring cakes a rich brown.
For making cakes and puddings a creamy yellow,

Inglehart's Browning

is the best of all. The only Browning made in Canada.

Put up in 3 and 6 oz bottles, retailing at 15c. and 25c. a bottle

ASK YOUR WHOLESALER FOR IT OR SEND TO

INGLEHART S, MERTON, Ont.



Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

SITUATIONS WANTED.

SITUATION WANTED — First-class grocer wants work managing store or grocery department. Address Box 376, THE CANADIAN GROCER, Toronto.

SITUATION WANTED — First-class grocer wants situation on road representing wholesale grocers or specialty. Address Box 375, THE CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½-lb	1 40
" 8 oz	1 95
" ¼-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75

Jellies	
Peach	1 80
Pear	1 70
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

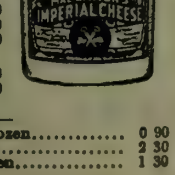
Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 ds

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant Lasting Polish



--Quick--

There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal.

"Arctic" GROCER REFRIGERATOR



meets every requirement of your trade. Case is of ash, hardware of solid brass with lining of spruce, shellacked. All parts separable. Perfect circulation of cold, dry air is guaranteed

Write for Catalogue

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave, Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



GOOD STOCK!

To hold only good stock is the aim of every up-to-date Grocer.

"KIT" COFFEE

is good stock.
EASY to make.
ECONOMICAL in use.
EXCELLENT in flavor.

For full particulars apply to

KIT COFFEE COMPANY
GOVAN, - GLASGOW, SCOTLAND

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Prompt Shipment at Factory or Warehouse Prices

BUTTER TUBS — BUTTER BOXES
BUTTER PARCHMENT — BUTTER BOWLS
EGG CASES — EGG CRATES
EGG CASE FILLERS

Walter Woods & Co. - **Hamilton and Winnipeg**

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President — W. R. Brock, Vice-President
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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 8-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb., $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 3-oz., $4; Ocean borax, 48 3-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Jelly Powders

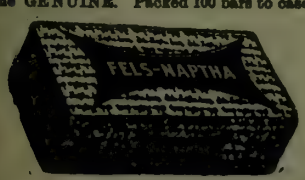
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11
½-bbls	0 11½
Tubs, 60 lbs	0 11½
20-lb. Pails	2 30
20-lb. tins	2 20
Cases 31-lb	0 12
" 5-lb.	0 11½
" 10-lb.	0 11½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. case	1 50

"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

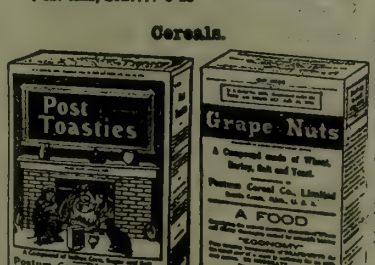
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Cereals.



Grape Nuts—No. 25, $3.60; No. 23, $4.50
Post Toasties—No. T3 $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Milk, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.75
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

Per doz.	Per doz
D.S.F., ¼-lb. tins	1 40
" ½-lb. tins	2 50
" 1-lb. tins	5 00
F.D., ¼-lb. tins	0 85

	Per jar
F.D., ½-lb. tins	1 45
Durham, ½-lb. jar	0 75
" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½ pint bottles, 3 and 6 dozen cases, doz	0 99
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

	Per case
No. 1, cases 60 1-lb. packages	1 case $2 85
	15 " 2 75
No. 2, " 120 ½-lb. "	1 case 2 85
	15 " 2 75
No. 3, " 30 1-lb. "	1 case 2 85
" 60 ½-lb. "	15 " 2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

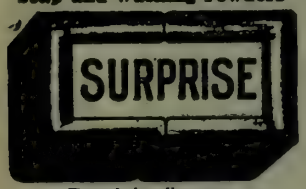
PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

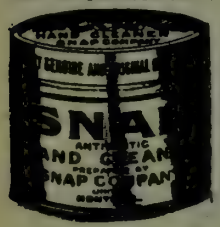
Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap 100 bars to case) in 2-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



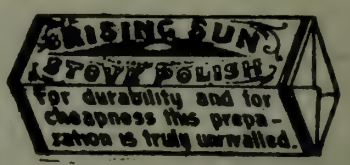
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s.	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 56	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label, 1's and ½'s	30c	40c
Gold Label, 1's and ½'s	35c	50c
Lavender Label, 1's and ½'s	42c	60c
Green Label, 1's and ½'s	50c	75c

Canisters—	Wholesale		Retail	
Gold Tins, 5's	35c	$1.75	50c	$2.50
Gold Tins, 3's	35c	$1.05	50c	$1.50
Gold Tins, 1's	36c each		50c each	
Gold Label, ½'s	18c ea.	36 lb.	25c ea.	50 lb
Red Tins, ½'s	35c ea.	70 lb.	50c ea.	1.00 lb
Red Tins, ¼'s	18c ea.	72 lb.	25c ea.	1.00 lb



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	½, ¼ or ⅛	0 30	0 40
Blue "	½, ¼ or ⅛	0 35	0 50
Yellow "	½, ¼ or ⅛	0 40	0 60
Purple "	¼ only	0 56	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20	
Black Label, ½-lb., retail at 25c	0 21	
Blue Label, retail at 30c	0 24	
Green Label, retail at 40c	0 30	
Red Label, retail at 50c	0 35	
Brown Label, retail at 60c	0 42	
Gold Label, retail at 80c	0 56	

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Oxo



Oxo in Bottles—1-oz., $2 per doz.; 2-oz., $3.50 per doz.; 4-oz., $6.50 per doz., and larger.
Oxo Cubes—Tins of 4, 95c. per doz.; tins of 10, $2.40 per doz.; tins of 50, $11 per doz.

CORNEILLE DAVID & CO.



	Per doz.
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	44
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3-doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE-CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

NATION'S CUSTARD POWDER

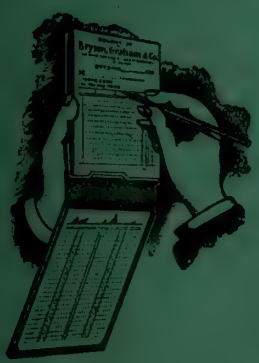
Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

Pure Reliable



Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Please let us hear from you when you want

SALT

or any information about it.

Verret, Stewart & Co.
LIMITED
MONTREAL

Your Customers Know—
AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

If proof is required that The Canadian Grocer's suggestions in its market columns are acted upon, here it is:

E. H. Ruttan, a Wallaceburg, Ont., grocer, says: "I recently saved $75 by watching The Grocer's market reports. This money was saved on a purchase of canned tomatoes."

It is instances of this character which have made this paper the reliable trade barometer that it is recognized to be from the Atlantic to the Pacific. This explains why the best dealers in Canada know much about the goods advertised in The Grocer—they place so much reliance on what it says through its reading columns, as well as on what is said in its advertising columns, that they will risk their money by following the suggestions made.

What higher tribute can be paid to any paper than this?

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision. Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, MARCH 3, 1911 No 9



ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

"CROWN BRAND" CORN SYRUP

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. **Works, Cardinal, Ont.** **164 St. James St., Montreal**



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

DOLLARS and CENTS

Versus

BRAINS and SENSE

A dollar safely banked is better than two dollars worth of doubtful merchandise in the store. The daily depreciation in goods of questionable character is a steady and startlingly heavy drain on your invested capital. After all it is not so much a question of Dollars and Cents as Brains and Sense, when you are stocking up, friend.

Quality is the pivot on which your wheel-of-fortune turns constantly. It lubricates business. Without it you will be as helpless as a rudderless ship. With the Brains and Sense that you possess, you'll certainly stock the two quality articles that we list below:—

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Qualify Goods!

Coco Fruitine or Vegetable Butter

An absolutely pure extract of the cocoanut. Superior to butter or lard or oil for cooking and doubly economical, because so very rich. Tasteful, healthful, nourishing.

New to you, perhaps, but not to England, where it enjoys enormous sales. "Quality Goods."

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal. 84 Victoria St., Toronto.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.
10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

White Beans

Can give best quotations.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

WE SELL
McKay's Bowmanville Celebrated POT AND PEARL BARLEY
MARKET ADVANCING. OUR PRICES ARE RIGHT.
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

Three Snaps In Canned Goods

Norwegian Sardines

"Fish Monogram" brand—
fine fish in fine oil— $7.50 gross

Shrimps

Barakaria Packing Co.—1s $1.45 doz.

Plums Sanitary Tins, Enamel Lined

Blue, 3-lb. tins,
regular $1.75, special $1.35 doz.

Green Gage, 3-lb. tins,
regular $2.25, special $1.65 doz.

ANCHOR BRAND TRADE MARK REGISTERED

PURE CREAM TARTAR

Guaranteed highest quality

¼-lb. packages,	cases	4 doz.,	$ .90 doz.
½-lb.	"	4 "	1.75 "
½-lb. sift top tins,	"	4 "	1.90 "
1-lb.	"	4 "	3.70 "

ORDER NOW—

Our prices remain unchanged—but the market conditions indicate higher prices.

"ANCHOR" Brand is ABSOLUTELY PURE

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO



Cut of 100 Book Size, with hood removed showing alphabetical arrangement of books,

SYSTEMS TO FIT YOUR BUSINESS

HERE THEY ARE

Do you want a card-index system ?
Do you want a loose-slip system ?
Do you want a system in which each customer's account is kept in a separate book—a duplicate book, numbered from 1 to 50—where the customer gets with each purchase a duplicate slip showing total amount he owes and which bears the same number as the original which you keep in the book for your record ?



Cut of 100 book size, showing hood locked to cabinet, when not in use.

Bear in mind no matter what kind of system you should have for your business we will supply it and it will be a fire-proof system in the bargain.

We have spent 20 years in manufacturing credit systems and that's why we say we know we have something that will save you time and money.

It will cost you nothing to find out.

Tell us what your business is and how many accounts you have and let us give you full information.

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street FREMONT, OHIO
and Hartford, Conn., U.S.A.

VICTOR ARCHAMBAULT, :: Quebec Representative :: 28 Bridge Street, SHERBROOKE, Que.

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST is sold before you stock it, because your customers know what it will do and every one of them has read our slogan,



"Let the Gold Dust Twins do your work"

GOLD DUST sells itself—you don't have to "talk it up," we DO THAT in our advertising and the thousands of women who USE it TALK FOR IT, too. You can sell a customer her GOLD DUST and six other articles in the time it would take to tell her about some other washing powder, and she'll always buy GOLD DUST and be pleased with it. Don't talk yourself into trouble by "pushing" powders that have no standing—just SELL GOLD DUST.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



A McCRAY
Roll Top Refrigerator

is just the thing for you to keep your butter and cheese in. We make all styles and sizes.

The interior of each section or roll is arranged with a tub rest so that a 60-pound butter tub may be set in a position convenient to retail from. A shelf is also provided for each section, which may be drawn forward for the purpose of displaying package butter. Rolls are 18 inches wide, 30 inches deep, 14 inches high, and will accommodate all standard makes of cheese cutters.

WRITE TO-DAY FOR
CATALOG No 67 AND PRICES.

We manufacture refrigerators and coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

McCRAY REFRIGERATOR COMPANY
231 LAKE STREET KENDALLVILLE, INDIANA

Please address all correspondence to the Factory, Kendallville, Ind.



"SIMCOE" Brand Baked Beans



A popular line that has found wide-spread favor by reason of its unvaried quality and generous quantity.

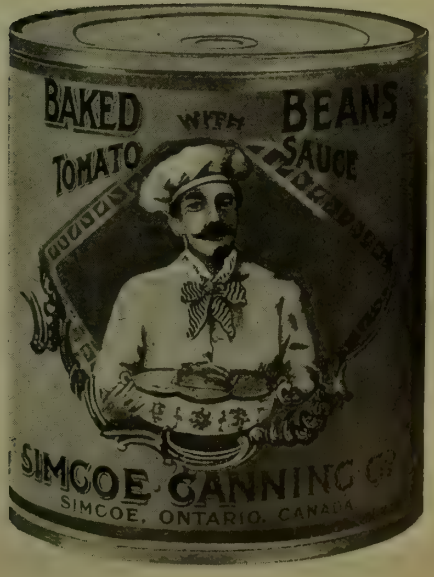
All beans used in "Simcoe" Brand are guaranteed hand-picked, processed with the greatest care, and nothing but the purest sauces and spices are used.



A size to suit every demand

1's, 2's, 3's (Family) and 3's (Tall)

3's Family contain more beans than 3's flat and at less price. The size for you to feature.



Dominion Canners, Limited

Hamilton, Canada

ASK YOUR WHOLESALER FOR PRICES

An Investment that Pays Handsomely!

If you wish to impress people with the idea that you are in the coffee business right, you should instal a

HOBART
Electric Coffee Mill



Its handsome exterior, beautifully enamelled and nickeled, adds to the appearance of any grocery store, and the motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc.

Get in touch with us right away. We shall be happy to furnish full details, and quote prices.

CANADIAN AGENTS:

The W. A. Freeman Company, Limited
HAMILTON, ONT.

Every housekeeper in Canada has heard of

CHASE & SANBORN'S COFFEES

and the majority use them.

That means a lot to the dealers who handle Chase & Sanborn's High Grade Coffees.

CHASE & SANBORN
MONTREAL

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Below are a few of our lines that we manufacture:

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve, Damson (English) Raspberry & Gooseberry Peach Cherry Gooseberry Red Currant Jam. Green Plum Plum Pear Jam Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

Pure Fruit Preservers. **Hamilton, Canada**

PERRIN'S

LEMON NECTAR



BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



SANITARY CANS

FOR

WINTER PACK

OF

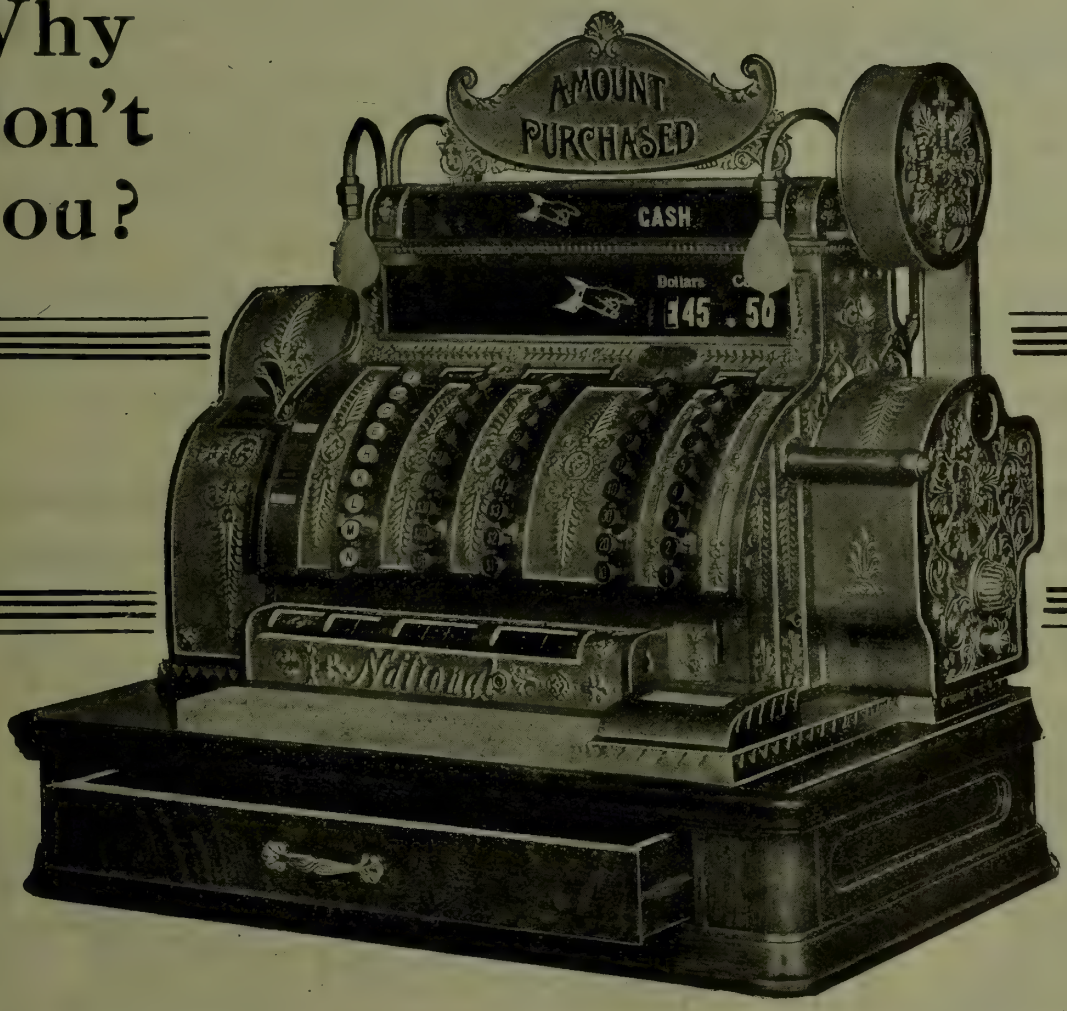
BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Successful Merchants Put a Receipt in Every Parcel

Why Don't You?



National Cash Registers afford the quickest and safest known method of recording every sale and of automatically issuing a printed receipt. Each receipt is consecutively numbered and dated, shows the amount of the transaction and clerk's initials. Duplicate record is kept inside the machine where only the proprietor can get at it. You need this protection. Why keep on "trying to get along without it"? Write for booklets and price list.

NATIONAL CASH REGISTER CO.

F. E. MUTTON,
Manager for Canada

285 Yonge St., Toronto

BUY EGG INSURANCE

Pay yourself the premiums—That is just exactly what you do, Mr. Dealer, when you buy

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

Because by saving all egg breakage, all miscounts and 90% of clerks' time, they save you real money on every dozen eggs delivered.

A very few deliveries pay for the outfit, then your STAR EGG CARRIERS (permanent store fixtures) start in paying you an extra profit—You have the Egg Insurance and pay yourself the premium. As a business proposition it's a winner—Find out about it. Ask your jobber, or our specialty Salesmen, and write for our booklet, "No Broken Eggs," which explains the Star Egg Saving System—Get our advertising suggestions for Star Egg Trays.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

The Influence of Your Tea Trade

There's no article the grocer handles that has more direct influence on his profit than his tea business. Quality and flavor mean the retention of the whole family trade, and

Get our full particulars and prices.

RIDGWAY'S TEAS and COFFEES

are lines that will surely help you to obtain and hold this desirable connection.

We have a very wide range of Ceylon, Japan and China, in tins, packages and in bulk, and our variety of blends cannot fail to cover the requirements of every taste.

We pack grocers' own label teas in half lb. or lb. lead packets at a small extra cost.

Donnelly, Watson & Brown, Limited,

CALGARY and VANCOUVER

Sole Agents for British Columbia and Alberta

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:
Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N. S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis & Co., Vancouver, B. C.



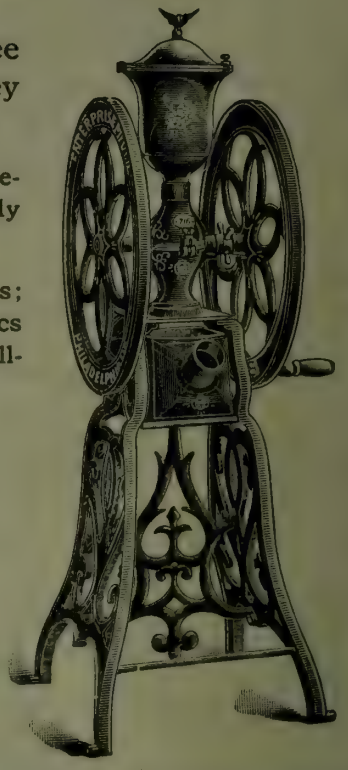


"ENTERPRISE"

"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they ***grind*** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.



We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray St., New York. 544 Van Ness Avenue, San Francisco.

Fish Delicacies

Lent is now being observed and your customers will be sure to ask you for something choice in the fish line.

LION BRAND SARDINES

ARE JUST WHAT YOU SHOULD RECOMMEND, FOR THE FOLLOWING REASONS:

1. THEY ARE PROPERLY SMOKED.
2. " " PACKED IN PURE OLIVE OIL.
3. " " SMALL AND EXCEPTIONALLY TASTY.
4. " " IMPORTED DIRECT FROM NORWAY.

HANDSOME PROFITS

are assured you if you feature this line. The price is as satisfactory as the goods themselves: $8.50 per case—freight prepaid in Ontario and Quebec on orders of 10 cases.

Enquiries from Ontario to our Toronto office.

The Charles Ciceri Company LIMITED

Enquiries from all of Canada outside of Ontario to our Montreal office.

The makers of OXO have always done *big things*

They originated Concentrated Beef Foods in 1865.

They *OWN* the largest cattle farms in the world in this industry.

They created and perfected OXO CUBES —the greatest achievement known to the science of concentrated foods.

They are advertising OXO and OXO CUBES heavily in Canada.

Get your share of THE TRADE

SOLE AGENTS:

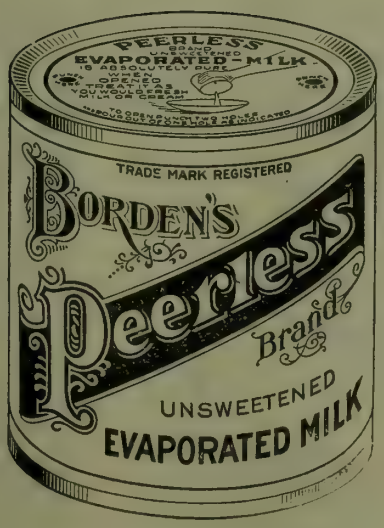
CORNEILLE DAVID & CO.

35 Lombard Street : TORONTO
52 Nicholas Street : OTTAWA
334 Clarence Street : LONDON, ONT.
41 Common Street : : MONTREAL



BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes your Customers Satisfied

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality" Established 1857

Sales Offices and Agencies:— MONTREAL TORONTO WINNIPEG and VANCOUVER.

THE WORTH OF

WHITE SWAN

PERFUMED 100% POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROV TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited

COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William

EVERY CAN



GUARANTEED

ST. CHARLES MILK

St. Charles

Evaporated Milk

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co. Toronto; Young Bros., Vancouver, B.C. Wm. Braid, Vancouver B.C.; L. T. Mewburne & Co., Calgary, Alta.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Save Money!

Check up the value of your raw materials by chemical analysis.

Special Offers for $100 a Year.

WRITE US TO-DAY.

Kingston Analytical Laboratories

Food Chemists and Bacteriologists.

KINGSTON, ONT.

Cake and Icing

Sterling BRAND

Colorings

This is a line that has met with much favor which you should certainly handle.

The colorings are guaranteed to contain no harmful ingredients, and they give the very best results with the least amount of trouble.

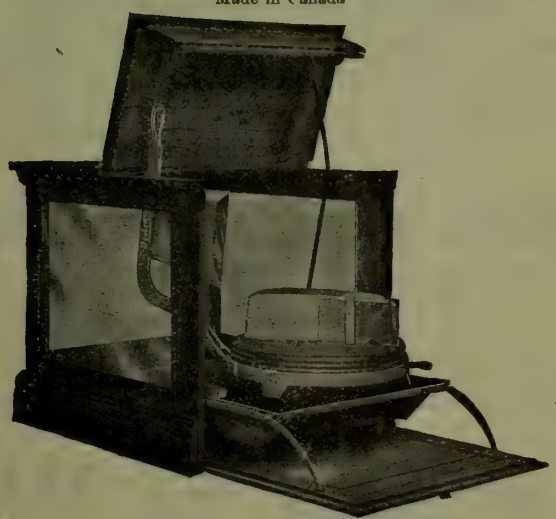
Don't forget "Sterling" Colorings in your next order.

The T. A. Lytle Co., Ltd.

Sterling Road, TORONTO

Perfectio Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese.

Write for Prices.

The American Computing Co. of Canada

Hamilton. - Ontario

"Banner" and "Princess" Condensed Milk

THE LEADERS

Here are two lines of milk that are remarkable for their quality and purity. Only the richest country milk and pure cane sugar are used in their preparation, and the milk is handled and canned in a factory that is a model of cleanliness.

They never fail to satisfy.

Write for prices.

When you are in the market for Unsweetened Milk, buy

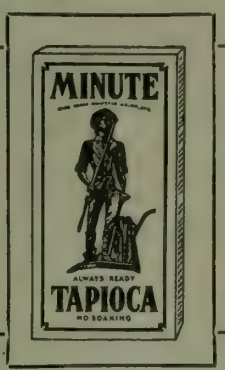
ST. GEORGE EVAPORATED MILK

John Malcolm & Son

ST. GEORGE :: :: ONTARIO

Sell More Tapioca!

You Can Greatly Increase Your Sales of Tapioca by Pushing



Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

BAIRD'S

WORCESTERSHIRE

SAUCE

is

DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in quality

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria.



AN ALL-YEAR-ROUND SELLER

For steady profit and genuine satisfaction no line of canned milk can compare with

Canada First Evaporated Milk

It is guaranteed perfectly pure and very rich in cream and every can is perfectly sterilized before being filled.

A line that is in constant demand. Made in Canada by Canadians.

THE AYLMER CONDENSED MILK CO., Limited, Aylmer, Ont.

Head Offices, HAMILTON, ONT.

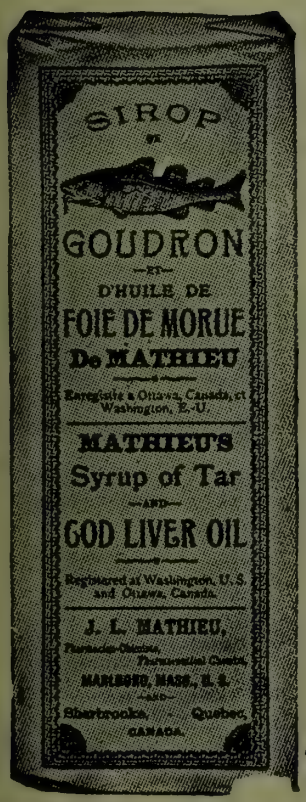
THERE ARE MANY REASONS

WHY YOU SHOULD HANDLE

ST. LAWRENCE GRANULATED

From the quality argument you can get no better sugar, but just now when prices are so low it gives every retailer the opportunity of securing this highest grade sugar at the lowest price and it is as profitable handling as other cheaper grades.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any space

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES.

Send postal—we will mail you full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.



W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE



CARTER'S

STANDARD

British Wines

Liqueur Green Ginger
and Other Flavors

Big Wheel Custard Powder,
Jelly Crystals, Lemonade
Powder, etc., etc.

H. W. Carter & Co., LIMITED

THE OLD REFINERY

BRISTOL, : : ENGLAND



She wouldn't take, as a gift, any other salt but

WINDSOR SALT

For Table or Dairy.

She knows that "Windsor" Salt is pure—that no adulteration is added to keep it from caking—and that it gives a delightful savour to the food, the butter and the cheese.

She knows, too, that no other salt is just as good.

The Canadian Salt Co.

LIMITED

Windsor - - Ontario

"Devonshire Cream
at its Best."

FUSSELL'S

THICK RICH

CREAM

(*GOLDEN BUTTERFLY BRAND*)

Rivals the very finest Devonshire Cream and, in addition, KEEPS INDEFINITELY IN ANY CLIMATE.

FROM 10c. A TIN

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St. Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LIMITED

4 Monument Street, LONDON, ENG.

Eleven Gold Medals

Durability

Fast Grinding



Finish

Easy Adjustment

These are some of the features which recommend the

ELGIN NATIONAL COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for Descriptive Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas Turner & Co.; Balfour, Smye & Co., McPherson, Glassco and Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N. B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co., Elgin, Ill

S. T. NISHIMURA & CO.

Are closing out the balance of last season's

JAPAN TEAS

A RELIABLE SYRUP

is what you should stock and none other.

CABINET BRAND MAPLE SYRUP

has made good all along.

CABINET

CABINET



SAVE FREIGHT
DROP SHIPMENTS

Kitchen Molasses

Maple Sugar, Tea Rose Drips

IMPERIAL SYRUP CO., Limited
MONTREAL

GOLDEN PUFF BISCUITS



By Special royal permission

For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler

CANADIAN AGENTS

JOHN W. BICKLE and GREENING (J. A. Henderson)

HAMILTON - - - - - - ONTARIO

Tartan BRAND

Our travellers have specials in:

Dried Fruits of all kinds, Currants, Raisins, Peaches, Evaporated Apples, Figs.

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

Mail orders specially looked after.

Phone No. 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

SELL GINGERBREAD BRAND MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co., LIMITED

HALIFAX, NOVA SCOTIA

TRADE MARK KEYSTONE BRAND REGISTERED

Now is the Time

to buy

Whitewash and Kalsomine Brushes

for Spring Trade

also Scrubbing Brushes

You can get best values and most prompt delivery from

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

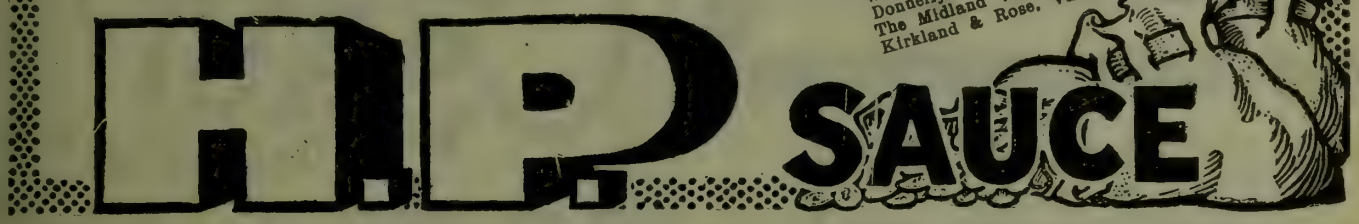
Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H.P is no shelf-warmer, it's no sooner on than it's off again—
off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



MASON'S No. 1 SAUCE

Agents wanted where not represented

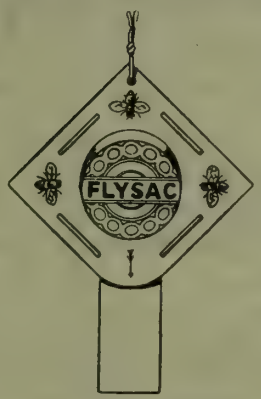
The Sauce for the epicure—

of delicious flavor and unequalled purity. Made according to the famous 'Mason' formula in our modern factory which is a model of sanitary care and cleanliness.

You can confidently recommend this well-known line and give it prominence.

Masons Limited,
25 Melinda Street, - Toronto

70c per box of 50 pieces



$12.75 per 1,000 pieces.

THE "Flysac" Flycatcher

British Manufacture

Is something worth stocking

IT ALLOWS YOU 100% PROFIT

It is clean and does not stick to the fingers when the tape, which is evenly covered with strong gum, is being pulled out from the hermetically sealed case. Get your orders in early. Supplies are diminishing.

HODGSON, SUMNER CO., LIMITED
345-351 St. Paul Street, Montreal
Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.



Foster Clark's
Cream Custard
The Cream of All Custards

There is no finer Custard on the market, and you are handling no article that will give your customers more pleasurable satisfaction. We will prove this to you by posting you a sample packet free on receipt of request addressed to

FOSTER CLARK Ltd., Maidstone, England.

Agents for Ontario—THE HARRY HORNE CO., 309-311 King Street West, Toronto
Valuable Buying Agencies waiting for Progressive Brokers in each of the Provinces of Canada
Address: FOSTER CLARK LTD Maidstone, England

Quality and purity combined in

Wonderful Soap

have made it a prime favorite on wash day and for all cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.

GUELPH, ONTARIO

Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited

Manufacturers and Shippers

SARNIA, ONT.

A Woman in Hamilton

the other day walked past her regular grocer's shop because he didn't sell SNOWFLAKE POWDERED AMMONIA.

At a store in the next block where Snowflake was among the "Six Best Sellers," she spent $2.75 and came away with the impression that she would just as soon deal there altogether.

By neglecting a live issue like Snowflake this woman's old grocer lost a good customer. Women WILL have Snowflake, because it is the best cleaning compound in the world at the lowest possible price.

S. F. Lawrason & Co.

London, Ontario



No Grocer can afford to do business without a

Eureka Refrigerator

Goods will keep longer and in better condition than in anything else. The Eureka Patented System is an absolute guarantee against **Foul and Stagnant Air.** Write for New Catalogue.

Eureka Refrigerator Co., Ltd.

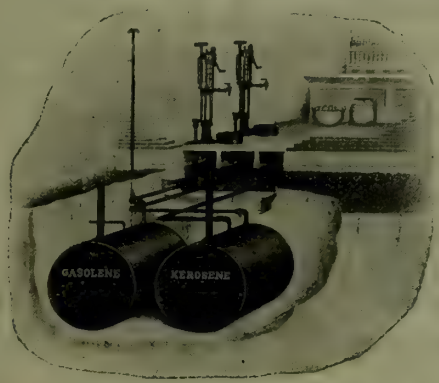
56 Noble Street, Toronto

JAMES DOME BLACK LEAD

The old reliable and best Stove Polish on the market to-day.

Free from Grit and Dust
Gives a Lasting Brilliant Polish

W. G. A. LAMBE & CO., Canadian Agents



A Clean Store | A Sure Profit | A Safe Method | A Good Purchase

If you want these advantages in your oil department buy a

BOWSER

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

S. F. BOWSER & CO., Limited
66-68 Fraser Ave., TORONTO, ONT.

Do Your Customers Pay Up?

Don't continue to lose money through credit business Don't drive good credit customers away by jumping on them "rough shod." Hold the credit business—get more of it, but make it SAFE by using the right tactics.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.

STEELE-BRIGGS SEEDS

USE ONLY THE VERY BEST

TESTED FOR GERMINATION
TESTED FOR PURITY

SOLD BY LEADING MERCHANTS EVERYWHERE

Your reputation and profit call for purity in the goods you handle!

WHITE DOVE COCOANUT



is the line for you to stock because of its unvarying purity and quality.

W. P. DOWNEY,
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

2 in 1

These numbers are easy to remember. They represent the delicious

Club Jelly Powder

which is a rapid seller, because the housewife likes the

2 in 1 Idea

She likes the combination of the jelly and the powder for sauce to be served with the jelly.

There is something unique about the package and its contents.

Send along a trial order.

You won't regret it.

S. H. EWING & SONS
Montreal and Toronto

THE WANT AD.

The want ad. has grown from a little used force in business life, into one of the great necessities of the present day.

Business men nowadays turn to the "want ad" as a matter of course for a hundred small services.

The want ad. gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ***ESTABLISHED 1871***

MOP STICKS
"The Tarbox Brand"
Made in Canada
Many kinds
FOR ALL PURPOSES
Distributed through practically all of
THE LEADING JOBBERS
Send for Catalog.
Manufactured by
TARBOX BROS. - - Toronto
(Established quarter of a century under the same personal management.)

No Odor

It dries them up ***Common Sense***
KILLS { ***Roaches and Bed-Bugs***
Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.



When writing advertisers kindly mention having seen the advertisement in this paper.

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



This lamp is trouble proof, it is absolutely perfect, and cannot give you any trouble.

THE simplest and most efficient gasoline lamp in the world. Constructed upon new and scientific principles. A lamp that we guarantee and that guarantees itself through its very simplicity, ease of operation and utility. Absolutely nothing that can wear out or get out of order that cannot be removed and replaced without the use of tools, other than nature has given, in five seconds. There is only one wearing part—the generator. A simple twist of the wrist removes and replaces it with a new one. Two generators with each lamp. It is lighted from the floor in less than 10 seconds.

MacLaren & Co.
Merrickville, - - Ont.

NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material
Absolutely pure, never becomes rancid, and keeps indefinitely.
Highly degestible and nutritious
Unrivalled for frying, cooking and pastry
Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited
206 Papineau Avenue MONTREAL

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. MONTREAL

THIS LIGHT SAVES YOUR MONEY

MR. GROCER--Can you afford to lose $240 in 5 years? One Ontario grocer did this without knowing it. Using electricity his lighting bill was $64 per year. Last year he used an "R-K" Lighting System costing $16, saving $48, and in addition had a much better lighted store. We guarantee the system 5 years--an absolute guarantee that he will save at least $240.

Do you know you're losing money, let us help you save. The "R-K" System can be installed anywhere---gives a pure white brilliant light--costs less than gas, electricity or acetylene. Costs but little to install--saves your money from the start--thousands in daily use.

You need one in your store--let us tell you why. Write TO-DAY for booklet "M"--it's free--a postal brings it.

RICE-KNIGHT LIMITED - TORONTO

Where Knowledge is Power 'tis Folly to be Ignorant!

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS,

Ginger Talks, by Holman	$ 2.00	50 Lessons on Show Card Writing	2.50
Brain Power Business Manual	2.00	Tea Hints for Retailers	2.00
Salesmanship, Deportment and System	1.00	Tea, Its History and Mystery	2.00
Straight Talks on Business	1.00	Coffee, Its History	2.00
Book-keeping Self Taught	1.00	Hardware Window Dressing	2.50
Ropp's Commercial Calculator	.50—1.00	Hardware Store Business Methods	1.00
Buyer's and Seller's Cost Tables	1.50	Art of Decorating Show Windows and Interiors	3.50
Success in Letter Writing	.75		
Card Writers' Chart	1.50		

ALL BOOKS SENT POSTPAID

THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.

143-149 UNIVERSITY AVENUE, TORONTO

The Experienced Housewife

will bring all the family trade your way if you are selling

ASEPTO
Soap Powder

"The Enemy of Dirt"

because she knows what a wonderful saving of time and labor this soap means to her in her washing and house-cleaning.

"Asepto" is equally handy for getting rid of dirt, whether hot or cold water is used, and is most economical in use.

Stock up to-day with this splendid seller.

Order From Your Jobber.

The Asepto Soap Co.

ST. JOHN, N.B.

Rose & Laflamme, Ltd., Agents, Montreal

ABSOLUTELY PURE

CRYSTAL SUGAR

Perfect uniformity of grade makes it the standard sugar.

DOMINION SUGAR CO. Limited

WALLACEBURG ONTARIO

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.



Lynch's Limited—Sydney, N.S.

Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager

MR. GROCER:—

Let us give you a little timely advice. Be sure that you carry only a stock of **PURE MAPLE SYRUP** because your customers are becoming more and more convinced that the quality of their foodstuffs means much towards retaining a healthy constitution. **Don't take chances with concoctions, but feature**

PRIDE OF CANADA

Maple Syrup and Maple Sugar





Guaranteed Absolutely Pure



because our brands are made in the maple groves, right where the sap runs from the trees. We use it ONLY. No temptation to adulterate.

Our sap is supplied by members ot our Association, composed of farmers owning groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

Special Note:—Innumerable Government Tests have proved our claims. Never has a sample of our brand been found adulterated.

The Maple Tree Producers Association

LIMITED

MONTREAL. - Toronto Office, 512 Dundas Street

The Consumer is Judge and Jury

and you can be sure of a verdict in your favor every time a tin of **Diamond Brand Maple Syrup** goes to trial. **Diamond Brand** is recognized as the highest standard of Maple Syrup quality in the market to-day. **See that your stock of Diamond Brand is complete.** You cannot afford to be without this staple leader.

SHANTY BRAND Maple Syrup

Owing to the extreme scarcity and abnormally high price of real maple products and the cheapness of cane sugar and glucose, you will be offered all kinds of concoctions made to look like maple syrup at much below value of good goods. We remove the necessity of you taking chances by offering you our **Shanty Brand** to sell at popular prices and show you a large margin of profit.

Shanty Brand is a High-grade Syrup

Every tin is guaranteed to give your customers perfect satisfaction. A special feature of Shanty Brand is the handsome and appropriate label, reproducing a maple scene in natural wood colors.

Insist on being supplied with Diamond and Shanty Brands by your Jobber.

SUGARS & CANNERS, LIMITED

MONTREAL

One year in 1892 equals one day in 1911---and we're still growing!

In 1892 we sold just 63,290 packages of "SALADA." Now our sales in a single day are equal to the whole of that first year's business.

In these nineteen years our business has steadily grown until last year we sold over 364 times more tea than in 1892.

To-day in Canada alone over 26,000 grocers sell and recommend "SALADA" Tea with confidence.

"SALADA" quality and "SALADA" value are **known.** "SALADA" Tea gives satisfaction. It builds trade. No one knows this quite as well as the grocers selling it.

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What's What in New York Sugar Market

An Alleged Shortage of Four Hundred Thousand Tons in Output of Cuban Cane the Reason Why Speculators Have Been Forcing Up Price of Staple — European Crop Hope of Refiners—Where Retailer Figures.

It can hardly be said of sugar that the world stands agape when it goes into a tantrum, and advances, in as many days, 20 or 30 points; still at the moment, a great deal of anxious attention in different parts of the world is directed towards the staple which is now extremely active on a rising market in New York.

It is a reported shortage of the sugar cane crop in Cuba that is causing the flurry. It is persistently stated this shortage will amount to thirty per cent. of the total output of the island, and that there will be no hope of any relief later on in the season. So much from the speculators.

The refiners are earnestly hoping, of course, that the reports of Cuban shortage are exaggerated, and are inclined to offer resistance to the demands of the speculators that are trying to send the price of raws sky-high. The manufacturers are also pinning their faith to the cane and beet crops of Europe, feeling sure there will be plenty in the old land to force down the market to what they call a reasonable level. In the meantime, it is difficult for anyone, no matter how well he may be posted, to say in advance just what the market is going to do during the next few weeks. At time of writing the speculators have a little the best of the argument. They have succeeded in keeping up the price of the raw product so far that the refiners have been forced to advance the price of the manufactured product ten points, and no one knows whether there is another one coming or not.

History of the Advance.

The history of the last flurry is interesting in the extreme, even though it be chronicled but as far back as January 24th last. On that day the enormous supplies in sight of cane and beet sugar sent the raw market scuttling down to 3.42 at New York. The proposition of the refiners in New York was to force the dealers to sell raw sugar as low as 3.33. There was not much done for a week, and both sides were inclined to wait further information.

It came. On February first the circular of Willet & Gray contained the intelligence that the crop of cane sugar in Cuba would be 200,000 tons short. It was like a bolt from the blue, even if there came with it an expression of the belief that the shortage in output was due to cold weather in the larger centrals, or grinding establishments, and also that a good deal of new machinery was being installed.

Would Come Out Later.

Speculators, as can well be imagined, were jubilant, but the unconvinced refiners held off in the hope that, as the report had stated, cold weather and the instalation of machinery was at the root of the matter and that the setback would be only of a temporary nature. The full output, they argued, would come along later, and were inclined to dismiss the matter there. But the speculators were quite obstinate on the point. They had been given a nibble of the advance and they wanted a whole, big bite. To them it was going to be a permanent shortage, and to back up their belief in that regard they shot up raw sugar from 3.42 to 3.63, and all in a few days. Far out on the outskirts of the throng of excited speculators in New York stood the refiners, pooh-poohing the whole situation, and declaring they would not think of taking raw sugar at any price above 3.48. Again for a day or two there was a period of waiting.

A Further Advance.

Direct to Europe, a few days later a report was flashed from Cuba, stating the belief that the cane crop of the island would be not only 200,000, but 400,000 tons short of the estimates. Supplied with fresh ammunition, the New York speculators renewed their campaign and advanced the raws to 3.67-8, where it rests at the moment of writing. No longer indifferent, the refiners began to take notice of the trend of affairs. Sales were effected at 3.67, and on the sympathy of that movement beet sugar in Europe also advanced from 9s ¾d to 9s 10½d. Later on, however, beet reacted. Still there were several buyers in New York who paid thousands more for their supplies than they had intended on the first of February.

The Estimated World Crop.

This agitation of sugar in New York over the Cuban situation seems difficult to understand to the outsider on an analysis of the estimates of the world crop. This year, Europe and America in cane and beet were expected to produce 17,024,000 tons, an increase of 2,143,818 tons over 1910. Of this, Cuba's expected output was but 1,900,000 tons, which would have been an increase of 99,651 tons over last year. But it is quite possible for the world's sugar market to be dominated at any one time by the situation at any one great centre. So it came about that when there was predicted for sugar, in place of a substantially increased output, a reduction in supplies of 400,000 tons, trouble hovered on the horizon in a moment.

The retailer is deeply concerned in such movements, for, just as in manufactures, the price of the raw product govern the selling price of the article, so the price of raw sugar dominates the price of the refined. Generally the refiners, and especially the Canadian, grade the price of their goods at a reasonable percentage above the cost of the raw material to allow a fair profit after the cost of refining and marketing has been met. If an unfair percentage was charged, it would be quite easy, say refiners, for foreign makers to sell their goods in this country and force down the price; so the Canadian sugar men cut the price of the refined product when the price of the raw product drops, and raise the selling price of their product when the cost of the raw material is raised against them. There you find the real reason why sugar when active fluctuates up and down the scale.

"The New York situation affords a good opportunity," said one wholesaler, "for the retailer to decide for himself whether that percentage of increase by the maker is fair to him. Since Feb. Ist, the price of raw product has gone up from 3.42 to 3.83, with a strong market.

"On January 1st this year, refined was quoted at $4.60 (Montreal). On Jan. 20th the price descended to $4.30, and on Feb. 2nd was still further reduced to $4.20. During the early part of February, while refiners in New York waited expectantly and anxiously for good reports, the 4.20 price held good. It was not until Feb. 24, or last Friday, that the price was advanced to $4.30 at Montreal. So you see that can hardly be declared unconsistent," he said.

A Battle Royal.

"As a matter of fact, towards the end of last week, refiners, being the purchasers, were using long distance glasses to discern in the position some glimmering ray of good report from Europe, and are doing their utmost to instil the fear of it into the minds of the speculator. It is a battle royal between the two interests. Nothing had come out to change the situation. Cuba's crop still seemed to be far behind and Europe was not sending out any cheering information. It resolved itself into a question of who could wait longest—the seller or the buyer.

"The situation had resolved itself into that. It was possible the reports of shortage in the output in Cuba were grossly exaggerated, and possible also that the expected crop would arrive later to the market. Also the refiner was urging, hopefully, and with vigor that when the river systems of Germany and Russia were opened for navigation, such a supply of both beet and cane sugar material would be exported to this con-

tinent that the speculator would be unable to hold up the price of the raws he had to sell.

"The manufacturers were also hoping that the weather would become more favorable in the plantation districts of Cuba, which would allow of better production, and go a long way toward bringing the crop of that island up to the early estimate.

"The speculator answered all this with a smile; it was his contention that the reports of the Cuban reduction came out only after careful consideration, and that, if Europe had any great quantity of exportable raw material, America would have been made aware of the fact long ere this.

"It will be a higher market," was his final opinion.

Should Realize on Johnny's Tooth

Some Reasons Why Sales of Sugar Have Increased During Past Few Years—How National Sweet Tooth is Being Cultivated—How Several Dealers Have Increased Sale—An Effective Sugar Window.

Although it would appear at first guance that sugar is one of those staples the sale of which cannot by any ingenuity be increased, that impression must go by the board just as soon as one comes to consider the number of sugar sales that go on every day of the year, in every community of any size in Canada.

There are ways and ways of selling sugar, and not all of them will work out to the same advantage. In the affairs of this world locality and environment are great factors. If it were otherwise in the case of this particular staple what would explain to satisfaction the selling of 20 pounds of sugar for a dollar by one dealer, while 18 only were given for that amount of money in a store but a little farther down the street.

Environment influences merchandising, and the dealer who would reap the greatest harvest of sales should cultivate the characteristics of the customers of his district.

But that is not all. While it has been declared by many successful merchants that environment was the foundation upon which they reared the structures of splendid businesses, they did not stop content when the peculiarities of their customers had been mastered. They built. They took those traits of their patrons, as the bed rock, as the root, and cultivated until the branches, the buds and the ripe fruit all came in turn to reward their patient husbandry.

Sugar is as essential to the grocer as wheat to the miller. He must carry it if he would continue in business. Like salt it is needed in almost everything the housewife prepares. Once, and not so long ago that many of the readers of The Grocer can remember, sugar was classified as a semi-luxury, and was carefully and guardedly served. Now it is no longer so. The sales of this staple have increased until the demand has become insistent. Why? Surely it is not altogether due to its gradual cheapening. In fact, is sugar not a little dearer than a few years ago? Can the increase not be traced to the tendency of a prosperous people to indulge, more and more, the craving for good things? Do not the children of this generation ask for, and get it, much oftener than those of the last? Surely they do. Housewives are recognizing its greater need and usefulness, and are pleased to extend its use. There was a time when one could count on the fingers of one hand, the number of women who purchased the staple in large quantities.



Suggestion for a Sugar Window Display Which Would Undoubtedly Sell More Sugar.

Have the grocers of Canada taken full advantage of this change in the national temperament? Have they been persistent in endeavoring to fan into a flame this increasing desire for sweets that is smoldering in all Canadians? Probably they have, in some localities, but it would seem from the few window displays distinctively "sugar" to be seen now-a-days, that the effort has not been general. There still remains ample opportunity for dealers with good following to press forward educative campaigns in sugar with excellent results to themselves. It can never do harm to convince any community of the need of more liberal purchasing in any one line, and admittedly the same rule would apply in the case of sugar. With its wider sale there would come a more liberal use in the households, of all the preparations that call, in the first instance for sugar, being not complete in themselves.

But in doing this it is not always necessary to resort to a price-cutting war. No merchant in one district need be afraid of a competitor in another who sells a pound or two more to the dollar than he does. In fact, the lower price provides to the other dealer a splendid opportunity to talk quality and service for which people will pay liberally now-a-days. Price-cutting has no secure place in the scheme of economics. It should be resorted to only when the stock shows evidence of depreciation, which is, often in itself but an example of poor buying on the part of the dealer. When price-cutting is done, and especially in sugar, those who do it place upon the method the stamp of inconsistency when they lay at the door of the other fellow the responsibility for the move. It need not be done, any more than in salt or flour, and yet these sell fairly well.

Mr. Grocer, sugar is going to be used more and more in Canada. The demand for it is going to outstrip the increase in population. Then SELL it, but sell it in a dignified manner. Don't take recourse to lowering prices to a point where profits are insignificant, but bring to bear upon its sale, the selling qualities with which you are endowed. Then YOU sell sugar; YOU derive the greatest benefit from its sale. Convict your customers of the crime of not buying enough and leave the rest to human nature. The results will come.

One Indifferent Grocer.

A grocer questioned recently as to the methods he employed to increase the sale of sugar, replied: "Oh, I never try to increase the sale of sugar. Why, the people know we keep it, and if they want it, they will ask for it."

This grocer is not taking full advantage of his opportunities. The sale of sugar, like any other line, can be widened by proper methods. Take even potatoes. Customers know that grocers keep potatoes, but who would say that a display of nice clean potatoes in a prominent part of a store, with a price card attached, would not increase the sales in that line?

Surely it would, and the same is true of sugar. The grocer who pushes it will undoubtedly sell the most, while the grocer who leaves it in the barrel and waits for customers to ask for it, will find his sales falling off. So the first step towards adding to sales lies in constantly keeping this item before the customer, that she will keep a supply on hand. A customer will use more when she has a large supply. If she happens to go a day without it, so much the less is the consumption of this line.

Generally speaking, it is easier to sell sugar, or any other line, when the price has been cut. Anyone can sell an article at cost, but it takes the real salesman to sell an article at a profit. The good merchant will aim to sell at a fair profit, and find some method of doing it.

Sought a Fair Average Profit.

One grocer, speaking in reference to the matter, said: "I try to sell sugar at a fair average profit, knowing that as sales are large, I can sell at a little less profit than fancy groceries. I do not resort to price cutting, but try, rather, to sell at regular prices, and trust to proper methods to keep sales up. I sell nothing but the very best cane and beet sugar, while many grocers around me are selling a cheaper sugar. I emphasize this fact to customers in both my advertising and talks to them. I have their confidence, and they know they can depend on me to give them only the best, and therefore trade keeps coming my way in this line.

"Recently I tried to increase my sugar sales and to do so without putting prices any lower than usual. In my advertising I pointed out to my customers that they could depend on me to give them only the best sugar. In one part of my store I made a display of sugar in a glass case with a show card bearing the words 'Did you order sugar? We carry only the best.' In another part of the store I had a similar display, with a card reading: 'Our sugar makes excellent dainties—order some?' Over the door, in full view of outgoing customers, I placed the sign, 'Did you order sugar?' I instructed my clerks and order takers to bring sugar before customers in making sales, and as a result of these combined methods, I found a wonderful increase in sugar sales without cutting prices in the least."

Sell All You Can.

Another dealer said: "Now sugar does not pay as large a profit as other articles in the grocery trade, but that is no reason for allowing your competitors to have all the trade in that line. Whatever you sell, sell as much as you can, and if the individual profit is small, the total profit will be larger than if you shirk selling that line of goods and allow customers to purchase it at other stores. Customers generally purchase other goods where they buy sugar, and therefore you should try to get their trade in this line on account of the extra business it attracts."

A big merchant described a sugar window he used recently, which, although simple, was quite effective, he claims, in making sales.

"At the front of the window," said he, "on a blue paper loaf sugar was spread, out of which was picked the words: 'Best sugar only.' Behind this in the centre was a barrel on its side with sugar sloping out of its mouth and on to the clean window floor. On either side of the barrel were three bags shocked together, on each of which was a sugar stamp or crest.

"In the foreground were displayed several dollars' worth of sugar, nicely bagged and securely tied, signifying it could be carried in safety for any distance, no matter what jolting it might be subjected to. And at the back of the window, overlooking the whole display was suspended a big show card." The inscription was that shown in the accompanying display suggestion.

The Trend of Sugar Prices.

As sugar has turned upward again in price, it may be interesting to review the market changes for the past two years. To judge the fluctuations of sugar is a difficult matter, but by closely following raw and refined markets, considering the influence of supply and demand, the danger of being "caught" can be guarded against to a certain extent. But, even those with years of experience, find themselves at sea at certain times, and rules which generally govern the market do not seem to apply. Last year those who purchased at the beginning of the year saved money, as sugar did not drop below the January price until the first of December. However, the year before, sugar advanced 10 cents in February and dropped back 10 cents in March. This year during January and February sugar dropped to a low point, a point, in fact, as low as it has been for six years. It now seems as if the reaction had set in.

The changes in sugar during the past two years on a Montreal basis are:—

1909		1910	
Jan. 1	$4.35	Jan. 7	$4.70
Feb. 5	4.45	Jan. 21	4.80
Mar. 5	4.35	Feb. 25	4.95
Mar. 12	4.45	Mar. 4	5.05
Mar. 19	4.55	May 27	5.15
Mar. 26	4.65	Aug. 5	5.05
May 7	4.55	Oct. 7	4.95
July 30	4.60	Oct. 14	4.85
Sept. 10	4.70	Oct. 28	4.70
Oct. 15	4.60	Dec. 2	4.60
Nov. 19	4.70		

1911	
Jan. 1	$4.60
Jan. 13	4.40
Jan. 20	4.30
Feb. 2	4.20
Feb. 25	4.30
Mar. 3	4.40

At present, after the recent rise in price of 10 cents, sugar is 65 cents per cwt. cheaper than one year ago, and the average price for the year will possibly be lower than last year.

Ask Amendment to the Adulteration Act

Montreal Men Instituting Campaign for Government Protection of Pure Maple Sugars and Syrups Against the Offerings of Adulterated Goods in Canadian Market—Will Petition the Hon. Sydney Fisher—Where Dealer is Interested.

Montreal, March 2.—With the intention of asking the Dominion Government to establish beyond question the status of alleged adulterated maple sugars, and maple syrups, in the markets of this country, several local men have inaugurated a vigorous campaign.

Most active in the movement is John H. Grimm, of this city. He has prepared a booklet, setting forth the reasons why the Canadian manufacturer making pure products, should be protected against the competition of makers whose products are alleged to be "doctored." Mr. Grimm is also causing to be circulated a petition asking the Hon. Sydney Fisher, Minister of Agriculture, at Ottawa, to amend the adulteration act.

With the outcome of this movement all dealers are interested. They ask and they think they are entitled to know just what every brand of manufactured sugar and syrup stands for. They should be truly told, they claim, when they buy the product of any maker, just what they are buying, so that they will not misrepresent when they turn it over to a customer. The grocer should know just how pure, or impure, is every article that is offered to him for sale, which he in turn must offer to his customers. And no good dealer wants to sell an impure, when a pure article is called for.

The petition which will be forwarded to the Minister of Agriculture is worded as follows :—

"TO THE HONORABLE SYDNEY FISHER, B.A.,
Minister of Agriculture,
Ottawa, Canada.

"We, the undersigned PURE MAPLE SYRUP and PURE MAPLE SUGAR manufacturers, of the Dominion of Canada, do respectfully beg to petition the Government of Canada, and particularly you, as Minister of Agriculture, to so amend the Adulteration Act as to give us greater protection against having our pure maple products sold throughout Canada in open competition with adulterated syrups and sugars.

"We wish to express to you our greatest appreciation of the keen interest you take in all matters pertaining to Agriculture. We appreciate what you have done for the Maple Sugar Industry in the way of publishing Bulletins, and using your influence with the Minister of Inland Revenue to have an analysis of maple products made each year. The combined actions of these two Departments of the Government Service has greatly stimulated the production of pure maple syrup and pure maple sugar.

"While these two Departments have been active towards assisting the manufacturers of maple products, the adulterators have at the same time been active in trying to work out some system of adulteration whereby, by the careful blending of foreign sugars or foreign sugars and maple products, it has been somewhat difficult for the analytical chemists to determine just what should be classed "adulterated" and just what should be classed as "pure." This action on the part of the adulterators is causing the pure maple syrup and pure maple sugar manufacturers great annoyance, and it is with this idea in view that we are hereby petitioning you to amend the above named act.

"You have, by legislation, assisted the butter and cheese industry of Canada ; you have, by an act of Parliament, prohibited the manufacture and sale of olemargarine, butterine, and spurious butter ; you have, by the Fruit Marks Act, given protection to the honest fruit packer, and by the Seed Control Act, made it illegal to sell bad seeds. We, therefore, do not consider our request unreasonable, and would humbly pray you to grant our petition, and so amend the Adulteration Act by making it illegal to have the word "Maple" or any of its derivatives appear on the labels of any packages of maple syrup or maple sugar unless the same be guaranteed absolutely pure, and not a mixture containing compounds of foreign sugars."

Retail Merchants in Session at Guelph

Proceedings of The Opening Day—Committees Struck Off to Consider the Various Questions — Treasurer's Report Shows Balance—Entire Report to Appear in Next Week's Issue.

Guelph, Ont., March 2.—Owing largely to the unfavorable weather, which in turn cut down the attendance of the delegates, there was little opportunity for the Ontario Provincial Branch of the Retail Merchants' Association of Canada to get down to association business when their twelfth annual convention opened here on Tuesday afternoon.

Accordingly only preliminary work was proceeded with. The address of welcome, which was to have been tendered the delegates by His Worship the Mayor of Guelph, on Tuesday afternoon, was postponed on suggestion of President C. W. Kelly, until the opening session on Wednesday morning, when it was expected that the full roster of delegates would be on hand.

On motion of the Dominion President, B. W. Ziemann, of Preston, Ont., President Kelly selected a striking committee to allot the places on all the other committees to report on association work during the convention. This striking committee comprised B. W. Ziemann, merchant tailor, Preston ; R. W. Dockeray, dairyman, Toronto ; B. McDonald, grocer, Picton ; H. Occomore, hardware, Guelph, and E. M. Trowern, R.M.A. secretary.

The appointments by this committee were as follows :

Committee A—To receive reports on required Provincial legislation and report thereon : C. W. Kelly, Guelph ; N. B. Cobbledick, undertaker, Toronto, and B. McDonald, Picton.

Committee B—To receive reports on required Dominion legislation and report thereon : B. W. Ziemann, Preston ; M. Moyer, Toronto, and J. D. Wisdom, Barrie.

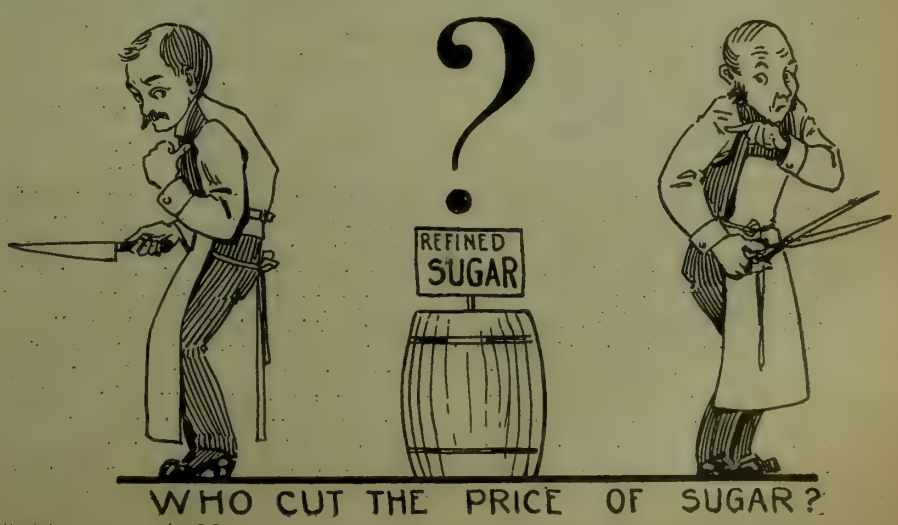
Committee C—To receive reports on subjects that affect general retail interests and report thereon : George Cooper, Toronto ; E. A. Hales, Guelph; E. A. Mathews, and J. Empey.

Committee D—To receive reports on subjects of interest to any section and which require the endorsation of the convention : C. Van Camp, Toronto ; J. F. Holloway and D. Kelly.

Committee E—To receive and consider amendments to the by-laws and constitution : R. W. Dockeray, E. M. Trowern, George C. Gibbard, of Toronto ; and H. Occomore, of Guelph.

When these committees were struck, it was arranged that their numbers could be added to as fresh delegates arrived, and the need felt. To them was given some twenty-three resolutions, for consideration. They covered almost all branches of retail endeavor, but the need of better system of account-collecting, and the menace of the mail order house, were particularly prominent amongst them.

The entire report of the convention will be published in next week's issue of The Grocer.



Reasons Why Successful Men Succeed

Brief Historical Sketch of the Career of One Man Who Came From the Old Country and Succeeded—Started at Small Salary With Big Firm and Worked —Co-operated With Men Under Him—The Result.

By Henry Johnson, Jr.

"Friend Johnson:—Perhaps it would not be out of place to give a brief narrative of my progress in the grocery business since I arrived in this country.

"I have often heard it said by comparatively successful men that a man's success in life may in many cases be attributed to influence and luck. Influence is all right, in fact, necessary, in politics; but influence never yet made a successful grocer.

"I arrived here just five years ago this month and came directly to this city with absolutely nothing to recommend me save a few old-country recommendations and a fair knowledge of the business as it is done over there.

Started With Big Firm.

"I was determined at the outset to get connected, if possible, with a large firm, for I felt that in time a man's efforts would receive some recognition. I started at a very small salary with my present firm, then and now considered the largest grocers in this State.

"I worked for nearly two years, hard, constant, and ever anxious to advance the interest of my employers. I made it a point to get to work always before seven, never one minute after, and never more than the specified time to meals and, at closing time, I did not break my neck trying to get out of the place, but remained at my post until eevrything was in good shape. I devoted every minute of the day to work. When there was nothing to be done—and it seldom happens that a grocer can say 'there's nothing to do'—I found many useful jobs and kept right at it, with the result that at the expiration of two years I was placed in charge of a business, then doing $65,000 yearly. The same spirit of perseverance was infused into my new occupation and, in a short time, I succeeded in increasing our sales by over $100 weekly. They have since rapidly increased until now I control a business of $104,000 yearly, thus showing a total increase of $39,000 per annum in three years, in a district where conditions remain in about the same state.

Reduced Work to System.

"My predecessor, a man of long American experience and a man of ability in some respects, was unable to increase the same business; in fact, it had been stationary for two years.

"Now, I simply organized a system of my own, ignoring the existing one altogether. I impressed upon my men the fact that they were here for business and each and every one of them partners in the concern. That it would eventually benefit them, as well as the proprietors, to deeply interest themselves in their work. I pointed out that, in a cash business, the public expect more attention than they usually receive in a credit store. That they must be accurate, honest and just, always obliging and courteous. Above all, never to make a promise unless the way was clear to keep it; and to remember that 'a pleased customer is the best advertisement.'

Recognized Good Work by Men.

"I rearranged our routes, removed all obstructions, and gave every man a chance to work; and, when I saw a man doing his best and producing satisfactory results, I recognized him accordingly. This is an item men sometimes overlook. A man who interests himself in work does so with an object; and if he finds that his best efforts are ignored it usually happens that he becomes careless and indifferent. I belive in treating a man right in the same manner as that in which I should like to be treated myself. After that, the whole success of any enterprise depends not entirely upon the manager, but in a great measure upon the men under him.

"I have no favorites; that is, there is not a man who may be said to have 'a pull,' and therefore think that he is exempt from any particular class of work. This is a failing commonly observable in big establishments that employ a large number of men, and there is nothing, in my opinion, so detrimental to business as this. It should not be tolerated by any concern.

"We are still doing an increasing business; in fact, we believe ourselves capable of achieving any success—'impossible' cannot be found in our vocabulary. We do not hesitate to say that we shall be able to anounce still better results next year.

"It might probably interest you, as I consider you a man of sound judgment, and practical in matters relating to the grocery business, or perhaps it might interest some of your readers, to know that my total expenses for running a business of dimensions referred to footed up exactly 9½ per cent. of gross sales, and I flatter myself by assuming that such is a satisfactory showing.

"Sincerely yours,
"Subscriber."

My friend says that "influence never yet made a successful grocer." He omits to say that the only kind of luck which amounts to anything has a "p" prefixed to it; but he proves the saying, nevertheless. Look at his way of going to work—simple and direct, same as his account of himself. He cuts out all talk; gets right to the point. From this I should judge he would be a good advertiser, and I hope he will send me some of his "stuff" some of these days, so I may look it over. His mind was made up to pitch in and better himself. On the way over, putting two and two together, he concluded, as he says, to get in with a big concern, and for reasons so plainly stated.

Filled in Idle Moments.

And now look—just LOOK—at the next paragraph! See the few lines taken up and note what those words tell. Talk about your "sermons in stones"—why there is nearly a life's growth outlined in those few words. First to get the start; to get the RIGHT start, at any kind of wages—pay did not matter at that stage of the game, for this man was working for his own great future. Next, having got the start, what to do with it Work! Work! WORK! That's the secret: "Hard, constant, ever anxious to advance the interests of my employers." Promptness—"a little before, but never after"—that went without a thought with this man. Filling in the idle moments—rather the moments which, with the average man, would have been idle ones, but which, to the man anxious to get on, were laden with golden opportunity—why there's inspiration in every word and line! And then to sweep onward and upward, in a single sentence to the "result that, at the end of two years" he was put in charge of a business which the same kind of work on his part increased by over 60 per cent. at the end of three years. Let the young man read. Let the clerk who finds himself tempted aside by little "diversions" and a yearning to be free from work on the sound of the whistle, read, ponder and digest.

No Royal Road.

Results count; and any time you think you're just about the correct model, stop and figure up results. Put yourself in your employer's place, try to figure results from his standpoint, and ask yourself, in all candor, whether you, being employer, would trust yourself alone, being employe, with the business in which you are presently employed for two weeks. After you have honestly and truthfully replied to that question, then you may be able to determine just why you are not yet getting double your original salary after working, maybe, for several years.

RUBBER DISPLACING TEA.

That in 1912 there will be a shortage of 35,000,000 lbs. in the production of tea in the low tea growing districts of Ceylon, is the information sent to Canada by a tea expert who has just covered the district above referred to. The cause of this, he reports, is due to the interplanting of rubber which took place within the past four years, the effect of which will be felt in 1912.

The Canadian Grocer

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THE GROCER'S MARKETS.

It is not often that The Canadian Grocer gives way to self-congratulation, but we feel justified in doing so on this question of sugar.

Those who read at all carefully the issue of last week will have noticed that the point was made there that sugar would in all probability advance. That advance—ten points—came on the day after that issue of The Grocer was off the press.

The point made is that it is generally to the advantage of our readers to scan The Grocer market reports carefully. There are suggestions there from time to time which often mean a saving of money to those who act quickly, just as has been noted in sugar.

SELL CONDENSED MILK.

An act respecting the production and sale, in Ontario, of milk for human consumption, has been introduced into the Provincial Legislature at Toronto.

Fathered by Hon. Jas. Duff, this legislation is known as The Ontario Milk Act, and is designed to give to the council of every municipality in the province authority to pass by-laws regulating the milk on sale, even to the point of production.

The cry for pure milk that has gone up from nearly every centre in the Province, has no doubt been largely responsible for this bill. Milk is one of the few articles of domestic consumption essential to the well-being of the nation, and the difficulty experienced by the dealers in getting it to the consumer in perfect condition is admittedly great.

It is this general doubt of the purity of bulk and even bottled milk that accounts for the steady sale of condensed milk. Many reputable firms throughout the country are putting these products on the market. Prepared in establishments where cleanliness is truly considered as next to Godliness, these canned brands of milk are so sealed up as to keep for an indefinite length of time in any climate when reasonable precautions are taken.

Grocers would do well to ponder deeply over these things, for they are selling points that would be valuable in the building up of a trade in milk and cream that can be stocked upon their shelves.

HEARING THE TRAVELER.

Cases are occasionally coming to light where traveling men, calling upon the retail grocery trade, have been subjected to treatment unusual and unfair.

The Canadian Grocer believes that every reputable representative of every reputable house is entitled to at least a civil hearing. And we also believe that the great majority of our readers, in the trade, do give the man from the wholesale and manufacturing house every opportunity to explain his lines, without treating him in the least discourteously. But there still are a few grocers who seem to consider it necessary to inflict some sort of hardship upon the knight of the grip. Not always does he deserve it.

This should not be. No one has any time to waste and such incidents can surely only be credited to the "loss" side of the ledger. A traveler has the right to-day to go to any retailer with his goods. If the dealer does not want them, well and good; let him say so. There need enter into the transaction only the exercise of a little common sense on the part of the traveler and a little patience on the part of the man he is trying to sell. Most, of the little things that breed discourtesy, practically all of them, flee away before the application of just a little judgment.

But still we do not charge all the fault to the retailer. There are travelers who are not entitled to much consideration,—men who lower their calling to the level of the street peddler. But such a man is generally an idler, and a waster. He is entitled to but little of the merchant's time, but that little should be accorded him pleasantly.

There are more ways of killing a goose than choking it to death with butter. Probably a method of dealing effectively with the unsatisfactory traveling man may occur some day to the unoffending retailer. But let us insist that every reputable representative of every reputable house be entitled to a fair and patient hearing.

DEVOTION TO DUTY.

Devotion to Duty.—What exploits, wonderful and inspiring, performed in its name, have been handed down to us by the chroniclers of history.

For Duty's sake, soldiers and sailors cheerfully have given their lives in time of war; locomotive engineers have stood by the throttle in time of wreck; workmen have risked their safety to avert disaster.

It is a far cry from the soldier on the battlefield to the young man in his place behind the counter of the grocery store, but the moral is that even in his humble sphere, the grocer's clerk can do much for his own advancement and the development of his employer's business, if he will, when the time comes, but sacrifice a little in the way of duty.

The Press takes up and glorifies the men who risk their lives that others may be spared. There is no one, apparently, that cares much whether the grocery clerk lives or dies. But his employer is watching and really anxious to be pleased with him. HE appreciates the boy who gives up some playtime now and again in the interests of the business; and rest assured, YOU, who are doing so, that the employer is taking note, and that he is contemplating, even while you think he is most unappreciative, making your devotino to duty worth while.

SALESMANSHIP COMPETITION.

The Canadian Grocer's competition on constructive salesmanship promises to be one of the most valuable features this paper has ever instituted. Already dealers and clerks in practically every province in Canada have written for particulars with the intention of entering this competition so that the medals will be keenly contested.

If there are any others who are desirous of entering there should be as little delay as possible in writing for particulars. The contest closes on May 1 and the results will appear in the spring number of The Grocer.

EDITOR'S CHAT.

A new departure is made in this issue of The Grocer. In this, and the issues to follow, during the next few weeks, there will be found one feature which will be concentrated upon.

This week it is sugar. This staple, for the reason that it is being buffetted about on the New York market at the moment, is a source of considerable worry to many of our readers, and because of that, care has been taken to supply the cause for this sudden change in price.

Also, in connection with that article, there is another dealing with the sale of sugar. Reasons are supplied why this staple should have an ever widening zone of sale, and some ideas are given that may help you, Mr. Grocer, to participate in that selling. Look for the future articles.

Next week the proceedings of the Ontario Retail Merchants' Association convention at Guelph will be given as fully as possible in The Grocer.

The Markets – 20c. Advance in Sugar

The Demand Has Been Extra Brisk—Dealers Uncertain as to the Next Move in Market—Raws are Firmer—It is Reported That Cuban Crop Will Not be as Short as Reported—General Scarcity of Evaporated Apples — Montreal Reports Them Unobtainable.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS:—

Sugar.—Advanced 10 cents.

Bordeaux Wines.—Up 10 cents a gal.

Evaporated Apples.—Unobtainable.

Ceylon Teas.—Price Advanced.

Molasses.—Higher in Primary Market.

Montreal, Mar. 2.—Sugar has apparently returned to its own. Last Friday's advance has been followed by a good demand and a generally wholesome trade and in addition the opinion prevails among certain members of the trade that another upward price movement is not a long way in the future. However, it is next to impossible to foretell the next step, and the majority of the trade are noticeably silent upon the question of the future. It has been stated that the primary market conditions hardly warranted all the declines that were the feature of the markets a short time ago, but this is hardly likely to meet with general approval. Bearish influences were manifest at the time.

In the primary molasses market the situation is firmer. To those grocers who handle wines it may be of interest to know that Bordeaux wines are up 10 cents a gal., and in the primary market are up 20 cents a gal. The price is soaring on account of the short crop of grapes.

Sugar.—An advance of ten cents was quoted in sugar on Friday last, and the market continues to hold a firm position. Wholesalers state that they look forward to another advance, and that the feeling is one of strength. It is now felt that the low prices that prevailed were not altogether warranted, that is, in the primary market. Just now the demand is good and is likely to continue so.

Granulated, bags	4 30
" 20-lb. bags	4 40
" Imperial	4 15
" Beaver	4 15
Paris lump, boxes, 100 lbs.	5 20
" " 50 lbs.	5 20
" " " 25 lbs.	5 30
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 00
" 100 lb. boxes	5 15
" 50 lb. "	5 20
" " 25 lb. "	5 40
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 75
" " 50-lb. boxes	4 85
" " 25-lb. boxes	5 15
Powdered, bbls.	4 55
" 50-lb. boxes	4 75
Phoenix	4 30
Bright coffee	4 25
No. 3 yellow	4 15
No. 2 "	4 05
No. 1 " bags	3 90

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—In the primary market, molasses is reported much firmer. This is practically what was expected. The demand is improving here, and a fair business is reported. Syrup is in heavy demand; orders are coming in from all parts of the country. Of course, Lent is responsible to a certain extent for the improved demand.

Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—Demand is good considering all the conditions. Prunes are limited in supply and evaporated apples are decidely scarce. Some of the houses report that they can not secure supplies and those who are fortunate in holding a certain stock can afford to sit back and let prices soar a little higher. All

SUGAR UP A SECOND TIME.

Refined sugar advanced another 10 cents late in the middle of the week, making the total advance 20 cents since last issue. The quotations appearing on our market pages should be read 10 cents higher all round, as only the changes representing the first advance of 10 cents have been made there. This brings No. 1 refined cane sugar on Montreal basis up to $4.40, and $4.50 on Toronto basis.

that The Grocer said early in the season predicting high prices for evaps seems to be coming true and a few more moons will have to wax and wane before there is any thought of relief.

Evaporated apricots	0 21
Evaporated apples	0 14 0 15½
Currants, fine filatras, per lb., not cleaned	0 07½ 0 08
" " " cleaned	0 07½ 0 08
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09½ 0 10
Dates	0 06
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 13½ 0 14
40-50	0 11
50-60	0 10½
60-70	0 09½
70-80	0 09
80-90	0 08½
90-100	0 08½
Bosina prunes	0 09 0 11
Raisins—	
Choice seeded raisins	0 08
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 09½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07½
" select, per lb	0 07½
" 4-crown layers, per lb	0 08½

Nuts.—The demand for nuts continues good, but prices are high and the total amount of business is not as heavy as it might otherwise be.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb.	0 11 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 16½ 0 19
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 33½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 13
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 33

Rice and Tapioca.—Since the recent advance in the price of rice the demand has been much improved and a good trade has been recorded. It is expected that the demand during Lent will be heavier than usual, and already signs have been evident that indicate a good trade during March. The market continues strong and the price is likely to be maintained at its present figure for some time.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 15
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Tapioca, medium pearl	0 06½ 0 07

Tea. — The tea market is decidely strong, and this new strength is shown especially in Ceylon, which for various reasons are high. The demand from Russia, Australia and South Africa for Ceylon tea has increased very rapidly in addition to heavy enquiries from other countries which have been good purchasers. Ceylons are quoted somewhat higher, and are now bringing a good price. There is not much change in the Japan market, conditions being practically identical with those existing a week ago.

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 22
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 03
Ceylon greens—Young Hysons	0 20 0 25
Hyson	0 20 0 22
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Beans and Peas.—The market is unchanged. Demand is good, but there is no feature to the trade.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

CANNED GOODS

MONTREAL.—There has been no special feature to this market. Trade is confined to the same channels as last week. The present season now opened should bring new business to the observant grocer who is wise enough to take advantage of opportunities to dispose of his canned goods stock. Lent should bring new business in all lines of canned goods and especially in canned fish. The market is firm but rather featureless.

TORONTO.—The scarcity of stocks of canned vegetables is shown by the fact that dealers are buying amongst themselves in order to replenish their stocks. Even the supply of corn, which some thought would make up for the shortness in tomatoes and peas, is steadily growing smaller in volume. Trade is not showing any great activity at the present as wholesalers are not trying to push this line to any great extent, and retailers are evidently buying on a hand to mouth basis, as their needs require.

ONTARIO MARKETS

POINTERS—
Sugar—10c. advance.
Evaporated Apples—Firm.
Coffee—Some lines advance.
Beans—Best quality firm.
Canned Vegetables — Stocks getting low.

Toronto, Mar. 2.—The price of sugar was advanced ten cents per cwt. on Friday last following the trend of the raw market. At present it is in a peculiar condition with dealers uncertain as to its next move. Although the raw market is stronger which should indicate strength in refined still there are conditions which make some dealers believe that the price may not go up in that direction. It is reported that the Cuban crop will not be short, at least not as much as reported some time ago. If such is the case, and the Cuban crop is as large as at first estimated, it will likely mean cheaper raws, with an effect on refined prices.

The grocery market in general shows a great deal of strength, extending over a number of lines and including such items as tea, coffee, canned tomatoes, peas and corn, evaporated apples, peaches, and apricots, prunes, currants and beans. Of course these lines have all shown strength and in some cases advances for some time back, but the idea wished to be conveyed is that there has been no recession from their firm position.

The price of Maricaibo, Gautemalo and Jamaica coffee has been advanced by some houses. This is not due to any new strength in the primary situation, but because in the general advance these lines did not go up in accordance with primary market prices.

Trade does not show any great improvement except for the increased amount of business brought about by the big demand for sugar during the past week.

Sugar.—The price of sugar advanced 10 cents per cwt. on Friday last, bringing quotations in Toronto up to $4.40. At present the sugar market is in a peculiar and uncertain condition. While raws in New York are firmer, as high as 3.83 being paid, which should give strength to refined, there is a report that the Cuban crop will not be as short as reported a short time ago, and it is even suggested that it will come up to the original estimate; and if such proves the case, a reaction would not be a surprise. However, the position of the market just now is an exceedingly difficult one. Europe after declining fractionally remains firm at 9s. 8d. for March which is equal to 4.03 duty paid New York. Sales of Cuba and Porto Rico in New York at the closing of last week amounted to as much as 350,000 bags to refiners, while there were also reported sales of 50,000 bags to speculators at 3.79. All United States refined advanced 10 cents last week, except Federal who are shading the price 5 points. The demand for Canadian refined is at present extremely brisk.

Extra granulated, bags	4 40
" " 20 lb. bags	4 50
Imperial granulated	4 20
Beaver granulated	4 25
Yellow, bags	4 00
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.	4 80
" " 50-lb. boxes	5 00
" " 25-lb. boxes	5 10
Powdered, brls.	4 60
" 50-lb. boxes	4 80
" 25-lb. boxes	5 00
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 30
" in 50-lb. "	5 40
" in 25-lb. "	5 60

Syrups and Molasses. — Trade in syrups is keeping up well and factories in some cases have difficulty in filling orders. Retailers are evidently expecting a big sale during March. Molasses are moving slowly. Some strength is noticeable in the primary market.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ "	2 40
Quarts, 24 "	4 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls.	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—There are few lines of dried fruits that do not show firmness, due to the general scarcity of stocks at a season when the largest trade is about to commence. Retailers have little choice of sizes in prunes because wholesalers' stocks are so low that in most cases they have only a couple of different sizes to offer. Currants is an item that is showing considerable strength at the present time.

Prunes—	
30 to 40, in 25-lb. boxes	0 13½ 0 13½
40 to 50 " "	0 12½ 0 13
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 09½ 0 10
90 to 100 " "	0 09 0 09½
Same fruit in 50-lb. boxes ¼ cent less.	
Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 25
Candied Peels—	
Lemon 0 09 0 11 Citron	0 15 0 17
Orange 0 10 0 12½	
Figs—	
Elemes, per lb.	
1½ inches 0 08 0 10	
2 " 0 08½ 0 10½	
2½ " 0 09½ 0 13	
2½ " 0 11½ 0 12½	
2½ " 0 11½ 0 13½	
Umbrella boxes 0 12 0 14	
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 09 0 09½
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 10 0 13
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 08½
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Sairs	0 04½
Dates— Package dates, per 1 lb.	0 06½ 0 06½
Hallowees— Fards choicest	0 10 0 10½
Full boxes 0 05 0 05½	

Tea.—Tea shows no recession from its strong position, and the opinion prevails that purchasers cannot see their purchases become dear while there is every probability of their stocks largely increasing in value. The biggest advance has taken place in common tea while its quality shows a falling off. Although medium teas have shared in the general increase in values, still this grade shows the smallest advance of any.

Coffee.—Some houses have advanced the price of Maricaibo, Gautemalo and Jamaica coffee of late. While the position of primary coffee is unchanged at the present, this advance of 2 cents per pound on these lines comes from the fact that when the general market took a rise that these lines did not go up in accordance with primary market, but now with stocks getting lower and new purchases to be made, prices have had to be advanced. One dealer in speaking of the effect the rise in coffee values has had on trade said that he was selling more of the higher grades than ever before, retailers having evidently turned to this line as they have not advanced as much in price as the lower grades. Trade on the whole seems to be fairly well maintained.

Rio, roasted	0 18	0 20	Mocha, roasted 0 25 0 28
Green Rio	0 15	0 16	Java, roasted 0 27 0 33
Santos, roasted		0 22	Mexican 0 25
Maricaibo, "	0 20	0 22	Gautemalo 0 18 0 22
Bogotas	0 22	0 25	Jamaica 0 20 0 22

Spices.—Trade in spices is reported a little quieter just now than for some time past, but naturally this is a quiet season of the year in this line. Cloves are firmer in the primary market as are also peppers, especially blacks, but prices here remain unchanged. The primary market in gingers is easier, due to the prospective good crop in Africa.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					90

Rice and Tapioca.—The rise of 10 cents in rice last week must have brought this line more prominently before the retailer as some wholesalers report a larger sale in rice than for some time, principally confined to the lower grades. Tapioca and sago are extremely quiet.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 3.00

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Nuts.—Although prices of shelled nuts are extremely high this year, still the trade in this line through the grocer, seems to be keeping up well. One wholesaler stated that even with the high price his sales in this line have kept within ten per cent. of the usual

amount. The trade in unshelled nuts is only normal as can be expected at this season of the year.

Almonds, Formigette	0 15	0 15½
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 30	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15	0 15½
Peanuts, roasted	0 09½	0 12½

Evaporated Apples. — Stocks of "evaps" are low and the scarcity will no doubt lead to higher prices. Wholesalers' stocks seem to be getting scarce, manufacturers have none and the opinion was expressed by a broker that not more than two cars could be now had in Ontario.

Evaporated apples	0 12	0 12½

Beans.—The feature of the bean market seems to be an over-supply of poor quality that find little sale on the Toronto market. Some dealers are looking for an advance in price on the good quality.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

MANITOBA MARKETS

POINTERS:—
Sugar—Advanced.
Syrup.—Steady.
Dried Fruits.—Scarce and firmer.
Tapioca and Sago.—Advancing.

Winnipeg, Mar. 2.—With the continued mild weather over the greater part of the West, traffic is once more running regularly and orders continue to arrive from all points. The heavy rush which was so noticeable last week, slackened off somewhat this week, and it would almost appear as if the steady spring trade had not opened up yet for all firms. General trade conditions are, however, decidely more encouraging than they were a month ago.

Sugar during the week employed some tactics which surprised even the oldest heads in the business. British Columbia granulated sugar, owing to small stocks and large demand, advanced 10 cents higher for orders out of Winnipeg than anywhere else. A general advance in raw and refined sugars took place and indications are that a further advance will be forthcoming.

Sugar.—A general advance of 10 cents has taken place on the sugar market during the week. Owing to the recent strength of the raw sugar market, this advance was expected. The advance of an extra 10 cents on British Columbia granulated in barrels and sacks, on orders going out of Winnipeg, was unexpected, but increased demand and light stocks were the cause.

Montreal and B.C. granulated, in bbls	4 95
" " in sacks	4 50
" yellow, in bbls	4 55
" " in sacks	4 10
Icing sugar, in bbls	5 55
" " in boxes	5 75
" " in small quantities	6 20
Powdered sugar, in bbls	5 35
" " in boxes	5 55
" " in small quantities	5 80
Lump, hard, in bbls	5 85
" " in ½-bbls	6 05
" " in 100-lb. cases	5 85

Dried Fruits.—The market continues to advance for certain lines of dried fruits. Representatives of one of the largest prune houses in California, who was in the city last week, and who has been traveling through the West, stated that no new stocks of prunes would be forthcoming for six months, while in the meantime, stocks were large enough to supply the demand, which would continue steady, thus preventing any rapid advance.

Dates, on the other hand, have declined ¾ cent per pound in bulk and ¼ cent per pound in packages.

Syrup and Molasses.—There is no change in these commodities. Trade continues active and prices unchanged. United States syrup is being offered at low figures by some houses.

Coffee.—A difference of opinion prevails regarding the course which will be followed in a few weeks; many wholesalers only reply "nothing new."

Coffee, standard Rio	0 14½	Coffee, choice	0 15
		Coffee, extra choice	0 16

Beans and Peas.—So far no change has taken place yet in the price of beans on the local market, the large dealers prefer to wait and watch the course of the reciprocity agreement for a while yet. The market is, however, strong for both.

Prices quoted now are:

Beans, 3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25
Peas, split, 100 lbs.	2 85

Tapioca and Sago.—No advances have taken place yet in these lines, although the market is decidely strong, and trade active. Barley, both pearl and pot, have advanced 5 cents per sack, and higher prices are predicted for the whole four mentioned.

Pearl tapioca, per lb	0 06½	0 06½
Sago, per lb	0 04½	0 05½
Pearl barley, 98 lb sack	....	3 55
Pot barley, 98 lb. sack	....	2 55

Cream of Tartar.—A slight increase of about 2 cents per pound has taken place during the week, a steady demand is in existence. Pails, 25 lbs., are now quoted at 31½ cents per lb.

BRITISH COLUMBIA MARKETS.

Vancouver, March 2.—Good potatoes are scarce, although there is a fair supply of medium quality. Some of the commission men and wholesalers have been in communication with Seattle, but white potatoes cost $28 there; landed here the price will be $39. This would bring the quotation high to dealers. The duty will make a difference of between $6 and $7 a ton in potatoes, so if the reciprocal trade arrangement goes through, it is said the potato market in British Columbia will be taken advantage of by the United States.

The first pineapples have arrived from Honolulu this season, and are of good quality.

Green vegetables are being received from Burnbay, which is just outside Vancouver, and from Victoria. Early rhubarb generally comes in first from California, but with conditions as they are now, the Canadian has a chance in the market.

NEW BRUNSWICK MARKETS.

St. John, Mar. 2.—There was a reaction in the sugar market last week and the price which had been steadily declining, took an upward turn of ten cents on all grades. The announcement was made on Friday, and at the same time it was announced that Ontario flours had declined twenty cents per barrel. Pork and lard are somewhat cheaper. Prices quoted are: domestic mess pork, $23.50 to $24.50; American clear pork, $22.75 to $24.75; pure lard, 13¼ to 13½; compound, 12 to 12¼. Cheese advanced half a cent per pound and is now selling at 13½ to 13¾ cents.

B. C. VIEW OF RECIPROCITY.

Vancouver, B. C., March 2.—Produce men and wholesalers are not overjoyed at the prospect of a new tariff arrangement on the basis as proposed by the powers at Washington. The obliteration of the duty on fruit and vegetables they say will mean a greater amount of business with lesser profits. While the turnover will be larger, the staff required for handling, it is claimed, will need to be larger, so the monetary benefit will practically be less. It may mean reduction in the cost of living to the consumer. It will likely result in a bigger trade north and south.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

J. Malcolm & Son, manufacturers of condensed milk, St. George, Ont., ship their products to all parts of the Dominion, and have lately received an order from Liverpool, England.

Gorman, Eckert & Co., Limited, London, Ont., have issued a particularly handsome booklet on olives, in which they announce themselves as the largest packers of this delicacy in the British Empire. The book gives some interesting information relative to the manner of growth of the olive, and particularly the Spanish variety.

The reduction in the price of Clark's No. 1 pork and beans from 50 to 45 cts. per doz. has been made upon a general request, to enable the retailer to sell them as a 5 cent tin.

T. S. Corrigan, 314 Carlton street, Toronto, traveler for the Pure Gold Manufacturing Co., Toronto, has been ill with an attack of erysipelas, but is now recovering.

W. H. Millman, of Millman & Sons, wholesale brokers, Toronto, has returned from a trip to Fort William, Winnipeg and Chicago.

Opening prices on 1911 pack lobster are 35c higher than last year on No. 1 flats, 20c higher on halves, 25c higher on picnics and 5c higher on quarters. It will be remarked also that fresh lobsters are quoted higher this week.

Last year Great Britain imported 2,201,296,440 eggs. For these were paid £7,296,145, or nearly thirty-five and a half million dollars.



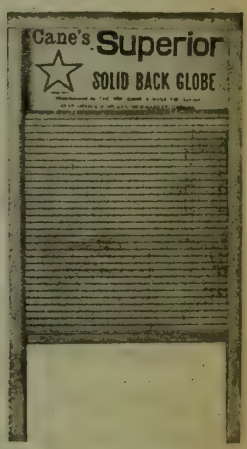
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CANE'S WASHBOARDS
and Washday Woodenware

Where reputations are made or marred in neighborhood consultations, if you sell Cane's Specialties to one woman, you sell her friends and neighbors inevitably, for Cane goods make good.

Each style has its individual points of excellence.

The "Superior" Solid back Globe Washboard illustrated is one of a range, each of which is adapted to a different use or is made to sell at a different price.



Ask your Jobber for Cane's.

Information on request.

"You See"

It is impossible for the Globe boards to come apart, because they are fitted with lock corners and the face is of solid zinc and can't wear loose and tear the clothes. Globe Washboards last for years.

The William Cane & Sons Co.,
LIMITED
Newmarket, Ontario

The Leader for 50 Years

The Powder with a Pedigree

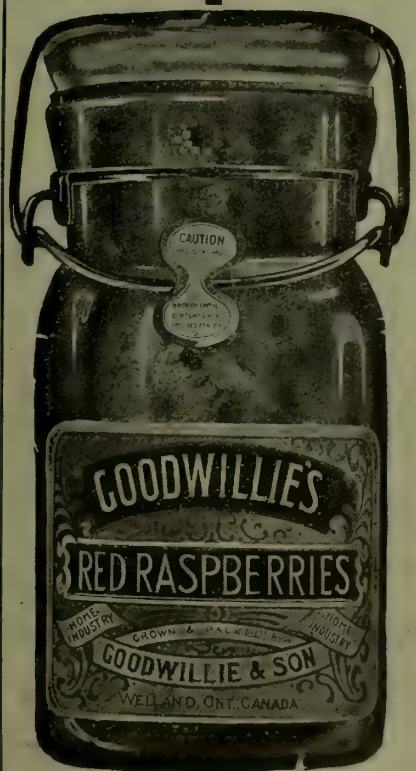
Cook's Friend

The Powder with a Past

No alum in it

W. D. McLaren, Limited
BAKING POWDER SPECIALISTS
MONTREAL

GOODWILLIE'S



PURE FRUITS
In Glass

Those particular customers of yours desire something extra fancy in the matter of quality.

When they ask for preserved fruits ensure their satisfaction by giving them **Goodwillie's Pure Fruits in glass.**

Of delicious natural flavor, quite unequalled anywhere.

Ask your wholesaler

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Rose & Laflamme
Limited
Montreal and Toronto

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

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TRY A

Condensed Ad.

IN

Canadian Grocer

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Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

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VANCOUVER, B.C.

Correspondence Solicited — Highest References

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

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NORTH BAY - and - SUDBURY



A Strong Combination:

UTILITY
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Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

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Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

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HARD FACTS

Getting down to hard facts, does it make any difference to your business whether you sell good tea or another kind?

Then if it makes a whole lot of difference, what have you done to find out for yourself which is the best tea on the market?

Time and again I have paid the price for this space to tell you about Red Rose Tea, and you yourself have seen Red Rose race forward to a leading place in the package tea business.

But the only way you can prove its quality to yourself is to try Red Rose in your home. Many Grocers have done this and are recommending Red Rose as the best quality in tea at the price in every grade. That is why their sales increase so rapidly.

Red Rose Tea

"is good tea."

T. H. Estabrooks
Toronto, Winnipeg, St. John, N.B.

HOLBROOKS

of BIRMINGHAM, ENGLAND

Sole Proprietors of

The "HOLBROOK" Brand Norwegian Smoked Sardines

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The "OLAF" Brand Norwegian Smoked Sardines

in Pure Olive Oil.

And Sole Manufacturers and Proprietors of

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Canadian Offices: 40 SCOTT ST., TORONTO, ONT.
Manager, H. GILBERT NOBBS.
STOCKS HELD BY AGENTS IN EVERY PROVINCE.

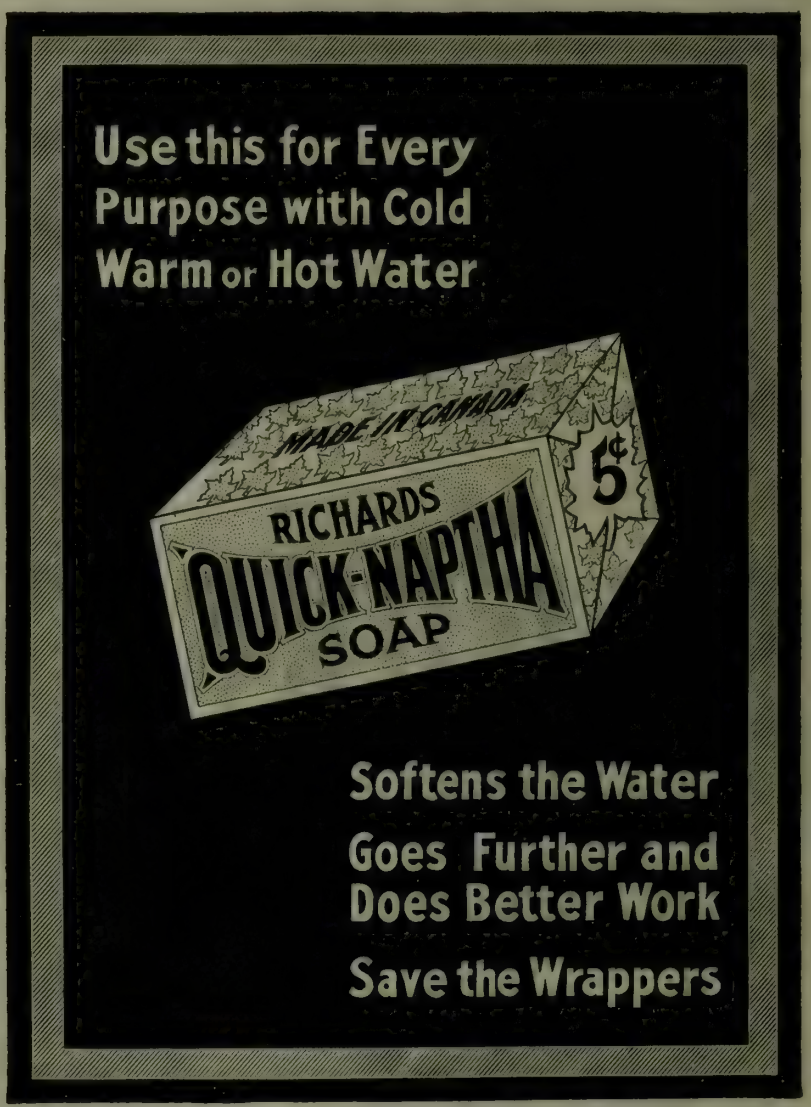
A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

TRY A BOX



Give your Order to any Wholesale
Traveller or send it to Woodstock

Western Canada is a Great Market for all Grocery Lines.

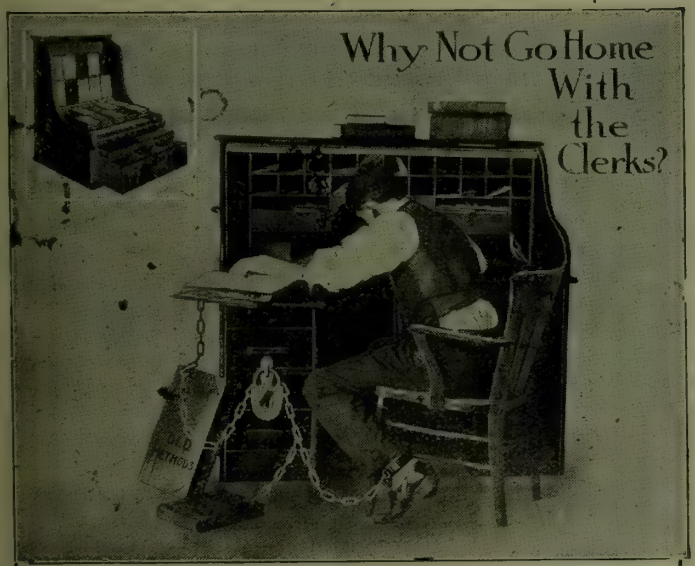
THE PEOPLE of Western Canada are liberal buyers and prompt in payment. Now is an ideal period for the manufacturers and shippers of Eastern Canada, Europe and the U.S.A. to get into this splendid market. And they can do so in no better way than to take advantage of our extensive connection with Western Canada Trade and our exceptional commercial facilities. We maintain large warehouses in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina.

Write us for detailed information about this market.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

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than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the SIXTY THOUSAND MERCHANTS who use it, it will do the same for you. Ask any user, or write

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"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious
Appetizing
Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO

'Pon-Honor Products

of

Canada's House of Quality—

Are the finest that scientific Packing House Methods can produce.

All Departments under Government Supervision.

INSIST ON HAVING

Gunns well-known Brands of Hams, Bacon, Sausage, Lard, Shortening, Cooking and Salad Oils, Mince Meat, etc.

APPETIZING AND SATISFYING

GUNNS Limited

Pork and Beef Packers,

West Toronto, :: Ontario

-L-A-R-D-

There is always a good demand for lard during the Lenten Season. Prices to-day are very reasonable and we think the market is now as low as it will go.

We will be glad to quote you prices for the finest pure lard in

350 lb. tierces in wood
60 " tubs " "
20 " pails " " or tins
10 " " " " " "
5 " " " tins
3 " " " "
2 lb. and 1 lb. cartons

F. W. Fearman Co. LIMITED

HAMILTON



Talking Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.

TRURO CONDENSED MILK CO. LIMITED
FACTORIES
TRURO N.S.
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Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

An Easier Feeling in Live Hog Prices

Following the Lower Tendency of all Live Stock—Arrivals in Western States Not as Large as Expected—Arrivals of Butter Are not so Large—Eggs Have Reached a Resting Place—Demand is Very Large—Cheese is Quiet.

The arrival of hogs in the Western States has not been as large of late, on account of the bad conditions of the roads, and as a result prices have shown a moderate recovery from the recent low point, but there seems to be a feeling that the number of hogs in the country do not at least warrant any higher prices than now existing. Canadian prices for hogs show a little easiness, following the break in United States prices recently, and also in sympathy with the decline in the price of cattle. Trade in provisions is keeping normal, on the whole, while it is noticeable that some lines are being neglected, which may be caused by the opening of Lent, which turns trade into particular channels.

Arrivals of butter seem to have slackened off at most centres and show a decrease over last year, and as a result prices are steady at present figures. Demand is keeping up well, especially for the highest grade, while Lent is expected to bring a heavier demand, which some dealers claim with the present light arrivals, may lead to higher prices.

Eggs, after their continued downward flight, seem to have come to a resting place, at least for a while. Demand is extremely good for new laids, and can only be supplied by importations from United States markets. Few storage eggs are being brought in, the trade in them having dropped off, and can be easily handled by Canadian houses. It is stated that a number of cold storage men have lost money on eggs this year.

Although trade in cheese is quiet just now, still the strength seems to be maintained, as stocks in most centres are light.

A report of the live stock market says: "It is noteworthy that during the last week, the tendency of all live stock prices was towards lower levels. The early arrival of the Lenten season, accompanied by a curtailment in the consumption of meat, will not make an improvement. The effect of the increased output of eggs is also being felt."

MONTREAL.

Provisions.—An easier feeling prevails in lard, owing to temporary heavy supplies. Otherwise the market is steady. Demand for hams is fair, and it is hardly expected for the next few weeks that it will show any increase in this province.

Pure Lard—	
Boxes, 50 lbs., per lb	0 13½
Cases, tins, each 10 lbs., per lb	0 12¾
" " " 5 " "	0 12¾
" " " 3 " "	0 12¾
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 13¾
Tubs, 50 lbs. net, per lb	0 13¾
Tierces, 375 lbs., per lb	0 13¾
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 11
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11¼
" 5 " " " "	0 11¼
" 3 " " " "	0 11¼
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 10½ 0 11¼
Tubs, 50 lbs. net, per lb	0 11 0 12
Tierces, 375 lbs., per lb	0 10¾
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	27 00
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12
Large sizes, 18 to 25 lbs., per lb	0 14
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 16¼
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 15
Breakfast bacon, English, boneless, per lb	0 16
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	8 00 8 50
" dressed, per cwt	10 50 10 75

Butter.—One of the features of the market this week has been the stronger feeling and slightly advanced prices in the butter department. Receipts are considerably lower than those at the same time last year. As stated previously stocks are becoming lighter every week and are now in small compass. Lent is expected to bring a heavier demand and as a result of these conditions higher prices are not at all improbable before the new make comes on the market. Just at present the market is quite firm.

New milk creamery	0 26½ 0 27
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Cheese.—The cheese market is rather quiet. It has lost no strength at all, but the demand is not heavy and no particular feature is noticeable.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

Eggs.—There is an easier feeling in the egg market, due to a certain extent to the decrease in prices in the United States. The demand continues good, and with the opening of Lent an active trade should be experienced. Stocks of cold storage eggs are said to be about exhausted here.

New laids	0 25 0 27
Selects	0 23
No. 1	0 20

Poultry.—The demand for poultry is about normal and in the market there is practically no new features. Prices are as quoted last week.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Honey.—There is practically nothing new to report regarding honey. Business is confined to a well beaten path with prices steady and nothing eventful to report.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—There have been no new features in the provision market during the past week. While trade on the whole is normal, there are some lines in which an impovement in trade would be welcomed. Live hogs at country points are now quoted at $6.90 per cwt. and locally at $7.05 to $7.10. The arrivals on this market during the past week have not been overly large, but an easier feeling prevails in the market, which some dealers believe may lead to slightly lower prices for hogs.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 17 0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½ 0 13
Light hams, per lb	0 15 0 16½
Medium hams, per lb	0 14½ 0 16
Large hams, per lb	0 13 0 14
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18½ 0 19
" pea meal	0 19 0 20
Heavy mess pork, per bbl	21 00 23 00
Short cut, per bbl	24 00 26 00
Lard, tierces, per lb	0 11½ 0 11¾
" tubs "	0 12 0 12½
" pails "	0 12½ 0 12¾
" compounds, per lb	0 10½ 0 11
Live hogs, at country points	6 90
Live hogs, local	7 05 7 10
Dressed hogs	9 25 10 00

Butter.—Butter still remains stationary in price. While some dealers state that arrivals of the fresh article have been as large as usual, others say that shipments have been smaller, which they state will allow storage stocks to be somewhat reduced. Demand for butter is keeping up fairly well, but it is noticeable that only the highest grades are asked for, and the poorer quality is moving slowly. With only normal arrivals, butter prices are steady at the present figure.

	Per lb.
Fresh creamery print	0 27 0 29
Creamery solids	0 24 0 25
Farmers' separator butter	0 22 0 23
Dairy prints, choice	0 19 0 20
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 16 0 17

Eggs.—With new laids quoted at 23 to 24 cents, eggs seem to have reached a resting place, at least for a time. The demand is extremely good, prices being within reach of the ordinary household, and a taste having seemingly been created for them. Importations of the new laids still continue from the United States markets, and only for the low prices there, the big demand here would likely raise prices. However, as long as supplies remain plentiful in the United States, it will keep the Canadian market at a reasonable basis. Storage eggs are moving slowly just now, demand having centred on the new laid.

New laid eggs	0 23 0 24
Eggs, storage	0 15 0 16
Pickled eggs	0 16 0 17

Cheese.—Although trade in cheese is not extra brisk at the present time, still the strength of the market seems to be maintained.

New cheese—			
Large	0 13 0 13½	New twins	0 13½ 0 13¾
Old cheese	0 14 0 15	Stiltons	0 14

Poultry.—A little extra briskness now and again seems to be the feature of the trade. Prices remain the same, but seem to point upward for the best fresh killed stocks. Storage poultry is 2 cents per pound lower than fresh killed.

Chickens, dressed	0 16 0 18	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 13 0 14
		Turkeys, dressed	0 20 0 22

Honey.—Some dealers report some improvement in honey sales during the past two weeks, but prices remain unchanged.

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR BRAND package dates

The Hills Brothers Co.

Beach and Washington Sts., NEW YORK



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS
MONTREAL

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb	0 06½	0 07

WINNIPEG.

Provisions.—Live hogs are a little weaker, a decline of 50 cents per cwt. having taken place on the local market during the week, the prevailing price being $8 per cwt. delivered at the stockyards, Winnipeg. Dressed hogs in the meanwhile are $4.50 per cwt. higher than the live ones. To correspond with this drop here, but due a great deal more to the drop on the U. S. markets, lard has again taken a further decline.

Cured meats—		Boneless backs, per lb	0 17
Hams, large	0 14½	Mess pork, bbl.	28 00
Hams, medium	0 13	Mess pork, ½ bbl.	14 00
Breakfast bacon backs	0 20	Lard—	
Breakfast bacon bellies	0 19½	In tierces, lb	0 14½
Shoulders	0 12½	50-lb tubs	7 10
Long rolls	0 18½	20-lb pails	2 90
Short rolls	0 17½	10-lb pails, cases	8 50
Dry salt meats—		5-lb pails, cases	8 55
Long clear sides per lb	0 13½	3-lb pails, in case	8 60
		Compound, 20 lb pails	2 50

Eggs.—The egg market continues to decline with great rapidity. U. S. markets, chiefly Minneapolis, the source of Winnipeg's supply during the last month, have however advanced 2 cents per dozen during the last week. Diminishing of storage stocks and strong demand for new laid is the cause of this advance, the demand from Manitoba alone being large. In spite of this, however, fresh laid eggs can be bought considerably cheaper than a week ago. Practically no local eggs are being produced, and it will be two weeks at the least before they start coming in. Present prices quoted are 25c to 26c per dozen for fresh laid, and 22 to 23c per dozen for storage, although the stocks of the latter are practically nil, and only a very light demand exists for them.

Butter.—The prediction that spring is close at hand appears to have had an effect on the butter market. Manitoba fancy fresh made bricks have taken a decided decline in the last week of 4 cents, and are quoted now at 33 cents per pound. On the other hand, eastern creamery bricks had reversed their tactics and have advanced to 30 cents, while boxes are now quoted at 29 cents. The supply and quality of dairy butter coming in continue to improve. Stocks held are light, but the demand is small. No. 2 is now quoted at 19 cents, and No. 3 at 15 to 16 cents delivered at Winnipeg.

Suggestions for the Handling of Oranges with Care

Tampa, Florida, Feb. 28.—A fruit association in order to increase the consumption of oranges have been placing in each case a card which the retailer may hang up in his store, advocating customers to buy oranges by the box. It follows by this method of keeping oranges: "As soon as the oranges are delivered, open the box carefully, without crushing or cutting the fruit inside, remove the tissue paper wrapper, gently wipe dry each orange with a soft cotton cloth, then lay on a floor, or shelf, in a place where the temperature is as nearly uniform as possible and not too warm. The fruit may be placed closely together, but not touching each other. All that are decayed or soft in spots upon removal from the box should be discarded, and only the sound fruit stored."

This method might be used by any retailer in order to increase his orange sales or the method of keeping might be of value to the grocer who does not handle a very large amount of fruit.

Trade Notes.

Frank M. Reesor has sold his store to F. Carruthers, of Scarboro, Ont.

Wm. M. Evans, Evans Bros., grocers, Nanaimo, B.C., died recently. His brother Samuel was associated with him in business.

George A. Ormon, of Dartmouth, Nova Scotia, is now taking a course in advertising. He is credited with having made a success of sign writing. A. W. Huxtable, also of Dartmouth, finds that the provision end of his business, while entailing considerable work has been profitable.

A complimentary banquet was tendered S. E. Cornell, of Sarnia, Ont., by the grocers of that town, prompted by his forthcoming retirement from active business there and removal to the Canadian Northwest. He was presented with an address and a handsome gold handled silk umbrella, and at a meeting of Tuscan Lodge No. 437, A. F. & A. M., was also made the recipient of a cut glass water set.

AN APPRECIATION FROM THE FAR NORTH

NORTH AMERICAN TRANSPORTATION & TRADING CO.

Dawson, Yukon Territory, 1-9-11.

The Canadian Grocer:

Enclosed please find postal note for six dollars ($6.00) covering enclosed invoice. If there is any grocer or grocery clerk in all of Canada that does not take "The Grocer" there is something exceedingly wrong with his "make-up."

In my opinion "The Grocer" is as essential to the grocer and his clerk as a pair of scales or a cash register. "A live grocer cannot make a success without all three."'

(Signed) FRANK J. MURPHY.

Grocers: It is a fact that your customers' confidence in you is increased because of your handling goods that are recognized as the standard of quality. The only sure way to retain their confidence and increase your profits is to handle the branded articles that after years of constant use have proved to be all that is claimed for them.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg

NO ALUM

The Best Advertised Cereal Food in America

Last year over 100,000 visitors to Niagara Falls passed through our factory and saw **Shredded Wheat** being made; every one became a living advertisement for its purity and wholesomeness.

Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of **Shredded Wheat** 112,000,000 times.

Last year we demonstrated **Shredded Wheat** in many cities and towns and gave away, including house-to-house sampling, 20,000,000 **Shredded Wheat Biscuits.**

This Year We're Doing Even More Advertising

Is it any wonder that **Shredded Wheat** is the easiest-to-sell cereal food?

And it pays you a good profit.

THE SHREDDED WHEAT CO.
NIAGARA FALLS, N. Y.





Retailers, Attention!

CLARK'S Pork and Beans

Please Note Change in Price

No. 1's	50c.	per dozen
No. 2's	90c.	" "
No. 3's flat	$1.00	" "
No. 3's tall	1.25	" "

Either with Chili Sauce, Plain or Tomato Sauce.

Instruct your Jobber to order you a five-case lot to be shipped direct from the factory. I will prepay freight up to 40c. per 100 lbs.

Wm. Clark, - Montreal

CANADA:
No better
Country

MOTT'S
DIAMOND
CHOCOLATE

MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

G. E. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto
Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton
Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

Donald says:

Quaker Brand

Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum,** and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS
P.O. Box, 2360. MONTREAL

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Rolled Oats Reduced 15c Per Bag

This is Announced by Toronto Millers and Caused by Continued Lowness of Oat Prices—Trade is Not Overly Brisk in This Line—Business in Flour is Slack—Manitoba Flour Unchanged—Wheat Prices Lower—Ontario Flour Has Been Reduced by Some Mills.

Trade in flour still continues at a low level, although a slight improvement is reported from some centres. The wheat market is at a lower level than it has been for some time, No. 1 Northern Manitoba being quoted at 97 cents in Toronto, as aginst $1.04 six weeks ago. While the May option on wheat at Winnipeg was $1.08½ in the middle of August last, at the present time it is 91¼, a drop of 17¼ cents. If wheat prices go lower, or even if the present prices continue long to show that no reaction is going to take place, some millers believe that there will be some reduction in the price of flour.

Ontario wheat has been steadily declining in price, and has now reached the 80 cent level. As a result some of the mills have made a reduction in this class of flour ranging from 20 to 30 cents per barrel, although there are others who show no change in quotations. Ontario flour in New Brunswick is quoted at a reduction of 20 cents per barrel.

Trade in Ontario flour is extremely slack just now, and as there has been an absence of inquiries at any price, it is a question as to whether reduction in price will have any effect in stimulating trade.

The Canadian visible supply of wheat is 9,784,000 bushels, as against 8,271,000 bushels at this time last year. In the United States the visible supply is 41,472,000 as against 25,515,000 bushesl last year.

The flour situation in the United States shows no improvement and trade is dull. A report from New York says: "The week's reports from the important milling centres throughout the country show conditions as unsatisfactory as in New York to the point of discouragement. Prices have been reduced to the lowest in three years, but do not tempt buyers beyond their routine requirements. Buyers impressed with the declining wheat prices seem about to have withdrawn from the market. Even offers at very low prices rarely tempt them on any but very small lots."

A reduction of 15 cents per bag has taken place in the price of rolled oats on account of the lowness of oat prices. Then again trade has not come up to the standard that some mills expected for this season, and some of them having more stocks on hand than they wished, believed that by lowering prices, the demand for this line might be stimulated. The Canadian visible supply of oats is 6,925,000 bushels, as compared with 4,493,000 bushels last year.

MONTREAL.

Flour.—Price of flour remains unchanged, and the market is not materially changed. The stock of flour on spot early in the week shows a decrease of 2,506 barrels, compared with a week ago, and a decrease of 3,853 with a year ago. It is interesting to note that May wheat in Chicago touched 88⅞c a bus. on February 25th, as compared with $1.14 a year ago. A report says it is years since the international wheat situation was as depressed as it is at present, and the trade is looking for low prices to prevail, unless the present supply-and-demand situation changes, or unless there is an impairment to the present crop outlook. Continuing it says: Supplies are the largest for the season in years, if not the largest on record. How low prices will go is a question that puzzles the trade; until the 13,000,000 bus. held in Canada are disposed of, the tendency is to go on the buying side.

In the meantime, reports of demand for Canadian wheat from European buyers are improving. The stock as compared with a year ago in Canada shows an increase of 508,304 bus.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents, bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 50

Cereals.—The demand for rolled oats is about the average. The market is fair and keeps satisfactory. There is no change of any note in the general situation.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated " "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 40

TORONTO.

Flour.—Manitoba flours continue at the same price as last week, with 1st patents quoted at $5.40 per cwt. No. 1 Northern Manitoba wheat is now quoted at 97 cents per bushel, a reduction of 2 cents over last week, and of 7 cents in the past six weeks. With prices hovering around this level, the flour market is weaker than it has been for some time. One miller expressed the opinion that if wheat continues at this point long, to show that there is going to be no reaction, he expected flour prices would show some reduction. On account of the slackness of the flour trade, some dealers thought that some of the big mills might reduce prices to stimulate trade, but it was also pointed out that some of the mills will not be in a hurry to reduce prices, having bought wheat at a higher figure than exists to-day.

Ontario wheat has been steadily declining, and is now quoted at 80 cents. Some of the mills have reduced the price of Ontario flour from 20 to 30 cents per barrel, but there is some differences in



A LITTLE BIT more care in the making and baking results in Mooney's Perfection Cream Sodas being a good deal better than the next best line.

The name "Perfection" was chosen because it represents the standard of quality from which our goods never deviate.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

prices among the mills, which as one miller stated, was of little importance, as the amount of business passing in Ontario flour is extremely small just at the present time.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—A reduction of 15 cents per bag has taken place in the price of rolled oats this week, as a result of the weakness in the oat market, while rolled wheat locally is slightly lower, being quoted at a reduction of ten cents per barrel. Trade in rolled oats has not been overly brisk lately and it is hoped that the reduction will stimulate trade.

Rolled oats, small lots, 90 lb. sacks	2 65
" " 25 bags to car lots	1 95
Standard and granulated oatmeal, 98 lb. sacks	2 25
Rolled wheat, small lots, 100 lb. bris	2 75
" " 5 bris. to car lots	2 65

WINNIPEG.

Flour.—An improvement has taken place here in the domestic demand for flour, while fairly good export enquiry is also in existence. A decline in prices appeared imminent at one time, but no change has taken place so far. These conditions are rather different from those prevailing across the line, where during the last two weeks many mills have been forced to close down, owing to the large stocks of flour and light demand, both domestic and export.

1st Patents, per cwt	2 90
2nd Patents, per cwt	2 75
Strong Bakers, per cwt	2 60

Larger Profits are Returned by Fancy Groceries

"It is in the interest of the merchant to push those lines of groceries that pay the best profit," said a Calgary retailer recently. "They should be given the most prominence in both the window and counter display. Fancy groceries, for which there is not a large demand, can be included in this class, and the grocer who gets behind these lines, will find it very profitable work.

"The demand for fancy groceries will not grow in itself," said he. "Customers must be first interested in them, and in time they will begin to ask for them. The demand for many lines of groceries could be greatly increased if they were presented to customers in a proper manner.

"Each clerk should have a display of some of these lines at his counter. He should thoroughly know the articles and be able to talk intelligently about them. Then, when the customer had made a purchase, this line could be shown her. The clerk should not be discouraged if he does not make a sale each time; that cannot be expected. The customer may not want to purchase just at that time, but she will probably be interested, and perhaps at some future date, it will mean a sale.

"Besides the interior display," continued the dealer, "the show window is valuable in briging these lines before the customers. When a display is made, there should almost always be a show card, descriptive of the goods. Advertising is another medium. In this way people other than those who visit or pass the store are interested."

TRADE NOTES.

Hugh McLean of Wingham, Ont., has purchased a general store business in Hensall and will move there shortly.

R. J. Ballantine has opened a grocery and confectionery business in Rosthern, Sask.

There are one hundred traveling salesmen resident in Owen Sound, Ont., and some of them held an organization meeting recently and formed a commercial travelers club. They have secured apartments and propose to hold regular meetings to discuss all questions relative to the well being of that place. Their first regular meeting was held on Saturday afternoon last; when there was a good attendance. The roll now bears nearly fifty names.

R. H. Benson has opened a general store in a brick block which he erected recently in St. George, Ont.

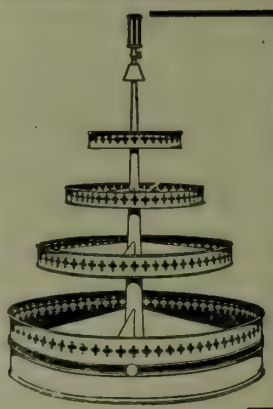
There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price, will be your favorite.

Special Agents: . E. CLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg



Increase Your Sales and Profits on Vegetables

¶ You can do both with our **Vegetable Display Stand**, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois



This Kid is **"Spreading Out"** and fully realizes that he is "the coming man."

LEITCH ANCHOR BRAND OAK LAKE

Don't let precedent and prejudice hold you in a rut so that progress turns out and goes around you! Buy

ANCHOR BRAND FLOUR

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Manitoba, Canada. 6

"E.D.S." Brand Tomato Catsup

LIKE all other products issued under this well-known label, is the equal in every respect of the best catsups made. It is sweet, palatable and not overspiced, the rich flavor of the ripe tomato being retained to a remarkable degree by the "pressing-out" process—a specialty of our own. "E.D.S." Catsup is entirely free from peelings, contains no apples, and it is not overcooked.

Feature "E.D.S." Catsup along with a full range of "E.D.S." Jams and Jellies. They are family favorites and will influence more of the valuable family trade to your store.

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, - Ont.

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J GIBBS, Hamilton.



A Breakfast Necessity!

There is no surer way of helping your customers to start the day right than by recommending to them

TILLSON'S PAN-DRIED OATS

They are the pure concentrated goodness of the best oats in the world —Canadian Oats—and are famed for their flavor, digestibility and wholesomeness.

We have created the demand for "Tillson's" with our extensive consumer and bill-board advertising, and it only remains to you to associate your store with "Tillson's." Bigger business and better profit are bound to follow. Make a generous provision and order to-day.

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.



THE Canadian Cereal & Milling Co., Ltd.

HEAD OFFICE:

LUMSDEN BUILDING,
Toronto,
Ont.

FLORIDA TOMATOES

First car of the season. Stock fine. Chase's Celebrated Pack.

CALIFORNIA CELERY
FLORIDA CELERY
FLORIDA LETTUCE
VOLUNTEER BRAND (Sunkist) ORANGES
ROSE BRAND ORANGES
FLORIDA STRAWBERRIES
NEW RHUBARB
BEETS, CARROTS, Etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

ST. NICHOLAS

PACKER:
FRANC TRACUZZI

Always Superior

AGENT
J. J. McCABE, Toronto

HOME GUARD

The Best Apples Advance in Montreal

Highest Quality are Quoted at $8 There — Florida Celery and Lettuce are Beginning to Arrive—General Scarcity of Grapes —Prices Have Advanced—Potatoes are Higher in Winnipeg and Vancouver.

Florida celery is now arriving on the Canadian markets and is partly taking the place of the California article. California celery has not been as good a crop this year as usual. It is grown on the low land and the wet weather in that State made it impossible for the growers to get on the land to look after its growth, so that the shipments will be shorter than in other years. In some districts the land was completely flooded, destroying the crop completely. Florida lettuce is also beginning to arrive.

There must be a general satifaction from grower to consumer in California oranges which continue in large shipments and of excellent quality. On Feb. 21 and 22, the shipment of oranges was 481 cars, compared with 174 cars for the same dates last year, the shipment of California lemons for the same date were 27 cars against 13 last year. Some dealers are of the opinion that oranges may be higher than prices now quoted, as on account of the season opening early, it will close earlier and shipments may drop off at a time before the demand has slackened. The marmalade orange season has been quite satisfactory to most dealers, both wholesale and retail.

Both Malaga and Almeria grapes have been advanced in price. There is a noted scarcity, there being practically no Almeria to be had.

Demand for apples has shown improvement in some centres, even at the high prevailing prices, while in Montreal the price of the first quality has now been advanced to $8 per barrel.

MONTREAL.

Green Fruit.—Recent milder weather gave a certain impetus to trade in fruits. Apples here are in small compass and it is stated western holders are glad to send in their stocks here. Demand for apples is good, considering the high price. Quotations for first quality snows have advanced to $8. Oranges are in good demand, and a number of retailers have been doing an extensive business selling a fine quality oranges at 25 cts. a doz. It is believed that oranges are likely to advance before long. The lemon market is rather uneventful. A few strawberries are moving at between 40 and 50 cents a box.

Apples, bbl.	4 50	8 00
Bananas crated, bunch	1 75	2 25
Cranberries, bbl.	10 00	11 00
Cranberries, bxs.		2 75
Cocoanuts, bags.		4 25
Grape fruit, Flo.		4 25
Malagas, keg		7 50
Almerias, keg		8 00
Lemons	2 50	3 00
Oranges—		
California	2 75	3 00
Valencia	4 25	4 50
Mexican	2 00	2 25
Bitter	2 50	2 75
Tangerines	4 75	5 00
Pineapples—		
Floridas, case	4 50	5 00
Strawberries, Florida, qt. box	0 40	0 50

Vegetables. — Potatoes are holding firmly at around $1.20 to $1.25. Vegetables are rather quiet just now, outside of a fair steady business along regular lines.

Beets, bag	1 00	
Carrots, bag	1 00	
Cabbage, doz.	0 50	0 60
Cabbage, bbl.	1 00	1 50
Celery, crate	5 00	5 25
Cauliflowers, Cal., half crate	1 75	2 00
Cucumbers, doz.	2 50	2 75
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 60	2 40
Florida lettuce, hamper		3 75
Boston, box.	2 25	2 50
Onions—		
Spanish, ½-cases		2 00
Red, bags 100 lb., per lb		0 03
Potatoes, bag	1 20	1 25
New Bermuda potatoes, bbl		9 00
Sweet potatoes, basket		2 00
Sweet potatoes, bbl.		3 75
Parsley, crate		3 00
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 60	0 75
Spinach, bbl	4 50	5 00
Tomatoes, crate	3 50	4 00
Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—Trade in the different lines of fruit is keeping up well, and dealers state it compares favorably with other years. Oranges are still a leading figure in the fruit trade, while dealers have been doing a good business in lemons of late. It is pointed out that the consumption of lemons is increasing yearly, as the housewife is continually finding some new uses for this article. The lemons arriving just now are of fine quality which also helps to stimulate trade. Some dealers report that the trade in apples has shown some improvement in the past two weeks, but prices remain the same. Considering the price, strawberries are moving fairly well at 40 to 45 cents per box.

There has been a big advance in Malaga and Almeria grapes, owing to the scarcity of stocks. There are practically no Almeria to be had on the local market, and Malaga are ranging in price from $7 to $12 per case.

Apples, bbl.	3 50	6 00
Apples, box	1 75	2 00
Bananas	1 50	2 00
Cocoanuts, sack	4 00	5 00
Cranberries, bbl	9 00	10 00
Cranberries, case		3 50
Grapes—		
Malaga, bbl.	7 00	12 00
Almeria, bbl.	5 00	7 00
Grape Fruit—		
Florida, per case	3 50	3 75
Jamaica, case	2 75	3 00
Lemons—		
California		3 50
Messina	2 75	3 00
Limes, box		1 25
Oranges—		
Tangerines, a strap	5 50	6 00
Marmalade	2 50	2 75
Navels	2 50	2 85
Mexicans	1 75	2 00
Pineapples crate	4 00	4 50
Strawberries, bx	0 40	0 45
Tomatoes, case of 6 baskets		5 00
Rhubarb, doz.		1 00

Vegetables.—Florida celery is beginning to arrive on the local market, and is partly taking the place of California, the shipments of which have been short of late. Some Florida lettuce is also arriving, and is quoted at $2.50 per hamper. Spanish onions are enjoying a fair trade at unchanged prices. Sweet potatoes are a little firmer and are quoted at $1.40 to $1.50 per hamper, while Ontario potatoes are selling at $1.00 per bag, with choice New Brunswick stock bringing $1.10. The trade in imported goods is normal, with beets showing a slight reduction in price, while cucumbers are a little higher.

Some yellow globe onions are being offered in 100 lb. sacks at $2.50.

Beets, Louisania doz		1 00
Canadian beet, bag	0 60	0 75
Cabbage, case—Canadian	0 75	1 25
Cabbage, per 100	3 50	5 00
Carrots, Canadian, bag		0 50
Carrots, Louisania, doz		1 00
Celery, dozen	0 30	0 40
Celery, California, case	4 50	4 75
Celery, Florida, case 3's, 6's, 4's	2 50	3 00
Cucumbers, Boston, doz	2 25	3 00
Endive, 12 heads		1 00
Lettuce, Canadian, head		0 40
Boston head lettuce, doz		1 25
Boston head lettuce, hamper	2 50	2 75
Onions—		
Spanish, large		3 00
Spanish, ½-cases		1 50
Yellow, per bag	1 65	1 75
Potatoes, Ontario, bag	0 90	1 00
Sweet, hamper	1 40	1 50
Parsley, per doz		0 75
Parsnips, bag		0 60
New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fruit.—Trade in fruit remains on a fairly steady basis and small changes have taken place lately. The demand remains steady, and prices are unchanged. Stocks of apples are getting smaller, and wholesalers state that conditions in the east are none too encouraging for a late supply, consequently some predict further advances in the near future. Florida strawberries continue to arrive in small quantities. The shipments, however, vary considerably in quality. One shipment will contain fruit that would be hardly surpassed on the eastern market, while the next consignment will be almost unfit to be put on the market, the berries being small, and badly bruised, giving a general appearance of inferior fruit hurriedly packed and immediately dumped on the market.

Apples—		
Greenings, bbl.		6 00
Can. Nor. Spies, No. 1		7 00
Can. Nor. Spies, No. 2		6 00
Other varieties.		6 50
Wash. boxed apples—		
Greening box		2 00
Newton Pippen, per box		2 00
Rome Beauty, per box		2 75
Senator, per box		2 75
Wynesaps, box		2 75
Bananas, bunch	2 50	3 50
California lemons crate		5 00
Cranberries—		
Frozen, bbl		9 00
Florida grape fruit, box		5 50
Malaga grapes, per keg		9 00
Navel oranges	3 00	3 50

Vegetables.—An active trade is still in progress in all lines of vegetables. Dried vegetables are all being offered by the hundredweight, and stocks are of fair size. Green vegetables on the other hand are offered by the dozen, basket or pound, and comprised mostly of southern grown stuff, the native or home grown supply being practically exhausted. Potatoes continue to soar, with prices per bushel in small lots at $1.10. Large quantities are now being brought in from Ontario, and a few carloads from the south, the weaker market there making it possible to import.

FLORIDA CELERY

Our first car Florida Celery arrived this week. Stock is very fine. Sizes run 3½, 4, 4½, 6 and 8 doz. to crate.

—ALSO—

California Celery arriving regularly

Specialties such as STRAWBERRIES, PINEAPPLES, TOMATOES, LETTUCE, CUCUMBERS, PEPPERS, EGG PLANT, Etc., arriving daily.

Headquarters for Fancy Fruits and Vegetables.

WHITE & CO., Limited

TORONTO - Branch at HAMILTON

MARMALADE ORANGES

NOW IS THE TIME

Fresh shipment unloaded this week

Sizes 160's, 200's, 240's. Extra Fancy

GOLDEN ORANGE BRAND

(Thompson's Improved Navel Oranges.)

Grape Fruit Lemons Bananas

Onions—Spanish and Domestic.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

LEMONS



The best wholesalers' trade always carry our pack of Lemons and want your orders. You want our Lemons too, because the quality is good and every box will make you money.

Mention our name when ordering

W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



Lent Opens with a Good Trade in Fish

Large Business is Looked Forward to — Prices of Fresh Frozen Fish Are a Little Easier on Account of Mild Weather — Haddie are Plentiful and Reasonable in Price—Chicago Fish Trust Makes Cut in Prices.

The Lenten season has opened and all the dealers are looking forward to a large business in fish for the next five or six weeks. In the beginning of this week the weather took a little mild turn that resulted in prices weakening to some extent. At the time this was expected to be only temporary, as with good cool weather the market should be firm enough.

There is not much change in the general fish situation. Some of the houses are short of boneless cod and have had to turn down orders every day. Others report a sufficient supply for their customers, but it was admitted that boneless cod is not as abundant as in former years, and also there is not the same demand. Fillets which have been short are now in better supply, and some heavy orders have been filled. It might be remarked that the price is probably the highest ever paid. There is an ample supply of frozen fish, and the prices are a little easier. Haddies are plentiful and are offered at a reasonable price. All the wholesale trade agree that the trend is away from the pickled cod and Labrador herring of the olden day. One Montreal dealer states that as far as his business was concerned this did not constitute 5 per cent. of his total trade, where soem years ago it was one of the big features. Salt fish is, as stated before, generally scarce. However, there is plenty of fish for the demand, and because of the fact that demand is directed toward those lines in which there is a certain abundance, there need be no question about the bulk of business that is to be done. All that is desired is a continuance of favorable, that is, cold weather, in order to protect the handling of frozen fish. It is hardly to be expected that winter has really shot its last bolt yet.

QUEBEC.

Montreal.—Frozen fresh fish is just a little easier, owing to the suggestion of warm weather which the new week ushered in. Whitefish, smelts, green cod and haddock, all leading lines, are lower in price, but the drop is said to be only temporary, depending on the weather. It should have the effect of keeping trade at a top notch. Favorable weather is fully expected for the next four or five weeks, anyway. The big fish dealers have been deluged with orders, and the total amount of trade this year should pretty nearly satisfy even the most optimistic.

FRESH FROZEN

Codfish	0 03½ 0 04	Salmon, B.C., red	08½ 0 09
Dore, winter caught, per lb	0 08 0 08½	Gaspe salmon, per lb	0 20
Haddock	0 03½ 0 04	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 08
Halibut, per lb.	0 08 0 08½	No. 2 Smelts, boxes, 15 and 25 lbs. each.	0 04
Steak cod	0 04½ 0 05	Whitefish, large, lb	0 08½ 0 09
Mackerel	0 11	Whitefish, small	0 06 0 06½
Tom cods, bbl	1 60		
Flounders, brl	2 00		
Pike	0 05½ 0 06		

SALTED AND PICKLED

Green cod, small in bbls., per lb	0 03½	Lake trout, half bbl.	6 00
Labrador herring, ½ bbl	3 25	Salmon, B.C., red, bbl	14 00
Labrador herring, bbls	6 00	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 50
Labrador sea trout, half bbls	6 50	" " ½ bbls	9 00
No. 1 mackerel, pail	2 00	" " trcs., 300 lb	22 00
½ bbls	8 00	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30 0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb. 6½, 7, 9, 10, 11	
Shredded cod, 2 doz. in box, per box	2 20
Skinless cod, 100 lb. case	6 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto.—Several changes have taken place in prices of fish this week, which have resulted on the whole in making things more favorable for the retailer. In the fresh frozen fish, which comprise a good part of the general trade, there have been several slight reductions, while Labrador herrings in both barrels and half-barrels are quoted at reduced prices. The market is in an unsettled condition. The fish trust in Chicago is making some radical cuts in prices, particularly Northwest fish, but the feeling prevails in some quarters that it is an effort to convert some old stock into cash, and that the prices of first class fish will not be affected to any great extent. Trade is keeping up well, and orders show that retailers are starting the Lenten season with good sized stocks. Dealers state that there are no more first class fish in storage here than will meet the demand during the next six weeks.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Goldeyes	05	Salmon trout	0 11
Halibut	0 09 0 10	Smelts, No. 1	0 08
Lake Superior herring	0 03½	Smelts, extra	0 14
Pike	0 05	Tullibees	0 06
Pink sea salmon	0 08 0 09	White fish, winter caught	0 09
Round red "	0 09	Yellow pickerel	0 08½

OCEAN FISH (FROZEN)

Herring, per 100	2 10	Mullets	0 04
Flounders	0 05	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 06
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 10
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	5 00
Shredded cod	2 25	Haddie, Finnan	0 07½
Bloaters, box	1 25	Kippers, box	1 25
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	3 80
		Quail on toast, per lb	0 07

NOVA SCOTIA.

Halifax.—The fish trade is brisk, and there is a good demand all round. The dealers have orders for all the fish that they can procure. There is little fresh halibut on the market, and the dealers have put the retail price of halibut up to 18 cents per pound. The market was practically bare of lobsters this week. Only a few small lots were received, and they were quickly bought up. The shipments to the Boston market also show a heavy falling off. The supply of smelts is also limited, and those coming on the market are of a very small run.

The receipts of fresh fish of all kinds are light, two small cargoes being landed here this week. There is no change in the salt and pickled fish markets. Stocks are small and prices high. Foreign shipments are also light.

MANITOBA.

Winnipeg.—During the week wholesalers and jobbers have been exceptionally busy preparing for the rush season which always takes place during Lent. Added to this the continued mild weather has caused many to believe that an early Spring is upon us, which has resulted in the packing of freezers and making all preparations for the spring when it does come. Stocks held in the city are fairly heavy at present, and although trade is still in a lull, it is expected that next week quite a different aspect will be in evidence. Whitefish, salmon and halibut are the staple stocks held here, and comprise the largest quantities on hand now, while several other varieties have been brought in for the Lenten season. Frozen fish comprised the largest list, mackerel being the highest priced, at 12c per lb. Smoked fish has also been increased, while Labrador herring and salt whitefish are being offered by the half barrel. New lists are now being quoted by wholesalers, and a few changes in old prices will be noticed. Present prices quoted:

YOUR LENTEN SEASON HARVEST

Proper attention to your fish department during the Lenten season will increase your sales to a most gratifying extent. NOW IS THE TIME TO THINK ABOUT IT.

Quick Sellers

Frozen Cod

OCEAN BRAND
Finnan Haddies
Kippers
Bloaters

Boutilier's Smoked Fillets

Frozen Haddock

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., 45 William Street
Selling Branch, Montreal

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care, and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited
Black's Harbour, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton Alta.



FROZEN FISH.

Flounders	0 06	Mullets	0 03
Gol eyes	0 03½	Pickerel split	0 07½
Halibut	0 08	Salmon	0 09
Halibut, box lots 23 lbs.	0 07½	Smelts	0 10
Haddock	0 06	Steak cod	0 07½
Ja kfish	0 03½	Soles	0 07
Lake herring	0 03½	Sea herring	0 04
Market Cod	0 05½	Tom cods	0 05
Macaerel	0 12	Whitefish, split	0 07½
		Whitefish, round	0 07

SMOKED FISH

Bloaters, per box	1 50	Smoked salmon, lb.	0 20
Fillets of haddock, lb	0 12	Smoked codfish, lb.	0 12
Haddies	0 08	Smoked goldeyes, doz	0 50
Kippered herring, box	2 00		
Holland herring keg	0 68	½ bbl.	4 25
Labrador herring, per		Salt whitefish, bbl.	6 00

Felix Graham has opened a general store in Merritt, B.C.

Bad Judgment in Selection of Paper Bags

How the Continual Use of Paper Bags of Larger Size Than Required Can Total Up to a Big Loss in a Year — Clerks Should Fix Proper Sizes and Weights in Mind.

By J. W. Bryans.

The other day while in a grocery store I saw a merchant himself take a sixteen-pound bag to do up 25 cents' worth of corn meal, which could have been held nicely in an eight-pound bag.

If this habit of using bags tiwce as large as needed were carried out in all lines it would mean a big loss in the ordinary grocery store in a year.

The paper bag is an important item in the grocery store, not so much in the individual cost of them, but in the saving in their use after you have them in the store. Quite commonly merchants or their clerks take a bag twice as large as needed to do up goods. The smaller bag not only means a saving, but also makes a much neater parcel. When a bag too large is used, it makes the contents seem less, while the merchant should aim to make parcels of goods look as large as possible.

First Thing to Learn.

One of the first things that the clerk should be taught when he starts in the grocery business, is the proper use of the paper bag. He must be taught to use a little thought and judgment in their selection. For instance, all clerks know the size of bag it takes to hold different weights of sugar, and as corn meal is just a little lighter, he can judge what size is necessary for the different quantities. In the same way he knows bulk soda is about the same weight as sugar, and he will know the correct size to use for that. Similarly the right size for other articles can be judged, and when the correct size is found, it should be noted in the memory, so that when a customer calls for goods, the proper bag may be known without a moment's hesitation.

Use a bag as small as will conveniently hold the article and allow of its being tied securely. In case of such articles as eggs, a larger size should be used, in order that the top may be turned in to form a handle, so that a customer may easily carry them home. For one dozen eggs a three pound bag, and for two dozen a six pound, will be found to be the best size. But save wherever it can be done consistently with a well-wrapped parcel. There is no need to use a twelve pound bag for a half peck of potatoes where an eight will do; and eight-pound bag for six pounds of rice, when a six will do; a five-pound bag for a pound of tea, when a three will do, or any other unnecessary large sizes that the grocer will find in his daily work.

Quality of the Bag.

Care should be taken in selecting the quality of the bag. Light weight bags for such articles as sugar, rice and beans will be found to be the dearest in the end, on account of the number that break open in filling, and there is also the annoyance to customers to be considered. For eggs, oranges and other articles of similar weight, a medium weight bag is required while for biscuits, cakes, cereals and teas, a lighter weight will do perfectly well. A saving in bags may be made by having carriers made for delivering pecks and half pecks of potatoes, apples and vegetables. The goods can be dumped into some receptacle at the customer's home on delivery, and these carriers in a year save an enormous quantity of paper bags.

Devotion to Duty Won Big Custom for Nova Scotian

A story comes from a Nova Soctian town telling how a clerk in his anxiety to carry out his duties faithfully, and give satisfaction to the patrons of the store, won a customer whose trade meant a big item in the year's business of his employer.

A farmer entered the store one day last fall and handed this clerk a list of goods to do up, for which he said he would call in a short time. This farmer had never dealt with them before, and was preparing for a threshing at his farm next day. He had ordered a quantity of pork along with the other articles. The clerk was anxious to please this customer in the hope of securing his regular trade, and he took great pains in doing up all the items on the list, that the customer might find no fault. Soon the farmer drove up to the door with a fiery horse. The clerk, to save the farmer from delay, piled all the parcels carefully in the rig and, with a pleasant farewell, went back to work feeling that he had done his best to please that customer. Imagine his feelings, however, when, about a half an hour afterwards, he discovered that he had neglected to give the farmer the pork he had ordered, for he knew that it was needed on account of the threshing next day.

All afternoon the matter troubled him. When the store closed up at six o'clock, instead of going for a game of ball as he had intended, he took his bicycle, strapped on the meat, and rode eight miles to the farmer's home. He arrived there just at dusk to find the farmer, in a temper, hitching up a horse to go after the necessary pork. Expressing his sorrow for neglecting to place the pork with the other goods, the clerk explained that he had come out with it just as soon as he got off work. He helped the farmer unhitch the horse, and soon they were engaged in a very animated conversation about the crops and other subjects of interest to the farmer.

When the young clerk left the irate man was in the best of humor and appreciative of what the boy had done to please him.

Continuing this process of thought, he concluded that a store doing so must, under ordinary circumstances, give good service, and that night he decided to give that store his orders in the future.

Now that trade meant a big thing to that grocer, because this farmer had a lumber camp, which in the winter used up large quantities of groceries. The merchant was benefited to a large extent by this unusual attempt of a clerk to carry out his obligation, and that same determination to do his best will no doubt greatly help this young man to scale the heights of success.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

LENTEN FISH SPECIAL

Haddies
Bloaters
Kippers

Oysters in Bulk and Shell

OUR LEADERS

LARGE FROZEN SEA HERRING

COD HADDOCK HALIBUT SALMON
PIKE PICKEREL WHITE FISH SMELTS

Write for our New Price List

P.O. Box 639

Five Long Distance Telephones

BONELESS AND PREPARED FISH
SALTED AND PICKLED FISH
LOBSTERS, CLAMS
SCALLOPS

Branches: Montreal, St. John, N. B.; Grand River, Gaspe, Que.

LEONARD BROS.
Montreal and St. John, N.B

EVERYTHING you buy of us is CHEAP

The price may not be the lowest, but is the LOWEST according to the standards of good business and the quality given. : : :

Get Our Special Price List.

SALT, LABRADOR AND LAKE HERRING

DRY COD

FISH

FRESH FROZEN LAKE and SEA FISH of every description.

KIPPERS

BLOATERS

AND

FINNAN HADDIE

OYSTERS

FAMOUS BEACON BRAND

The F. T. JAMES COMPANY Limited

WHOLESALE FISH AND OYSTER DISTRIBUTORS

Church and Colborne Streets, - - Toronto

TRADE CHANGES IN CANADA.

New Stores Opening Up and Old Ones Changing Hands Throughout the Dominion.

Ontario.—C. G. Moore, grocer, Chatham, Ont., has assigned.

N. S. Schwerdfaget, grocer, Ottawa, has sold to W. H. Lucas.

D. M. Gordon, general merchant, Wingham, Ont., deceased.

J. T. Lennox, grocer, Wingham, Ont., has sold to Mary Grisdale.

Charles A. Jeffrey, general merchant, Dresden, Ont., has assigned.

W. J. Wingrove, grocer, Toronto, has sold to Joseph Pulfer.

Mrs. Z. Sauve, Ottawa, has sold her grocery to E. C. Leveque.

Neil C. Cameron, general merchant, Goderich, Ont., has assigned.

H. W. Thompson, grocer, Stratford, Ont., has sold to Geo. Graham.

Conrad Schaab, grocer, Chesley, Ont., has sold to M. C. Faust.

Oscar Piquette, general merchant, Cambridge County, Ont., has assigned.

J. E. Pedlow has purchased the grocery store of Geo. Lamothe, Strathroy, Ont.

Cherniak Nathan, grocer, Windsor, Ont., is succeeded by Schwartz and Cherniak.

Norton & Wiltse, general merchants, Brockville, disolved, Ezra Wiltse continuing.

Quebec.—G. Audet & Co., general merchant, Les Evoulements, Que., has assigned.

J. L. Aubut, grocer, Bic, Que., has assigned.

Turgeon & Frere, grocers, Montreal, registered.

Richer & Drouin, grocers, Montreal, Que., registered.

The stock of L. Remillard, grocer, Montreal, has been sold.

The assets of J. B. Giroux, grocer. Montreal, have been sold.

P. N. Pate, general merchant, O. Leary, N.B., has assigned.

Alfred Gallant, general merchant, Mirabel, Que., has assigned.

Omer Beaulieu, general merchant, St. Anaclet, Que., has assigned.

Godeon Bergeron, general merchant, Chicoutimi, Que., has compromised.

John P. LeGrand, general merchant. Paspeibac West, Que., deceased.

Western Canada.—J. A. Percival, general merchant, Killarney, Man., has sold to J. B. Wilson.

Max Drab is erecting a general store building at Denzil, Sask.

Thos. Campbell, general merchant, Tenlon, Man., has sold to C. Bond.

W. Jastrzebak has taken over the Co-operative Grocery Co., of Winnipeg.

L. Freifeld, Emerson, Man., has sold his general store to Skiner & Field of Winnipeg.

J. B. Wilson has purchased the general store of T. E. Morris at Alexander Man.

A general store has been opened by Labada Bros. & Co., at Dundurn, Sask.

Wood & Harris have opened a grocery store at Cranbrook, B.C.

O. A. Kraft, grocer, Edmonton, Alta., has sold to J. H. Ross

L. B. Haley has sold his general store at Rawdonville, Alta.

Chas. Yeamans is opening a grocery store at Blue Hill, Sask.

Porter Bros.' general store at Broadview, Sask., was destroyed by fire.

W. B. Hooper, grocer, Moose Jaw, Sask., has sold to Miller & Mowatt.

E. F. Cassidy, general merchant, Mazinodx, Sask., has sold to J. D. McMillan.

H. B. Penner, Rosthern, Sask., has sold his general store to R. J. Ballantine.

Gilpin Bros., Edmonton, Alta., have sold their dry goods and grocery business to A. Lepore.

Cook & Orr, general merchants, Strathcona, Alta., who were burnt out recently, are opening up business again.

SALESMEN WANTED

Trained Salesmen earn from $1,200.00 to $10,000.00 a year, and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can get Practical Experience as a Salesman and earn $100 a month or more while you are learning. Write to-day for our free book *"A Knight of the Grip,"* list of good openings, and testimonials from hundreds of men recently placed in good positions.

Address nearest office, Dept. 290

National Salesmen's Training Association

Chicago New York Kansas City Seattle New Orleans

Never Run Short of

SHAMROCK

BIG PLUG

SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

EVERY HOUSEKEEPER WANTS IT

For making a nice brown gravy.
For adding a delicious flavor and color to soup.
For coloring cakes a rich brown.
For making cakes and puddings a creamy yellow,

Inglehart's Browning

is the best of all. The only Browning made in Canada.

Put up in 3 and 6 oz. bottles, retailing at 15c. and 25c. a bottle

ASK YOUR WHOLESALER FOR IT OR SEND TO

INGLEHART S, MERTON, Ont.

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCIES WANTED.

SOUTH AFRICA — Advertiser proceeding South Africa will arrange agencies, business introductions, etc. Reply immediately, Box 377, CANADIAN GROCER, Toronto. (10)

SITUATIONS WANTED.

SITUATION WANTED — First-class grocer wants work managing store or grocery department. Address Box 376, THE CANADIAN GROCER, Toronto.

SITUATION WANTED — First-class grocer wants situation on road representing wholesale grocers or specialty. Address Box 375, THE CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

AGENTS WANTED.

AGENTS, calling upon grocers, wanted for the various Provinces of Canada for the sale of Monk & Glass specialties Apply, stating full particulars, to MONKHOUSE & GLASSCOCK, Limited, London, S.E. England. (9)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz } Per case	
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER



	Sizes.	Per Doz.
Royal—Dime		$ 0 95
"	½-lb	1 40
"	6 oz	1 95
"	½-lb	2 55
"	12 oz	3 85
"	1 lb	4 90
"	3 lb	13 60
"	5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER



	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 30
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½s and 1s, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½s and ¼s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½s, ¼s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocalate, ½s	0 [illegible]
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. ahd 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
½-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 1-oz., 4-oz., 8-oz., lb.	0 [illegible]

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

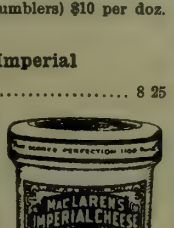
Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.5c

Coffee.



Ground or bean—

	W.S.P.	R.P
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases [illegible]en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
4 "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



CHATEAU BRAND CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.





Winter Time is Stove Polish Time

Stock and recommend

Black Knight Stove Polish

It gives a brilliant and lasting shine and calls for but a fraction of the 'elbow grease' required by other stove polishes.

Economical in use. Put up in an attractive box. Will not stain the hands. Feature this ready seller.

Order from your jobber

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - BUFFALO, N.Y.

USE
NEW BRUNSWICK
"KRAFT"
WRAPPING PAPER

ASK YOUR WHOLESALER

The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

Silent Salesman Refrigerator
One of the Famous Arctic Line

Very attractive and specially adapted for the grocer Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue Winnipeg, Man., Donnelly, Watson & Brown, Calgary. Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario



Notice to Live Grocers
(OF CANADA)

The Famous KIT Coffee Essence is now being offered to the Canadian Trade. All grocers who are desirous of pleasing their particular customers should order KIT Coffee at once from their wholesale grocer, or get full information from our Canadian Agents,

For full particulars apply to

KIT COFFEE COMPANY
GOVAN, - GLASGOW, SCOTLAND

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



All **Wood Vinegar Pumps**

are money savers for

Grocers and Dealers in Acids

Walter Woods & Co. Hamilton and Winnipeg

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

BLACK JACK

QUICK

CLEAN

HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz.in case.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 3-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11
½-bbls	0 11½
Tubs, 60 lbs	0 11½
20-lb. Pails	2 30
20-lb. tins	2 20
Cases 31-lb	0 12
" 5-lb.	0 11¾
" 10-lb.	0 11¼



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10¾
10-lb. "	0 10¾
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz, in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Cereals.





Grape Nuts—No. 23, $3.00; No. 33, $4.50
Post Toasties—No. 75 $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Milk, family size, per case	$3.50
Baby size, per case	2.80
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" ½-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Per case
No. 1, cases 60 1-lb. packages	1 case	$2 85
	5 "	2 75
No. 2, " 120 ½-lb. "	1 case	2 85
	5 "	2 75
No. 3, " 30 1-lb. "	1 case	2 85
" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

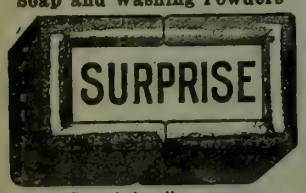
PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05¾
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



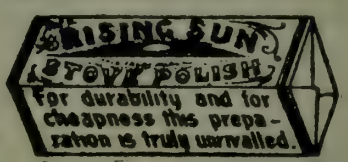
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—		
Victoria, half case, 90 lbs.		0 25
Princess Louise, half case, 80 lbs		0 19
Ceylon Green Teas—Japan style—		
Lady cases 60 lbs.		0 18
Duchess, cases 60 lbs.		0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s.	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label, 1's and ½'s	30c	40c
Gold Label, 1's and ½'s	35c	50c
Lavender Label, 1's and ½'s	42c	60c
Green Label, 1's and ½'s	50c	75c

Canisters—	Wholesale		Retail	
Gold Tins, 5's	35c	$1.75	50c	$2.50
Gold Tins, 3's	35c	$1.05	50c	$1.50
Gold Tins, 1's	36c each		50c each	
Gold Label, ¼'s	18c ea.	36 lb.	25c ea.	50 lb
Red Tins, ½'s	35c ea.	70 lb.	50c ea.	1.00 lb
Red Tins, ¼'s	18c ea.	72 lb.	25c ea.	1.00 lb



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retai
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	¼ only	0 55	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20	
Black Label, ½-lb., retail at 25c	0 21	
Blue Label, retail at 30c	0 24	
Green Label, retail at 40c	0 30	
Red Label, retail at 50c	0 35	
Brown Label, retail at 60c	0 45	
Gold Label, retail at 80c	0 55	

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Oxo



Oxo in Bottles—1-oz., $2 per doz.; 2-oz., $3.50 per doz.; 4-oz., $6.50 per doz., and larger.
Oxo Cubes—Tins of 4, 95c. per doz.; tins of 10, $2.40 per doz.; tins of 50, $11 per doz.

CORNEILLE DAVID & CO.



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-6s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP

leads all other hand cleaners in the rapid and thorough manner in which it chases every vestige of grease, dirt, tar and paint from soiled hands.

It is a line that is in everyday use, in every home where its virtues are known, and you should never let your stock of snap get low.

Tell your customers about **Snap!** Sales will surely result.

The Snap Co. Limited

MONTREAL

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Fish for Lent

MACONOCHIE'S

Silvocea Herring, in Tom. Sauce, ½ and 1 lb. oval tins
Silvocea Kippered Herring, - ½ and 1 lb. oval tins
Silvocea Fresh Herring, - 1 lb. flat round tins
Silvocea Fresh Herring, - - 1 lb. tall tins
Silvocea Fresh Mackerel - 1 lb. flat round tins
Silvocea Preserved Bloaters - - 1 lb. oval tins
Silvocea Findon Haddock - - 1 lb. oval tins





IF YOU LIKE THE 'FISH' TRY

Maconochie's

Pan Yan

Sauce

For Fish, Meats, Game, Salads, Soups, Etc.

FOR SALE BY ALL FIRST-CLASS JOBBERS

Also Maconochie's Pickles, Peels, Pan Yan Pickles, Jams, Marmalade, Worcester Sauce, Bloaters, Paste, Etc.

CANADIAN REPRESENTATIVES:

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO - and - MONTREAL

If "Time is Money" Then Why Not Save It?

Lost—one golden moment, on the Road of Endeavor! Lost, because your brain cells worked overtime when you tried to persuade that customer to experiment with those nameless goods you bought, thinking more of the extra profit therein than the dependable quality thereof.

Lost, too, because her time and yours was illy spent. Lost again because of the misplaced confidence that must prevail hereafter 'twixt you and her. "Time is money," gentlemen—why not save it by selling, pushing or recommending only "quality goods"?

Codou's Famous Macaroni

Not within the half-century mark has Macaroni of nameless makers ever been classed the equal of Codou's, and not within the lifetime of that famous producer, P. Codou, did he stop for a moment in his conscientious struggle for perfection in the art.

For delicacy, purity and cleanliness, the "Codou" pastes have acknowledged leadership wherever used.

Thistle Brand Finnan Haddies

Haddies caught, cleaned, cured and packed at the water's edge, under the "Thistle" trade mark, are as true, staunch and loyal to the highest standard of quality as the old Scotch Thistle itself.

Their cleanliness is always proverbial—their flavor is fine—*they are genuine Haddies always.*

Griffin & Skelley's Fine Asparagus

The natural, delicate, tender and toothsome quality of Griffin & Skelley's Asparagus is a bulwark of safety for the grocer who fears for the permanency of his over-particular trade. The private beds that produce this famous brand are guarded day and night by those who, seeking with might and main to hold the high standard up, never relax their vigilance over the growing stalks.

Arthur P. Tippet & Co., Agents

MONTREAL - TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
can give close attention to few more first-class agencies. Highest references.

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

White Beans
Can give best quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

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Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
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W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

WE SELL
McKay's Bowmanville Celebrated POT AND PEARL BARLEY
MARKET ADVANCING. OUR PRICES ARE RIGHT.
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
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EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

There is bound to be an advance in the price of

CATSUP CANNED & BOTTLED

As some packers have already advanced their prices—IT WILL PAY YOU to book at our present quotations.

Imported Dutch Biscuits

HUDSON CREAM WAFERS
DONSCO ICE WAFERS

Tins, 5 and 10 lbs., 28c a lb.

GUARANTEED—Equal to any similar imported line on the market.



BAKING POWDER

An Absolutely Pure Powder

sold to the consumer at popular prices and pays you a handsome profit.

4	ounce,	cases	4	dozen,	$ .65	dozen
6	"	"	4	"	.75	"
8	"	"	3	"	.90	"
12	"	"	2	"	1.35	"
16	"	"	2	"	1.65	"
5	pound,	"	1	"	7.20	"

Guaranteed to give perfect satisfaction

It Pays to Push "Anchor" Brand

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality" Established 1857

Sales Offices and Agencies:— MONTREAL TORONTO WINNIPEG and VANCOUVER.



COLES
COFFEE MILLS

The pedestal mill illustrated here is the latest and newest design in coffee mills of this description, owing to the fact that it is constructed along the most advanced principle that has yet come into use.

The grinders both run at different speeds, as will be seen by the construction of the mill.

It is an acknowledged fact that: Granulating can be done more efficiently at high speed, while pulverizing can be done with less heating of the coffee at a much lower speed. These are indisputable facts.

Let the judgment of experts guide you, for they all decide unanimously in favor of this type of mill, which is Patent Applied For, and manufactured exclusively by us. Price—$150.00.

Made also for counter use. Price $135 00.

Illustrated catalog sent on request.



For Direct Current, $65.00

For Alternating Current, $75.00

COLES MANUFACTURING CO.

1625 North 23rd Street,

PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Wm Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

THE SPRING IS COMING FAST
AND YOU WILL NEED CLEANING

DON'T FAIL TO ASK FOR

THE CELEBRATED DISINFECTANT

GREENBANK CHLORIDE OF LIME

Put up in sealed tins, 1-4 lb., 1-2 lb., 1 lb. and 25 lbs.

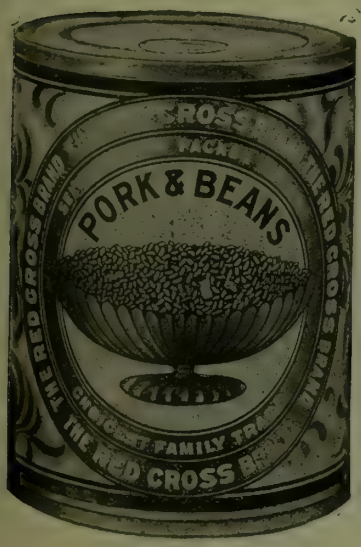
This is the Best Article on the Market without exception

SPECIAL PRICE TO JOBBERS

L. CHAPUT, FILS & CIE.

Distributing Agents - - - - MONTREAL





"Red Cross"
BRAND
Pork and Beans

Plain or with
Chili Sauce



Clean hand-picked beans; pure, delicately-flavored sauces, scientifically processed.

A size to suit every demand.

1's, 2's, 3's (Family)
and 3's (Tall)

3's Family are proving splendid sellers. They contain more Beans than 3's flat and at less price.

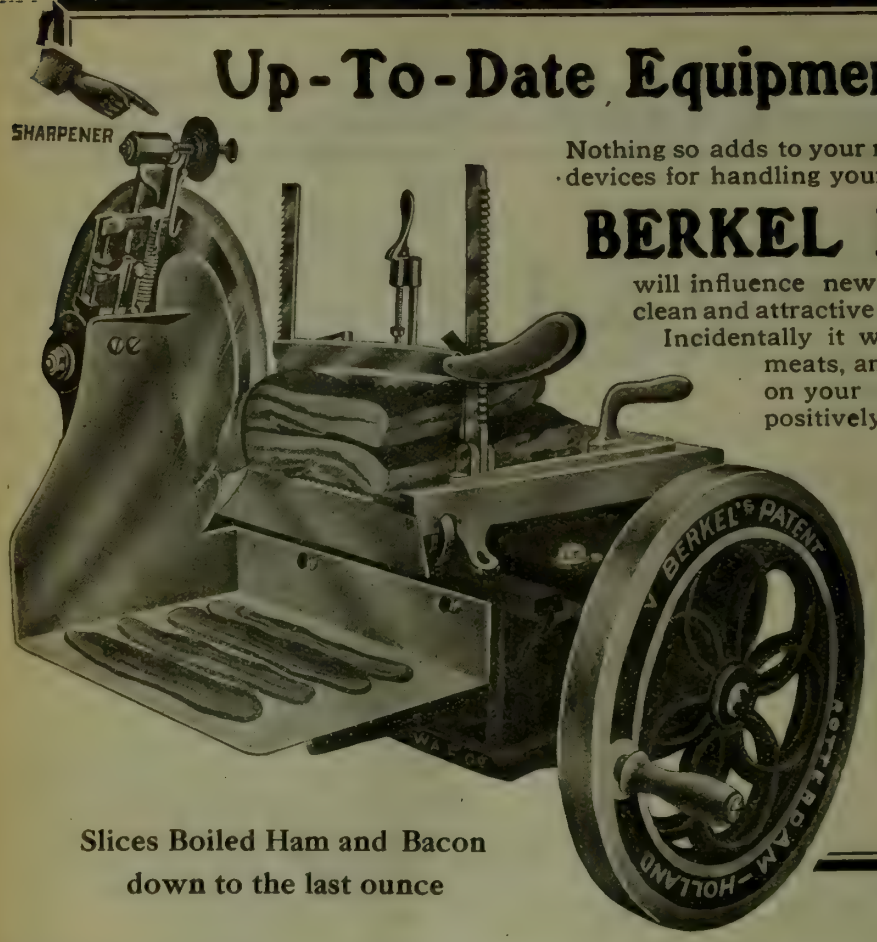


Dominion Canners
LIMITED

Hamilton, Canada

Ask your Wholesaler for Prices.

Up-To-Date Equipment Pulls Business!



Slices Boiled Ham and Bacon down to the last ounce

Nothing so adds to your reputation as the installation of modern devices for handling your goods; and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham. Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener, and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to-day for full details and particulars of what other Canadian Grocers think of it.

Canadian Agents

W.A. FREEMAN CO., Ltd.

Hamilton, Ontario

LION BRAND SARDINES

Are something you can recommend strongly to your customers during Lent.

5 GOOD REASONS WHY

1. THEY ARE PROPERLY SMOKED.
2. " " PACKED IN PURE OLIVE OIL.
3. " " SMALL AND EXCEPTIONALLY TASTY.
4. " " IMPORTED DIRECT FROM NORWAY.
5. " " SUPERIOR TO ANY OTHER BRAND.

$8.50 Per Case! **How Reasonable!**

And the freight prepaid in Ontario and Quebec on orders of 10 cases.

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Below are a few of our lines that we manufacture:

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve, Damson (English) Raspberry & Gooseberry Peach Cherry Gooseberry Red Currant Jam. Green Plum Plum Pear Jam Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

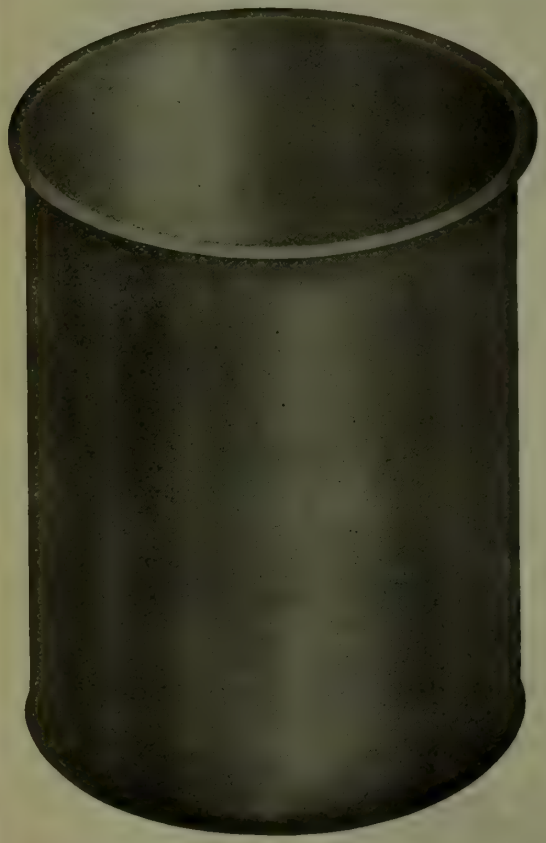
Pure Fruit Preservers. **Hamilton, Canada**

PERRIN'S

LEMON  NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

STILL RISING

OUR SALES FOR FEBRUARY, 1911, WERE

$60,000

IN EXCESS OF FEBRUARY, 1910

"GAZELLE"

THE BRAND
OF THE
VERY FINEST CANNED FRUITS AND CANNED VEGETABLES



Tomatoes, Corn, Peas, Beans.

HUDON HEBERT & CIE LIMITED
GAZELLE
MONTREAL CAN.

THREE GRADES OF PEAS:
"English Garden"
"Early June"
"Petits Pois Fins"

"Baked Beans"

Strawberries, Pears, Peaches, Raspberries, Apples, Etc.

Hudon, Hebert & Co., Limited

MONTREAL

The Most Liberally Managed Firm in Canada

ESTABLISHED A.D. 1839

HUDON HEBERT & CIE LIMITED
GAZELLE
MONTREAL CAN.

BUY EGG INSURANCE



Made in one and two dozen sizes.

Pay yourself the premiums—That is just exactly what you do, Mr. Dealer, when you buy

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

Because by saving all egg breakage, all miscounts and 90% of clerks' time, they save you real money on every dozen eggs delivered.

A very few deliveries pay for the outfit, then your STAR EGG CARRIERS (permanent store fixtures) start in paying you an extra profit—You have the Egg Insurance and pay yourself the premium. As a business proposition it's a winner—Find out about it. Ask your jobber, or our specialty Salesmen, and write for our booklet, "No Broken Eggs," which explains the Star Egg Saving System—Get our advertising suggestions for Star Egg Trays.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

"Absolute Purity"



There's a Guarantee of Purity to Pass on to Your Customers—

Ours are brands made in the maple groves, right where the sap runs from the trees—pure, and lots of it. So we use it, *only*. No temptation to adulterate.

Our sap is supplied by members of our Association composed of farmers owning maple groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

We have a reputation to maintain - we will ever keep that fact before us.

You can always freely recommend, for purity, maple syrup and maple sugar branded

"PRIDE OF CANADA"



Innumerable Government tests have proved our claims. Never has a sample of our brand been found adulterated.

Quality always uniformly good.



The Maple Tree Producers' Association LIMITED

WATERLOO, QUEBEC

Montreal Office: 58 Wellington St. **Toronto Office: 512 Dundas St.**



Pictures Show the Mexican Vanilla Bean Gatherer

There are more than ninety

flavorings, such as Vanilla, Lemon, Almond, Rose, Pineapple, Strawberry, Ratafia, in the Shirriff Line. The most famous Shirriff flavoring—the one that has created the most widespread interest and focused the attention of both the public and the trade on the Shirriff Line—is

Shirriff's
TRUE VANILLA

—a *real* vanilla extract of exceptional flavor, bouquet and strength. Shirriff's True Vanilla is a trade builder, because it will give the utmost satisfaction to all you persuade to try it. Your customers will feel under an obligation to you for introducing such an excellent product to them. They will have confidence in your judgment, confidence in your goods. And confidence is the foundation stone of all successful, permanent trade.

Imperial Extract Co.
TORONTO - CANADA

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW, SCOTLAND

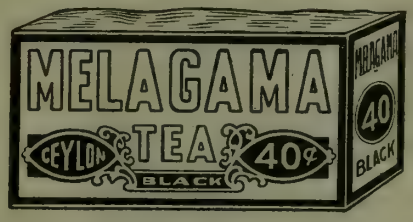
CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax. N.S.; F. H. Tippett & Co., St. John, N.B.: C. E. Jarvis & Co., Vancouver, B.C.

YOUR TEA SALES

will climb to immense proportions if you sell

"Melagama" Tea







Try it yourself and then recommend it to your customers.



Every pound of "MELAGAMA" is honest value and we guarantee the sale.

MINTO BROS., TORONTO



A PLEASED CUSTOMER BRINGS

Added Trade in Every Line

CANE'S WASHBOARDS

and Washday Woodenware

Where reputations are made or marred in neighborhood consultations, if you sell Cane's Specialties to one woman, you sell her friends and neighbors inevitably, for Cane goods make good.

Each style has its individual points of excellence.

The "Superior" Solid back Globe Washboard illustrated is one of a range, each of which is adapted to a different use or is made to sell at a different price.



Ask your Jobber for Cane's.

Information on request.

"You See"

It is impossible for the Globe boards to come apart, because they are fitted with lock corners and the face is of solid zinc and can't wear loose and tear the clothes. Globe Washboards last for years.

The William Cane & Sons Co.,

LIMITED

Newmarket, Ontario



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

ASEPTO
SOAP POWDER

THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made, it makes your customer's money go farther.

Ask your jobber

ASEPTO MFG. CO.

ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR** brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

"BETTER THAN DEVONSHIRE CREAM."

For all-round excellence and uniform purity

FUSSELL'S
THICK RICH
CREAM
(GOLDEN BUTTERFLY BRAND)

Rivals the very finest Devonshire Cream and, in addition, KEEPS INDEFINITELY IN ANY CLIMATE.

FROM 10c. A TIN

Samples and particulars of :—Ray & Windle, Vancouver, for British Columbia and Yukon District; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St. Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LIMITED
4 Monument Street, LONDON, ENG.

Eleven Gold Medals



Modern Methods of Packing Your Merchandise!



No matter what of kind article you have to pack you'll find a

"H and D"
Corrugated Fibre Board BOX

that will pack it better than any other way. "H. and D." boxes deliver your products as clean, fresh and attractive as they left your warehouse or factory, and will, moreover, protect your goods from damp and damage.

May we design an "H. and D." box to suit your special need? We'll guarantee that it will save you freight packer's time and storage space.

We will be glad to do this for you; it will cost you nothing—involve no obligations.

Write to-day, advising what you have to pack. Ask for free booklet

"How to Pack it."

The Hinde & Dauch Paper Co., Ltd.
TORONTO, ONTARIO

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package



Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

[Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co., St. John, N.B.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

Fresh cows' milk in its most perfect form



For infants and invalids—safer than fresh milk on every occasion.

CANADA FIRST EVAPORATED MILK

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK COMPANY, Ltd., - - Aylmer, Ontario
Head Offices, Hamilton, Ontario

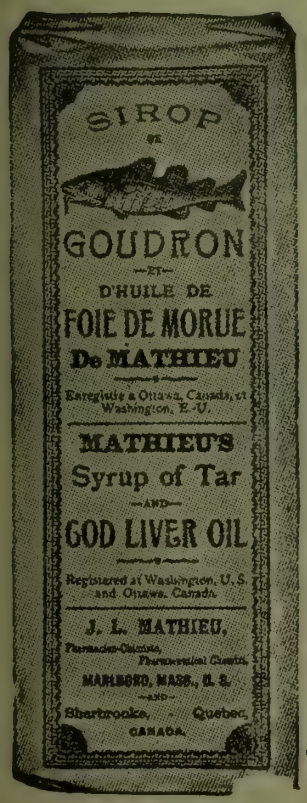
THERE ARE MANY REASONS

WHY YOU SHOULD HANDLE

ST. LAWRENCE GRANULATED

From the quality argument you can get no better sugar, but just now when prices are so low it gives every retailer the opportunity of securing this highest grade sugar at the lowest price and it is as profitable handling as other cheaper grades.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

First and Best—Canadian Patents 1906

The Only Account Register



THAT

Takes Little Counter Space,
Gives Fire Protection,

Sheets lift out and fit any safe

Has No Springs to Break and Become Worthless,
Lasts a Business Life Time,
Cuts out Book-keeping,
Does Your Collecting,
Pays for Itself in Few Months.

Hundreds of Canadian Merchants have used for past five years.
Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.



Sweetheart Baking Powder

Pure and Wholesome

Pleases the most exacting. Grocers find good profits in our lines.

I X L Spice & Coffee Co.,

London, Ontario

You Can't Go Wrong

if you are featuring—



'Banner' and 'Princess' Brands Condensed Milk

These Brands are prepared solely from the richest country milk, with no addition but that of pure cane sugar. Give them every prominence; they are real business bringers, and profit producers!

In the line of Unsweetened Milk, you should stock and recommend "ST. GEORGE" EVAPORATED MILK.

GET DETAILS AND PRICES.

J. Malcolm & Son

St. George, Ont.



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

NATIONAL COFFEE MILL

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability. Prompt shipments our specialty.

Ask anv of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co. Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., US..A.

HORSERADISH

Sterling BRAND

HORSERADISH

DON'T FORGET

TO ORDER A SUPPLY OF

"Sterling Brand" Horseradish

A tasty addition to any meat dish, that adds a zest to the poorest appetite. Made from fresh selected roots, treated in a sanitary and up-to-date factory, and prepared with the addition of the purest vinegar only.

Write for details and prices of our complete line of ready sellers

THE T. A. LYTLE COMPANY, Limited

STERLING ROAD, TORONTO

S. T. NISHIMURA & CO.

Are closing out the balance of last season's

JAPAN TEAS

The Reciprocity Agreement

is still hanging fire, but we are in a position to announce that a definite verdict has been given in favor of

Cabinet Maple Syrup



"It's just a little better than the other fellow's best."

An article with acknowledged merit should never be overlooked and you should certainly get a stock of "Cabinet."

One who knows says:

"There's no such flavor, no such zest in any other brand on the market."

Ask your wholesaler when ordering Kitchen Molasses, Maple Sugar, Tea Rose Drips.

Imperial Syrup Co., Limited
MONTREAL

Peek, Frean's

GOLDEN PUFF BISCUITS

Write for Sample, also for List and Album.

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND



ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

BRANCHES:
Toronto Winnipeg Hamilton Fort William

TELFER BROS., Ltd., = Collingwood, Ont.

Tartan BRAND

Our travellers have specials in:

Dried Fruits of all kinds, Currants, Raisins, Peaches, Evaporated Apples, Figs.

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

Mail orders specially looked after.

Phone No. 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath



No Grocer can afford to do business without a

Eureka Refrigerator

Goods will keep longer and in better condition than in anything else. The Eureka Patented System is an absolute guarantee against **Foul and Stagnant Air.** Write for New Catalogue.

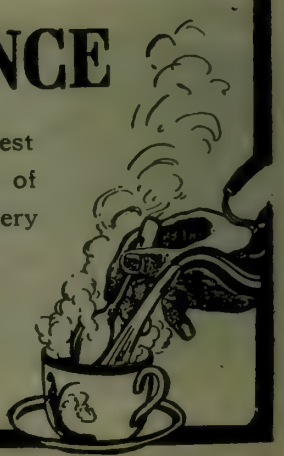
Eureka Refrigerator Co., Ltd.

56 Noble Street, Toronto

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

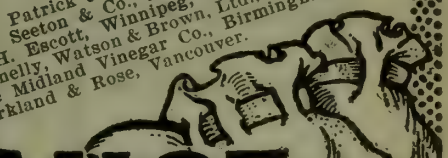
ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.

Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. Sauce. Now how about you?

W. G. Patrick & Co., Toronto and Montreal
R. B. Seeton & Co., Halifax, N.S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



H.P. SAUCE

A FOOD LUXURY

IS BOUGHT FOR ITS QUALITY

¶ Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

¶ No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

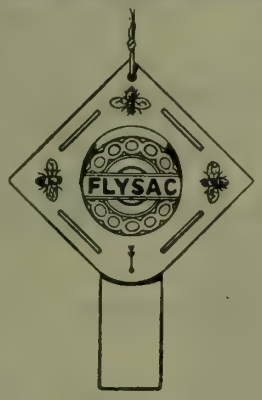
have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

¶ Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

70 cents per box of 50 pieces



$12.75 per 1,000 pieces.

THE "Flysac" Flycatcher

has come from England as a boon to the Canadian household. An easy and profitable seller.

5 Good Reasons Why

1. It is hermetically sealed.
2. There is absolutely no leakage.
3. Ribbon is securely packed.
4. Covered evenly with gum.
5. It is a sure catcher.

Almost 100 per cent. profit is assured you on every order. But you cannot afford to delay. If your wholesaler cannot supply you, write direct to

HODGSON, SUMNER CO., LIMITED
345-351 St. Paul Street, Montreal
Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.



Foster Clark's Cream Custard

The Cream of All Custards

There is no finer Custard on the market, and you are handling no article that will give your customers more pleasurable satisfaction. We will prove this to you by posting you a sample packet free on receipt of request addressed to

FOSTER CLARK Ltd., Maidstone, England.

Agents for Ontario—THE HARRY HORNE CO., 309-311 King Street West, Toronto
Valuable Buying Agencies waiting for Progressive Brokers in each of the Provinces of Canada
Address: FOSTER CLARK LTD. Maidstone, England

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
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The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

No Odor



It dries them up **Common Sense**
KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

2 in 1

These numbers are easy to remember. They represent the delicious

Club Jelly Powder

which is a rapid seller, because the housewife likes the

2 in 1 Idea

She likes the combination of the jelly and the powder for sauce to be served with the jelly.

There is something unique about the package and its contents.

Send along a trial order.

You won't regret it.

S. H. EWING & SONS
Montreal and Toronto

Mr. Grocer! The coin that's getting away will make you rich!

Forgotten charges, disputes, errors, poor collections—all mean LOSS! There IS a way to stop that loss.

Allison Coupon Books

point the way. They enable you to realize every possible penny of profit from your business.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.



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Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

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West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

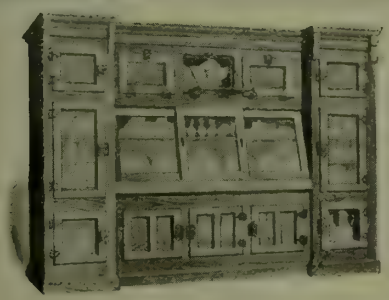
SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Aubin's Patent Cabinet Refrigerator

is the most up-to-date. It is specially constructed, each section having a separate ice chamber

Dry Air Ventilating System

Best of insulation. Made in 10 sizes.

C. P. FABIEN, - Montreal, Canada

Highest Awards—Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

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KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material
Absolutely pure, never becomes rancid, and keeps indefinitely.
Highly degestible and nutritious
Unrivalled for frying, cooking and pastry
Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited
206 Papineau Avenue MONTREAL

Don't hesitate to recommend and stock

McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

THIS LIGHT SAVES YOUR MONEY

MR. GROCER--Can you afford to lose $240 in 5 years? One Ontario grocer did this without knowing it. Using electricity his lighting bill was $64 per year. Last year he used an "R-K" Lighting System costing $16, saving $48, and in addition had a much better lighted store. We guarantee the system 5 years--an absolute guarantee that he will save at least $240.

Do you know you're losing money, let us help you save. The "R-K" System can be installed anywhere---gives a pure white brilliant light--costs less than gas, electricity or acetylene. Costs but little to install--saves your money from the start--thousands in daily use

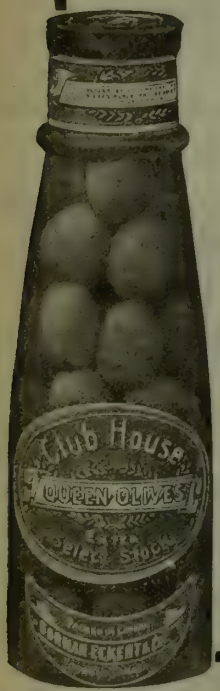
You need one in your store--let us tell you why. Write TO-DAY for booklet "M"--it's free--a postal brings it.

RICE-KNIGHT LIMITED - TORONTO

Why Our Brands of Olives Excel!

"Club House" Brand

SPANISH OLIVES



are a superior line that you will be well advised to handle because:

1. We use only the finest smooth-skinned olives obtained from the best known localities.
2. Our scientific processing of the olives is marked by exceptional care, skill and cleanliness.
3. The "Olive" Brine is made from our own pure Artesian water.
4. Our guarantee of quality is back of each bottle.

"Club House" Brand is attractively packed and yields a good profit margin.

Why not send along your spring order now?

Gorman, Eckert & Co.,
Limited
London, - Ont.



BJELLAND'S
SMOKED HERRINGS
IN
BOUILLON

Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening
(J. A. HENDERSON)
Canadian Agents, Hamilton.



This 25 Cent Package is Yours Free

Mr. Grocer, send us a postcard with your name and address.
Just say "Send my sample package of **WONDER-SHINE.**"
Test it.
Make **WONDER-SHINE** prove every claim. Try it on your silverware—note the beautiful lustre, the brilliant lasting effect of new silverware.
Then you know you can recommend it to your customers.
You know it will give absolute satisfaction.

WONDER-SHINE

cleans silver, gold and plated ware without rubbing.
Removes tarnish instantly.
And so easy---simply dip, rinse, and dry with a soft cloth---that's all.
And **WONDER-SHINE** pays you 50% Profit.
And our extensive advertising helps you sell it.

Write to-day for sample package, full instructions and our new "Selling Plan."

It means money to you.

Household Convenience Co.
LIMITED
TORONTO, :: :: :: ONTARIO
A20

NEXT---"SHOW THE GOODS"



This shows Mr. J. W. Island's store, Dundas St., Toronto. He knows the business-building value of attractively displayed goods.

Show your goods---place them where they will suggest purchase.

For good goods well displayed are goods half sold.

"SALADA" packages make attractive display possible either on your shelf or counter or in your window.

"SALADA" packages are easily, quickly and profitably handled.

"SALADA" establishes confidence and satisfaction.

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Retailers Discuss Many Reforms

Annual Convention of Ontario Section of Retail Merchants' Association in Guelph—Opposed to the Giving of Extra Inducements in Selling Goods—Inspection of Scales at Public Expense—Mail Order Evil—Organization Debate—The Officers.

(Staff Correspondence.)

Guelph, March 9.—Marked by a small attendance and a keenness of debate, the twelfth annual convention of the provincial board of the Retail Merchant's Association was held in this city on Feb. 28 and March 1st and 2nd last.

All told, including the officers, there were only thirty retailers present at the meeting. These could fairly be called representative, however, for they came from the east, the north and the west. They were all good men,—men with the interests of the association at heart, and from the moment the meeting convened on Tuesday there were none who failed to see that things would be accomplished before the convention closed. And so it proved. Much was done, and it is probable that when the next convention is called to order in Toronto sometime during the second week of February, 1912, the results will be apparent in the reports presented then.

Standing out, clearly defined, as the dominant feature of this convention was the question of organization. Long and earnestly was it debated, and it seems likely, that while no definite plan was laid down, there will be, during the year, a new general plan followed in an attempt to double or treble the membership of the Ontario section of the association. Keen men like G. E. Gibbard, R. W. Dockeray, J. F. Holloway, Dominion President Ziemann, Secretary Trowern and President Kelly, grappled with this small membership problem. It was held up on the one side as a pathetic evidence of failure, and on the other as a simple natural result of a campaign carried on without sufficient funds and without definite objective point.

Suggestions were made as to the best methods of overcoming the trouble, but, probably owing to the heat of the discussion no one took the precaution to embody the suggested ideas into concrete resolution form. Nevertheless it is hardly likely that the debate shall have been for nothing and results will likely be forthcoming during the ensuing year.

Welcomed by Guelph.

Guelph's welcome to the delegates was most cordial. His Worship Mayor Thorp in his address of welcome gave to the visitors the keys of the city, and the aldermen of his council vied one with the other in the making of everyone to feel at home.

Several trips were arranged for the edification of the guests, and, although the breaking up of the convention a few hours sooner than was intended, to allow of a few of the delegates getting home on Thursday morning, disorganized things somewhat, a most enjoyable time was spent by all concerned. The members of the Guelph Branch of the R. M. A., also allowed no amount of trouble or expense to stand in the way of the delegates having an enjoyable time, and their arrangements were carried through with a machine-like precision which spoke volumes for their own organization.

The convention starting on Tuesday, was to have continued until noon of Thursday. So quickly had the business of the meeting been dispatched, however, that late on Wednesday afternoon, it was decided that if the end could be reached by a late session, it would be done. Accordingly the convention really closed at midnight on March the first, at the conclusion of the complimentary banquet given to the delegates by the city and members of the Guelph branch.

There was but little reportable business transacted on Tuesday. The delegates were slow to report for duty and, as a consequence, the address of welcome given by Mayor Thorp, was laid over until Wednesday. Some twenty-six resolutions were however read to the meeting and apportioned off to the several committees for a report. Secretary Trowern and Treasurer Moyer also presented their reports. The evening was devoted to committee work.



A. M. PATTERSON, Brockville,

The Newly-elected President of Ontario Board.

Those Who Were There.

On Wednesday those who had registered were :—J. D. Wisdom, grocer, Barrie ; R. W. Waterhouse, Ingersoll ; W. M. Murdock, Chatham; J. Hessenauer, Berlin; C. B. Dunke, Berlin; F. I. Weaver, Berlin; A. Weseloh, Berlin; G. C. Klein, Hamilton; J. A. McIntosh, grocer, Hamilton; H. C. Occomore, Guelph; M. Moyer, Toronto; N. B. Cobbledick, Toronto; R. W. Dockeray, dairyman, Toronto; George H. Cooper, Toronto; E. C. Matthews, grocer, Toronto; B. McDonald, grocer, Picton; W. H. Fielding, grocer, Guelph; J. F. Holloway, grocer, Toronto; J. C. VanCamp, Toronto; C. W. Kelly, Guelph; B. W. Ziemann, Preston; J. Impey, Toronto; D. Kelly, Toronto; G. E. Gibbard, Toronto; E. A. Hales, Guelph; L. C. Lockett, Kingston; J. A. Beaudry, Montreal; Henry Wise, St. Catharines; John McDiarmid, grocer, Georgetown.

President Kelly Speaks.

On Wednesday morning when the convention came to order President C. W. Kelly (Guelph), gave his belated opening address.

"There seems to me to be no reason why the Retail Merchants' Association should not be a very proficient organization to every member," said Mr. Kelly. "We are as an organization deeply interested in the welfare of each other. Organizations of this kind are becoming more and more necessary every day. We must, as retail merchants, become united as one man; we must be combined from the Atlantic to the Pacific, and then rely upon the perfect organization of the association to protect our interests."

"I am informed," continued President Kelly, "that 50 per cent. of the goods manufactured in this country are manufactured in Ontario. You can realize the importance of the post of the retailer, when he stands between manufacturer and consumer. We must therefore protect the consumer from the unscrupulous manufacturer. We are doing so, and it may well be said that 'the brighter the retail merchants, the brighter the commerce of the country.'

"Competition, based on vindictiveness, should cease, and competition in excellence reign," continued Mr. Kelly. "There should be one big brotherhood of dealers. I believe this organization is doing excellent work in bringing the members into closer fellowship with one another. It is also enabling the dealers to observe a code of higher ethics in trade, and there is room for lots of improvement in that direction. This," he added, "should be a successful organization of successful business men and then, you will find, we will be a power to be reckoned with.

"I trust your visit to our city will be one of pleasure," said Mr. Kelly in closing, "and that this convention will be the means of uniting our efforts for the good of the retail merchants of Canada."

Address of Mr. Ziemann.

After the applause that followed the remarks of the provincial president had subsided, B. W. Ziemann, of Preston, the Dominion president, rose to speak:—

"The chief aim of the Retail Merchants' Association," said Mr. Ziemann, "is to place the retail trade on a higher plane, to make it harder for the retailer to do wrong and easier to do right. It is not desirable that the retailer should pray for his fellow man, one day of the week and prey upon him for the remaining six. The retail business should be made an honorable, responsible business."

"Nine-tenths of the consumers of the country have to depend on the retailer for their supplies," continued Mr. Ziemann, "we have men in the retail business getting as much from the consumer as they possibly can with poorest service. We want to eliminate those deal-

ers and have men to remember that the retail trade is honest, upright, and true. For instance we cannot be honest men and pay our honest debts if we continue in price-cutting. I have seen too much of it, attempting to get trade from competitors in this way—and the result is very often bankruptcy. Is that man honest? There are men who fail in business because circumstances force them to the wall. But such men, as those who undersell their competitor, not caring whether he was able to withstand it or no, should be sent to join some of our bankers in the city of Kingston.

Association Advantages.

"As business men," Mr. Ziemann continued, "we should do our utmost to spread as widely as possible the aims and objects of our association. We have accomplished a great many things, as an organization. There is not a merchant in Ontario. who has not been saved his annual membership fee over and over again as a result of the savings coming to him from the Assessment Act. I am almost inclined to be sorry," said he, "that it was obtained as it was. Had the merchants been soaked, good and proper, and the association, afterwards stepped in and secured an amendment to that legislation they would have appreciated it more. Then, take the Trading Stamp Act. It was abolished by the efforts of this association, and it has saved the merchants of the country thousands and thousands of dollars. A great many men appreciate that.

"But there is a somewhat similar evil abroad in the province at the present time," continued the president impressively. "They have it here in Guelph, and they have had it in Berlin and Galt. I refer to this free library scheme. Now as I read the criminal code it seems to me that 'Trading stamps and similar devices' are offences under the law. I maintain that this free library business is a similar device to trading stamps. It takes from $500 to $600 to have a free library of 175 volumes. I have been talking to men in the book business who would gladly furnish the whole outfit for $100, including the case. What does the dealer get out of it? One man has told me it was the biggest nuisance he ever had in his store.

The Library Competition in Preston.

"When the solicitor came to me in Preston, we talked the matter over," continued Mr. Ziemann. "I thought it was illegal and said so. He answered that a prominent legal firm in Toronto had looked into the matter and had declared it to be legal. I said it was not a square deal to the merchant across the street if the proposition would bring all the business to me he declared it would. The solicitor dubbed me an idealist and prophesied that I would not, holding those views, continue long in business. For 20 years, gentlemen, I have felt bound to consider my competitor in business, just as much as I considered myself. That was the right thing to do and could not be evaded. It was the higher law."

"Now we had this thing broken up in Preston," went on Mr. Ziemann. "We managed in this way. When we found out the promoter was determined to push it I candidly told him that if it was legal, and he got 12 men in Preston to subscribe $25 apiece, I would guarantee that every other merchant would subscribe $5 apiece, and get something a lot better. The result was that solicitor left town. Two weeks ago another man came. He was fortunate enough to strike a few merchants who had not been talking to me on the subject. But, finally, they put it up to him to get me, before they would go into the arrangement. He tried to get on without me, but could not. Last Friday he came and literally begged me to go in, or, if not that, to keep quiet. I told him he was wasting time in Preston, and might as well go home. Finally he offered to buy me, not in out and out terms, but by indirectly asking what I wanted. I assured him that if my own brother were pushing his scheme I would oppose it as much as possible.

"We were successful in Preston, and there is no free library there. I advise you, if they come to your town, to fight. Get all the merchants to go in on some other arrangement. If we cannot get people to come into our stores without such inducements let us go to the wall. But I believe we can carry on business without clap trap of that kind.



ATTRACTIVE INTERIOR OF WINNIPEG STORE.

The foregoing is an interior view of H. E. Weldon's grocery store, Winnipeg. It can readily be seen that the proprietor appreciates the possibilities of his display space. Note the biscuit display case in the foreground and also the attractive arrangement of the two silent salesmen. The clean white coats of the clerks fairly breathe out purity.

Sending Out Travelers.

"There are some other matters I want to talk about," continued the Dominion president, "and one of them is the policy of the wholesale houses in sending out their travelers. A well-known hardware man told me recently that the wholesaler sends first a man to canvass the hardware merchant of a town, and, later sends another man to approach the contractor. That man gives the contractor an opportunity to buy his supplies by wholesale at reduced rates. I don't believe it is right, and if a wholesaler treated me as some hardwaremen are said to be treated, I would not buy from him five cents worth of goods. If a wholesaler would induce me to stock up with goods, and then go and supply the contractor so that that gentleman would need only a few lines I would declare it to be unfair. And that is the impression given to me by two members at least of the Hardware Association.

Same With Grocers.

"I believe the grocers are up against it in the same way. A traveler will go to a town and canvass the dealer and will then go to the hotels and boarding houses. It may be all right, but I don't think it's a fair deal that the grocer should be used as a convenience by the hotelman when they run out and find it impossible to get their supplies from the wholesaler.

"There is no use talking, we retailers are dubs used as a convenience by the public," declared Mr. Ziemann. "In the country the women will send their money to the mail order houses. They pore over the catalogues and endeavor to discover some item upon which they can save money. They send for it. When in a hurry they will send to the retailer around the corner. It isn't fair to us. We stock up, and when the people can't get what they want from the mail order house they come to us. We should adopt some kind of an educational campaign. We should take the people into our confidence. You know the average public believes the retailers are 'shysters,' who are always out to soak the public. Of course, we, as retailers, are responsible to a large extent. I remember a grocer in our town (Preston), who sold raisins at a price lower than they could be bought by carload lots. When a woman, after that went in to buy raisins from other dealers and could not obtain the same quantity they denounced the poor retailers as extorting an enormous profit, instancing the price at which the low-rate grocer was selling raisins. That's always the way it works out for the other man when one retailer sells at cost or less.

Question of Cost.

"How many of you here have gone into the question of the cost of an article to you before it reaches the consumer? You have to take into consideration your rent, light, and heat. How much does it cost you to sell goods? The lowest figure that is given is 17 per cent. That is the profit you must add to the cost price of the goods going on your shelves. I am told a certain mail order house in Toronto adds 25 per cent. to the cost price of all the clothing handled in that store, and the man who told me was the manager of the clothing department.

"Now when we buy goods—say at $12 a dozen don't let us say they cost us $1 each. They cost $1.17 each. That's what we want to do. Let us see if we cannot make a decent honorable living. We want to start a campaign and get some of the thinking public to believe we retailers are not as black as we are painted," concluded Mr. Ziemann.

Dominion Treasurer Speaks.

J. A. Beaudry, of Montreal, Que., Dominion treasurer, who followed Mr. Ziemann, conveyed to the meeting the greetings and best wishes of the association of the Province of Quebec. He was pleased to hear the Ontario president say that the competition of the future would be along the lines of excellence and quality. The merchants of his province, he said, would be glad to meet such a warfare. Now, instead of wasting time on reviewing the past they should make plans for the future—try to find out in what ways they could benefit the retail trade. Optimism was the faith to be developed. The men who achieved great things were all optimists, and he believed that there were enough men of that faith in the R. M. A. to make it a success."

Address of Welcome.

Mr. Beaudry was followed by Mayor G. J. Thorp, of Guelph, who, in a few well chosen remarks, presented the visitors with the freedom of the city. In the exuberance of his welcome, his worship assured the delegates, one and all, that even the jail key would be given to any one who felt it might be needed. But he was sure that the key would not be needed because he was acting police magistrate in the absence of the regular official.

Mr. George Gibbard, druggist, Toronto, and secretary of the Toronto branch, responded on behalf of the delegates.

First of Resolutions.

"Rome was not built in a day," declared Mr. Ziemann, of Preston, when the regular business resumed with the reporting of the committess. "And," he added, "we will have these resolutions kept before you in the hope that something may be built from them or upon them later on.

Mr. Zieman was chairman of Committee "B." which had to deal with all resolutions concerning Dominion affairs. His first resolution was:—"That this Convention again desires to express the opinion that it is strongly opposed to special privileges being granted by the Dominion Parliament aiming to facilitate the formation of Co-operative Societies."

He turned the above over to President Kelly with the comment that the committee was in hearty accord with its spirit.

Opposed to Free Deals.

"Your committee believes that good principles should rule in a grocery business," continued the Dominion president, as he tabled the second resolution which dealt with the giving of bribes and read :—"That this convention is strongly opposed to the system of bribes or gifts for the purchase of goods or any other scheme or device which may be considered as an enticement for the public to buy goods, and that copies of this resolution be sent to the Dominion Dominion Board requesting the said to forward a copy of the same to all manufacturers and merchants who have adopted this system." This was carried.

The next resolution which Mr. Ziemann presented to the attention of the convention with the concurrence of his committee. was No. 8. It dealt with the organization of a department of trade, and was carried. It read:—"That this Convention wishes to renew its request to the Dominion Parliament, to the effect of organizing a department of trade on the same basis as that organized by the Railway Commission."

Inspection of Scales.

There was some discussion over the next, which was worded as follows:—"That this convention places itself again on record and believes that it is unjust that the retail merchants should pay for the inspection of weights and measures, as such inspection is made in order to protect the public. That the Dominion Board be requested to take the necessary steps to have the law amended, so that the inspection of weights and measures be made the expense of the public treasury."

"Your committee is in thorough accord with this," said Mr. Ziemann. "As I said before Rome was not built in a day so this one will have to be awaited with patience. The public is getting the benefit and so should pay for the inspection."

J. C. Van Camp, undertaker, Toronto, ventured the suggestion that it might be fair for the public to pay half and the retailers half, of the expense incurred by inspection. But this was not agreed to. J. F. Holloway, grocer, Toronto, thought the public should pay the whole. B. McDonald, grocer, Picton, opined that the inspection as they had it was not the slightest use. A scale could go wrong ten minutes after the inspector left the store. He welcomed inspection —thought it was a good thing— but he was of the opinion that the inspector should be able to drop in unexpectedly and inflict a penalty if the scale were wrong.

D. Kelly, flour and feed, Toronto, agreed with Mr. McDonald. The present system was of no use. In his place, he said, an outside scale got out of order, and it was sent out to be repaired. Following that it had been used by him for a year without any inspection. He also thought a system was wrong whereqy a dealer was compelled to pay for inspection, even if the scale should prove to be right. He was in favor of more inspection and the public paying for it.

Secretary Trowern and Treasurer Moyer took a stand then in favor of the resolution, and Mr. Ziemann provoked a good deal of merriment by telling of a brass yard stick in his tailor shop in Preston, which was so covered with the stamps of the inspector of weights and measures, that it was difficult to see the graduations. "I've always wondered if that inspector thought that brass yard was prone to shrinkage," laughed Mr. Ziemann.

The resolution was carried on motion of George Cooper, plumber, Toronto.

Civil Servants to Pay.

Resolution 14 was the next and the last on Mr. Ziemann's list. It was as follows:—"That this convention desires to express the opinion that the Dominion Government employes should be forced to pay their creditors, in the same way as the public in general, and that their salary be seizable, according to the common law."

(Continued on page 34.)

The Canadian Grocer

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John Bayne MacLean - President

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LENT AND OPPORTUNITIES.

One of the grocer's times of opportunity—times when the judicious and energetic use of originality always bring golden returns—is with us in this Lenten season.

As in the glad Christmastide, one thinks of high grade fancy goods, when Lent is in the mind. Unlike Christmas, however, there is no superabundance of fresh meats to make glad the heart of the epicure. And therein lies the grocer's opportunity.

What one of you can estimate to a nicety the value of a tastefully arranged display of fancy groceries at this time of the year? Who can tell exactly just what thoughts are surging in the mind of the jaded housewife as she glances aside at a well-planned window while hurrying home to provide a new meal from old material? She should be in a humor to clutch at a new suggestion, as the proverbial drowning man at the straw.

It is up to the grocers of the land to take advantage of this, her state of mind. Let him throw out his Lenten suggestions in his windows; let him talk them over his counters. Let biscuits, cheese, canned goods, marmalades, honey, olives, and such like be brought up into the forefront of his fighting stock and be made to make their mute appeals to the passerby.

The opportunity is his for the grocer to embrace.

HOW ADVERTISING IS PAID.

An authority on publicity recently made the statement that the men who do not advertise pay the bills of those who do.

This is a little different position from any previously taken on the question and, at first glance it seems a little daring, but he seems to have some reason and force in his arguments, when that declaration is probed.

The men who are best known in every community are the men who advertise and, generally speaking, they get the bulk of the trade.

Now, the merchants who do a big volume of business decrease their selling cost by reason of that volume. The merchants who do not secure that volume of trade have to dispose of their goods at a greater selling cost.

It has been said that dealers who advertise operate, often, on a selling cost of from 20 to 26 per cent., while the same cost to the merchants who do not go in for publicity runs in excess of 30 per cent., and sometimes reaches even the dizzy height of 50 per cent. In the former case the advertising costs were included, with rent, heat, light, insurance, and all necessary and fixed charges.

So it would seem that after all, the man who does not advertise pays the bills for the man who does.

CAUGHT BY SUGAR ADVANCES.

A traveler of a wholesale grocery establishment relates an interesting story about a Canadian retail dealer who wouldn't read The Canadian Grocer because he considered he was a closer student of markets than this paper.

"What is going to happen in the sugar market?" suggested the traveler, to determine just what the dealer did know.

By the way, the incident occurred before the two recent advances.

"Why," replied he, "it's as plain as A, B, C, that sugar is going down again and that in a very short time; I have been following up the newspaper reports and there is no question that it will decline."

The very next day sugar advanced as had been intimated in the market columns of The Grocer of that week. The following Wednesday up it went again making a total advance of 20 cents per hundred pounds.

Had this dealer been more faniliar about the sugar market it is quite possible he would have secured sugar at the price existing a few weeks ago. He might even have saved enough money to pay for a subscription to his trade paper for ten years; but evidently he was relying upon unauthoritative mediums for his information and lost the opportunity.

C. W. Kelly, Past President of the Retail Merchants' Association, says he is not a good, nor a wise man, who prays for his fellow citizen, one day in the week and preys upon him during the other six. Surely Mr. Kelly was not alluding to the delegate for the plumbers.

OLD-LINE GROCER—TRADE PAPER.

A grocery clerk unwittingly pointed a fine moral only the other day.

While on a business trip from Montreal a profession man "dropped in" to a grocery store in a well-known country town in the east. He was a keen chap, this business man, and a great believer in the value of reading up what other men in the world are doing. Incidentally he had friends interested in the publication of trade papers, and of the relative value of these he often spoke as he journeyed about the country.

Now this particular store was run by an old-line groceryman, with opinions as hard, and as fast set, as the Rock of Gibraltar; and it was run in an autocratic style. There was included in its equipment none of those contrivances that now are looked for in the modern grocery store. Needless to say "The Grocer" was not a visitor there.

During the inevitable conversation, the "Old Line" dealer informed the visitor he did not take The Grocer, and could not see the need of anyone taking it, or any paper, to keep abreast of the times. The professional man was up in arms in a moment, in defence of his favorite theory, and quite an argument followed.

Here entered the grocery clerk. He was an interested auditor of the battle between the two, but the "Old Man" allowed no lagging, and he went on with his work, weighing and parcelling goods. Finally he left the show room.

But the eyes of the Montreal man had been following his every movement, and after the door had closed behind him, to the proprietor he exclaimed' "Why, you need to take trade papers to instruct your clerk in the weighing of goods if for nothing else; that parcel on the counter is heavier than it should be."

The proprietor pounced upon the parcel like a hawk, and threw it on the scale. Sure enough the boy had given overweight. Vanquished, the "Old Man's" face hardened, but gradually the hard lines softened as the point of the other's argument came to him. "Send around some of your trade paper friends, sir, and we may be able to make a deal," said he, as the city man took his leave.

The point which the proprietor of that store saw and which induced his changing his whole idea of business, was that but a few such parcellings by his clerk, would pay for a trade paper, and that the taking of the journal, would be of educative value sufficient to mean to him a great saving in a year. There is not A SINGLE MAN who does not MAKE FAR MORE out of The Grocer, than it costs him. It's worth remembering.

Figure Always From the Selling End

Illuminating Comparison of Advantages of Systems—Instances and Examples Showing Savings From Figuring From Selling Price—The Method of Doing it, and How Great Merchant was Saved by Accountant From Heavy Loss.

By Henry Johnson, Jr.

In course of a recent conversation I got a new light on this question of the folly of adding profit to cost as compared to the wisdom of figuring always from the selling end. The man with whom I was talking was a dry goods merchant, wholesale, who had traveled around a good deal. He said he had often seen merchants figure a profit of 25 per cent. on certain items and then, later, close them out at a discount of 25 per cent., believing they were realizing cost, whereas, they were not getting cost back.

Try it, and see. You pay 80 cents for an article. Add 25 per cent. of cost and your selling price will be $1. Now, at the end of the season, if you conclude to close out, deduct 25 per cent. and what you have left will be 75 cents —5 cents less than actual cost to you. Had it been your rule to figure always from the selling end, you would have figured a profit of 20 per cent. on the sale at $1 and when you closed out you would have deducted 20 p.c., and then you would still have your original 80 cents—actual, original cost.

This particular problem is one which grocers are seldom called upon to solve, for they very seldom give "closing out" sales at any given reduction. But it will not be without value to all of us to study all sides of this question.

* * *

Lightning Calculation in Business.

What I have determined to talk about this week, however, is an article in the Workers' Magazine supplement of Sunday's Chicago Tribune entitled : "Lightning Calculation Art Immense Aid in Business," by J. M. Stewart. And the reason I reproduce so much of Mr. Stewart's article is because he so completely follows out the reasoning I have expounded in these columns.

"Perhaps a majority of the American people think those who can figure quickly 'in their heads' must be gifted with some kind of special talent in that direction.

"This is a mistake. Any one can become an expert in this science if he will give it attention. Much less study is required than in any other branch of commercial learning, the rules being few and simple, and, once mastered, a little practice will put the student in possession of something that will be of the greatest value to him."

And then he gets down to things which so long have interested us :

Curious Tricks of Arithmetic.

"There are a great many curious and valuable things connected with ordinary every day arithmetic and used by all of us who are engaged in any kind of business, which can be easily learned. If engaged in clerical work you will find much to aid you. If you are a young man entering on a business career, you can better your prospects. If you are a business man you can also profit ; for a knowledge of the correct application of figures is a necessary adjunct to business, and you will be able to learn things through this medium that are never taught in schools, but only in the course of business, most of them being purely inventions of the counting room and all exceedingly important.

"Take the figuring of profits, for instance. The text books used in our schools certainly were never written by successful men of business. If they were they would never contain such examples as the following : 'A man buys a horse for $50 and sells him for $75, what percentage of profit does he make ? Answer 50 per cent.' You will find in every arithmetic such examples. No more fatal and misleading ones were ever penned. They lead the student to think of the percentage of profit in an entirely false manner and cause many business men to think they are making much larger profits than they really are. This makes them prodigal of expense and often leads to a failure which with a better knowledge of percentage could have been avoided."

* * *

Right Way to Figure.

"Suppose a man to have in contemplation the sale of a horse on the basis of the above transaction. A broker approaches him and offers to conduct the negotiation. He asks a commission of 33 1-3 per cent.

"Now, the owner of the horse, having a profit of 50 per cent. in sight, agrees to this, and the broker, having completed the transaction, renders a bill as follows :

Sold one horse at	$75.00
Commission, 33 1-3 per cent.	25.00
Due seller	$50.00

"The seller's books would show a profit of 50 per cent. entirely eaten up by a commission of 33 1-3 per cent. Not good figuring, is it ? Still that is the way nine-tenths of our smaller merchants figure, which fact often accounts for their being small.

"Now, there is only one way to figure a merchandise profit, and that is on the sale, not the purchase. Find out what percentage of the sale is profit ; govern yourself accordingly, and you will not go astray. Had the seller of the horse followed this rule, he would have found his profit to be 33 1-3 per cent., and would not have made the mistake of giving it all to the broker.

"There is a great mistake made in ever considering the profit as made on the investment or on the cost of an article. Some teachers dispute this statement, but let them ask any successful wholesale merchant what he thinks, and see that he will say. Most of them hold that figuring that way precludes success.

Figure Profit on the Sale.

"Always figure your profit on the sale. Then you will be on the safe side. To obtain the correct percentage of profit on any transaction subtract the cost from the selling price, add two ciphers to the difference, and divide by the selling price.

Example No. 1.

"An article costs $5 and sells for $6. What is the percentage of profit. Answer, 16 2-3 per cent.

"PROCESS—Six dollars minus $5 leaves $1, the profit. One dollar divided by $6, decimally, gives the correct answer—16 2-3 per cent.

"This operation is simple, and a knowledge of it being vital to any one engaged in, or intending at any time to enbage in business, it should be carefully committed to memory and constantly borne in mind.

"Never figure a profit on the cost, but always on the selling price. Should you not know the latter, but wish to mark your goods at a certain per cent. profit, subtract the per cent. of profit you wish to obtain from 100. This will give you the relation the cost bears to the selling price.

Example No. 2.

"An article cost $3.75. What must it sell for to show a profit of 25 per cent ? Answer, $5.

"PROCESS—Deduct 25 from 100. This will give you a remainder of 75, the percentage of the cost. If $3.75 is 75 percent. 1 per cent. would be 5 cents and 100 per cent., $5. Now, if you marked your goods, as too many do, by adding 25 per cent. to the cost, you would obtain a selling price of about $4.69, or 31 cents less than by the former method. Which is right ?

"When you take 25 per cent. off the selling price, figured according to the first rule, you still have your cost intact. Take 25 per cent. from the second sum, and see if the cost remains.

"Suppose two men engage in business and both essay making 25 per cent. gross profit. One figures his profit according to the rule laid down in this lesson, and the other adds 25 per cent. to the cost of his goods. Could they both show a gross profit of 25 per cent. at the end of the year ?

* * *

Great Merchant Shows Ignorance.

"A large department store changed hands. The goods in stock, to cover freight and other charges, were marked up 10 per cent. They were sold at actual cost, but for convenience sake were invoiced as marked. The inventory having been completed, nothing remained to be done but take off the 10 per cent. that had been added.

"The parties to the sale accordingly approached the accountant having the matter in charge with a request that this be done. The man of figures set about making an elaborate calculation with this object in view, when he was questioned by the seller as to what he was doing.

" 'Reducing the goods to cost,' he answered.

" 'Nonsense ! Just take off 10 per cent.' said the seller.

" 'Do you want it done that way ?' asked the accountant.

" 'Why not ?' said the merchant.

" 'Well just add 10 per cent. to a dollar and from the amount thus obtained deduct 10 per cent. and see if you have your original dollar left.'

"The merchant saw the point at once and said no more to the man of figures, who was saving him more than $3,000, which he would have lost and the buyer gained, without either of them knowing anything about it, and all on account of a little lack of knowledge of percentage."

I am not going to apologize for inserting this article almost entire for it is the right kind of stuff. Of course, all that "process" in example No. 2 is given merely to show clearly just how things should and must be figured. The live merchant will not go far in correct figuring before he will know enough to get these things together at a glance. But, as I have said before, go down deeply into this thing, taking all needful time, until it all becomes mechanical to you. You can invest time to no better advantage.

Newspaper Talks and Window Displays

How Davy Jones of Round Corners Neglected His Window Space and Failed to Develop His Business—Folly of Merchant Running Same Advertisement Week After Week in Newspaper—Selling Comparisons.

"Out at Round Corners," said a well-known traveler the other day, "is a general store that for the past twenty-three years has been presided over by Davy Jones. It possesses two excellent show windows, open to the view of everyone that passes, and which could be made effective selling agents by most merchants.

"I do not think they have increased sales very much for Davy, for, when I came upon his place last week I was not at all tempted to buy. He no doubt felt those windows had to be filled up with something, and to impress customers with the magnitude of his stock he had nearly every article he carried represented in the display. It looked also as if it had not been changed for a mighty long time.

Business Was Dull.

"When we had shaken hands and got started to talk, Dave refused to buy anything because business was dull. I said to him, 'Why don't you advertise?'

" 'Well,' remarked Dave, moving farther back on the counter which he always used as a seat, 'I can't advertise, because we have no paper in Round Corners.'

" 'Say,' I replied, 'you have fourteen feet of splendid advertising space right up to the front of the store, and you are deriving practically no revenue from it. How can you expect to, when you never change your advertising copy.'

"Davy sat still on the counter and looked extremely puzzled, so I explained to him that his windows were two of the best advertising mediums he could have.

Kept Windows Filled.

" 'Yes,' he answered, again quite calm, 'I know those windows are good places to show goods so I always keep them well filled up.' That was all.

"Now Davy's idea of window display does not meet with the approval of the up-to-date merchant, who does more than merely keep his window well filled up. In the first place, the window, in order to create business, must not contain a mixture of everything in the store. A display must first attract attention, and this it will not do if it consists of but a pile of different articles.

"Window advertising and newspaper advertising are somewhat similar. Keep the same old advertisement in the paper, week after week, and people will soon quit reading it, just because they have read all of it before, many times. It is the same, to my mind, with window display. When customers have seen it a few times, their interest in it ceases, and soon they pass it without even giving a glance.

Have Displays Interesting.

"That is why all the big stores frequently change the display in their show windows. They recognize, that if they intend to attract customers to their windows, they must have something new and interesting all the time. It is for the same reason that advertisers in the daily papers change their copy often, having something new to tell the public every day, and that is why their advertisements are read and why the progressive merchant's window is carefully watched." So talked the knight of the grip.

The window dresser knows well that a window filled with many articles, bearing no relation to one another, attracts little business. While an attractive appearance may be gained by the use of an assortment, and while it may even attract attention, still it will not have the selling power that is possessed by a display where the mind becomes concentrated upon one or two articles. The window that draws the customer's attention to one particular article and does so in such a manner, as to put the customer in a mood for buying it, is the valuable one.

The merchant should, therefore, change his window display often, having something new and interesting every time. He should make his windows a selling power. This can be done only by limiting a display to one line, each time. The importance of price cards in helping to make sales should also be kept in mind by the window dresser.

WOMEN FIGHT SHORT WEIGHTS.

It is reported from Indianapolis, Indiana, that the women of that city have organized to fight the short weight abuse. Several hundred women are said to have enrolled in the club they formed which is called the Housewives' Weights and Measures Protective Club, and over which Dr. Amelia R. Keeler, is president. The members are pledged to weigh everything and when even a shortage of a fraction of an ounce is found, a vigorous prosecution is to be waged by the organization.

RETAIL MERCHANTS AT HALIFAX

Annual Meeting of R. M. A. of Nova Scotia Urges Reforms.

Halifax, N.S., March 8.—At the annual meeting of the Retail Merchants' Association of Nova Scotia, A. S. Burgess, of Canning, was appointed president for the ensuing year, and Edwin Hubley, of Halifax, vice-president. The association recommended reform in taxation, so that the burden shall not unduly rest upon the merchant, as it is considered to do at present. This they would reform by changing the Assessment Act and placing a heavy license on peddlers. They recommend that the time limit for long-distance messages by telephone be extended from three to five minutes for any continuous conversation on a business phone. It was decided to join forces with the other provinces in opposing the parcel post bill. A credit reporting department for the retail merchant will be inaugurated at an early date, while the association are formulating a system which will make a cash business more general. The association, which was only formed in 1909, is making rapid progress.

TORONTO DEALERS TO R.M.A.

According to a Toronto member of the R.M.A. it is the intention of some of the members of the general executive, at its next meeting to go earnestly and carefully into the matters of jurisdiction. It is proposed to draw up, at this meeting a comprehensive and definite scheme providing for independent offices and an organization also separate, in great measure from provincial control.

To accomplish what they desire, the Toronto men say, it will be necessary to effect several rather radical changes in the constitution. The question, therefore, will not be decided hastily. But when the decision is arrived at it is understood that it will be submitted to the Dominion Board as in the nature of an ultimatum.

The alternative for the non-acceptance of the proposition by the Dominion Board, The Grocer was informed, is the withdrawal of those interested from the R.M.A. and the formation of a new organization. The meeting will probably be held next week.

When the Swing of the Scale Spells Loss

Grocery Broker Relates What He Sees in Stores Throughout the Country—Indifference of Clerks to Employer's Business Welfare—Things That Should be Considered in Handling of Bulk Goods.

"When in a store," said a grocery broker the other day, "I always take particular notice of the movements of the clerk and I would venture to say that five out of six clerks do not weigh correctly, and that in nearly every case the customer gets the benefit. The aim of most grocery clerks seems to rest in completing the process of weighing, and not in attempting to safeguard their employer's profits by giving correct weight and no more."

"If you watch a clerk weighing goods you will find, that, in most cases, they are waiting for the scale to go down. They seem to think that as long as they give the customer good weight it is all right. They do not think that they are robbing the merchant. Therein lies the source of a great deal of loss. It may be only the matter of one ounce which in itself does not seem very much, but with 100 weighs, think of what it amounts to.

Lack of Proper Training.

"This comes from carelessness and lack of proper training in correct principles connected with the grocery business. Very few grocery clerks can even correctly tie up a parcel because they have never been taught to do it correctly. This all goes to show that every clerk should have to serve an apprenticeship as they do in the Old Country. There they are taught all the essential details that go into the making of a competent clerk."

"There are, also," the broker continued, "a good many grocery merchants in this country who are poorly schooled in the principles of their business and who display the fact quite prominently in many of their methods.

"Take for instance the way many merchants figure the cost of bulk articles, taking into consideration the invoice cost without the addition of other extras, and the quantity that is supposed to be in the bulk container, but which in many cases is not. Now a keg of grapes is supposed to contain 60 lbs., but does not do so in many cases, the weight, quite often, falling considerably below that figure. Still, those merchants who do not take the trouble to find out correctly, will figure the cost according to that weight. When the spoiled fruit and the cost of parcelling is deducted, it will result in most cases in a loss to the merchant."

Depreciation in Fish.

"Another article in which the retailer rarely knows the exact cost is salt fish. They know the amount that is supposed to be in the barrel, but never take the trouble to find out the quantity they sell, or whether they are selling at a price that will pay a profit.

"There are few bulk articles in the grocery store that do not dry out to a certain extent and this should be considered in figuring cost. Nor can you take 100 lbs. of any article and weigh it out into different parcels and get 100 lbs. at the close of the operation. Even sugar, no matter how carefully weighed, will not give 100 lbs. to a bag. I wonder how many grocers know the number of pounds, they get out of an eighty pound cheese? I wager there are very few. If they buy cheese, say at 10 cents and sell it at 11½ cents, they figure that they have made a profit of 1½ cents or $1.20 on an eighty pound cheese while very likely they have sold it at a loss. If they would keep an account of the amount sold from one cheese, they would after that be able to form a more correct estimate of the price at which it should be sold in order to give them a profit."

"The other day I asked a grocer why he did not handle a certain article in package and referred him to a certain brand that paid a good profit. He replied that he was making a better profit on the bulk article. I did not agree with him, for he had not taken into consideration the paper bag, the twine or the time employed in weighing. He also had not remembered that he could not weigh 100 pounds, out of a 100 pound bag, especially in this article, which is seldom sold in quantities larger than 5 cents worth at a time, and which requires about fifty weighings to the 100 pounds.

"I have seen that article weighed and the clerk in nearly every case gives overweight, believing he can afford to because it gives a good profit. Which all goes to show," he concluded, "that merchants have to take many things into consideration in figuring their profits."

Percentage of Water was Much too High

Investigation of Sale of Cheap Butter in Montreal Stores by Pure Food Department Reveals Strange State of Affairs—The Fight Over Hankow Eggs—Grocer Goes to Court Over Loss of Fish.

(Staff Correspondence.)

Montreal, March 9.—In a number of smaller grocery stores in this city, butter recently sold for 22 cents a pound, a figure much below the market price. Suspicions were aroused and upon investigation by officers of the Pure Food department the butter was found to contain too great a percentage of water. The government standard is 16 per cent., whereas the butter in question registered as high as 44 per cent. water. The grocers involved were for the most part trading with a foreign element. In their defence they pleaded ignorant of the fact that the butter had contained too much water, accepting it without question from the manufacturers. The latter, two in number, were each fined $50 and costs. It is understood that the butter was "fixed up" by the manufacturers presumably after it was secured by the real makers. It was then "worked up" with water. This sponge-like property of butter was being used to a financial advantage until one of the inspectors asked for a sample for test purposes.

The Hankow Eggs.

The canned eggs case drags on from week to week with nothing yet accomplished. The two parties have entrenched themselves as strongly as possible—the Pure Food department with expert evidence to show that the eggs are not fit for food purposes, and the owners of the eggs with just as expert evidence to show that the eggs are in good condition. The nine thousand, five-gallon cans, are still in the cold storage warehouse in which they were discovered some time ago by one of the food inspectors. Owing to the notoriety which numerous seizures by health authorities in different parts of the United States had given canned eggs, attention was immediately centred upon these, and an examination of them was duly made with the result that they were ordered to be destroyed. It has been explained that the canned variety is simply the whites and yolkes mixed together, poured in five gallon tins, and then frozen. Naturally they remain in this state until required for use. Under ideal conditions it is claimed that these eggs should be fit for food.

Courts are Costly.

The average grocer believes in the futility of appealing to law for redress in many matters in which they are concerned. The individual believes this from his own experience. A police court case recently illustrates the point. A small grocer paid $4.86, the regular costs, for swearing out a warrant against a man who had stolen from the store a fish worth about ten cents. In court the prisoner admitted his guilt and asked for leniency from the judge stating that he had been under the influence of liquor and took the fish more in fun than from a desire to steal. He was allowed to go on suspended sentence, but the $4.86 was spent in vain even though the prisoner had caused a disturbance in the store. It is instances of this kind that have taught the grocer not to depend upon the courts and as a result he simply says "What's the use?"

HINTS FOR MERCHANTS.

The merchant should not be afraid to ask a fair profit on his goods. If you try to meet every cut in price on every line, you will soon run your business on the rocks of disaster.

The merchant who is looking for investments that pay big dividends, should remember that a book or trade journal that will increase the energy of the clerks or the proprietor, pay a very large percentage on the amount invested.

Arguing with a customer is rarely a good thing. The only results it is likely to bring is the loss of a customer.

Advertising does not mean merely filling up the alloted space in the paper. You must tell the public something that will interest them in a manner that will lead them to buy.

You may think you use lots of show cards, but there are a dozen places around the store where another one might mean more sales.

PROFESSOR SMOOTHLY AND LIGHTNING OIL

How the Guileful Patent Medicine Vendor Aroused Cupidity of New Proprietor by Creating a False Demand, and How it Needed an Accident to Remove Goods From Shelves, Once Purchase Had Been Made.

It was the new proprietor's first day in the corner grocery, and, as he dusted his goods and rearranged his shelves, he was dreaming of the big business he would build up in the old store. Enter the market medicine vendor, Professor Smoothly, in his rusty Prince Albert, greasy curls, and high silk hat.

He swung his grip on the counter and without seeming to notice the change, he inquired "Well how many to-day? two gross or three gross?"

"What are you selling?" asked the new proprietor.

"Oh! I see, a new man, ah;" exclaimed the professor, for the first time letting his sharp grey eyes rest on the young man.

For the next five minutes he expounded on the virtues of the wonderful Lightning Oil and how the people would have nothing else. "Why I bet you haven't a bottle on your shelves now. They will be after it but don't buy if you don't want to. The man round on the Avenue will be able to supply them."

That afternoon two old ladies each wanted a bottle of Lightning oil and one of the first customers in the morning was a little girl with three shining quarters wrapped in a note, "for three bottles of Lightning oil and please send no other." Then a colored man was so disappointed when his quarter was handed back with, "Sorry but I have no Lightning oil but will have some to-morrow if you will call again."

It was hard for the new man to miss the sale of those six bottles and the good profit it would have brought him, besides disappointing the people who must be the nucleus of the big business.

How lucky! there goes the Professor on the other side of the street with never a look at the corner store. But a sharp whistle and a friendly call soon brings him over and not many minutes had elapsed before one gross of Lightning oil was shining on the shelves and the professor had departed with his $24 less 5 per cent. off for cash.

That was ten years ago. There is still in stock one hundred and thirty-four bottles. The other ten met with an accident. Lightning oil is a sore topic with the little grocer but the experience in salesmanship and buying was worth something.

CHANGES OF THE WEEK.

New Stores Opening up, Others Changing Owners, and Assignments.

Ontario.—W. J. Fleming, grocer, Shelburne, has sold to J. Jackson.

Wm. Schwitzer, grocer, Ottawa, Ont., deceased.

Miss Rose McMullen, grocer, Brockville, Ont., deceased.

Sauve & Sauve, grocers, Ottawa, have sold to G. Wevesque.

Fred E. Kline, general merchant, Lakefield, Ont., has assigned.

Mr. Nelson Byer will open a grocery store in Stouffville, Ont.

John Dagenais, grocer, Ottawa, is succeeded by E. St. George.

Alex. D. McDonell, general merchant, Lancaster, Ont., has assigned.

W. Mills, grocer, Fort William, Ont., has sold to H. A. P. Wenger.

Duncan Elwood, grocer, St. Thomas, Ont., has sold to Aldrich & Co.

Z. R. Hunter, grocer, Mount Albert, Ont., has sold to R. C. Rose.

Wm. J. Fleming, grocer, Shelbourne, Ont., has sold to Robert Jackson.

Mrs. Mary George, general dealer, North Cobalt, Ont., has assigned.

S. Agige, general merchant, Fort William, Ont., has offered to compromise.

The general store of J. S. Romson, New Dublin, Ont., destroyed by fire.

H. V. Landry, general merchant, Casselman, Ont., succeeded by S. Perrier.

J. A. Cruickshank, general merchant, Hepworth, Ont., sold to J. A. Rourke.

R. Stirrett Co., Petrolia, Ont., have taken over the general business of Mann & Co.

J. A. Rourke, general merchant, Shallow Lake, Ont., has sold to Wm. Rourke.

John Wilson, grocery and provision dealer, Orillia, Ont., has sold to T. B. Cramp.

D. Rountree & Sons, general merchants, Weston, Ont., are succeeded by Rowntree Bros.

Brickell & Van Syckle, grocers and butchers, St. Thomas, Ont., have dissolved, M. Van Syckle continuing.

Quebec.—Albert Berard, grocer, Montreal, has assigned.

Frs. X. Rousseau, grocer, Levis, Que., has assigned.

J. G. Fournier, grocer, Montmagny, Que., deceased.

F. N. Gauthier, grocer, St. Bastile, Que., deceased.

Legault & Frere, grocers, Montreal, succeeded by J. O. Paiement.

L. Levesque & Co., general merchant, Lake Megantic, Que., has assigned.

Maritime Provinces.—G. F. Farmer, grocer, Halifax, N.S., deceased.

N. Faubert has opened a grocery store at Montmatre, Sask.

Mrs. E. Morice, grocer, Victoria, B. C., has sold to A. Honour.

M. McDougall, grocer, Vancouver, B. C., has sold to J. Gillies.

E. E. Pepper, grocer, Regina, Sask., has sold to S. B. Yerxa.

E. W. Hibbard, grocer, Redvers, Sask., suffered loss by fire.

Andrew Z. Megarity, grocer, St. John's, N.B., has assigned.

Mrs. Rose Corbin, general merchant, Stanstead, Que., has assigned.

W. A. Wilkinson, grocer, Vancouver, B.C., has sold to L. B. McClane.

J. E. Evans, general merchant, Davis, Sask., has sold to W. L. Chapman.

J. Moussette, general merchant, Coteau Station, Que., has assigned.

Peter M. Friesen's general store at Rush Lake, Sask., was destroyed by fire.

Arthur Weller has purchased the general store of D. Liem & Co., Shevlin, Man.

J. H. Richards, general merchant, St. Timothe de Champlain, Que., has assigned.

McKenzie & Trueman, grocers, Campbellton, N.B., have sold to Young & Keays.

Joshua Dykeman, general merchant, Jemseg, N.B., has sold to C. D. Dykeman.

Western Canada.—The J. Henri Bonin Co., grocery dealers, St. Boniface, Man. have assigned.

E. E. Pepper, grocer, Regina, Sask., has assigned.

J. E. Brown, general dealer, Khedive, Sask., has assigned.

Masson & Adams, general merchants, McTaggart, Sask., dissolved.

J. W. Broatch, general dealer, Fairlight, Sask., succeeded by A. P. Cook.

Norman Wasserman, general merchant, Aylsburg, Sask., is selling to J. R. Scott.

People's Supply Co., general dealers, Lumsden, Sask., are opening a branch at Disley.

The Battleford Trading Co., North Battleford, Sask., has sold its general store to Bravender & Cruickshanks, of Toronto.

Farmers Demand The Best Grades of Seed Always

The seed merchant who wishes to build up a trade can do so, only by handling the highest grades of seed. The farmer is yearly becoming more exacting in the quality of the seed he uses, and if you wish a continuance of trade, you must give him only the best. The dedirability of working up the confidence of your customers, so that they will depend on you for pure seed is shown by the following item from a farmer's magazine in regard to the seed question:

Buy Only Good Seeds.

"People have learned a lot about seeds in recent years. A few years ago every kind of seed was thought good enough to sow on the land, and when good crops did not materialize, the land or the weather was blamed for it all. We have fallen upon better days. The farmer, though there are some who still cling to the old way, is not looking to see how cheaply he can buy seed, but how good seed he can buy. There is a big difference, bigger indeed than the difference in price between good and poor seed. Most farmers know good seed of the coarse grain kind when they see it, or they ought to know. It is not so easy, however, to distinguish between good and bad in small seeds such as clovers and grasses. Most farmers have to buy these every year. They are, therefore, more dependant upon the man who sells seed in buying clovers, etc., than in any other kind. For this reason the reliability of the seedsman will count for much. It is better to pay 50 per cent. more for seed to a merchant who can be relied upon than to one whose reliability cannot be vouched for. The Seed Control Act protects the buyer in a large measure. But even this cannot at all times hold in check the unscrupulous seedsman when he gets out after business. The farmer must select the seed merchant as well as the seed he buys."

RETAILERS DISCUSS MANY REFORMS.

(Continued from page 28.)

There wasn't much discussion on this resolution for the reason that the delegates were firmly of the opinion that the civil servants at Ottawa should be made to pay their honest debts as had everybody else, and Mr. Ziemann's motion that it be carried, was seconded by George Cooper, Toronto.

For Individual Effort.

The work of Committee "C" which had been entrusted with all resolutions which affected general retail interests came next, with G. Cooper, Toronto, reporting. His first resolution was No. 3, which read:—"That this convention desires to express the opinion that it is strongly opposed to all schemes or methods the object of which is to destroy individual effort in trade, acknowledging the principle that the distribution of goods is made more economically by the medium of the individual merchant, and that this system gives more security to the public than any other way of distribution."

Centralization Better.

This resolution had met with the general approval of the committee. In the discussion before its adoption, however, G. Gibbard, Toronto, ventured to insist that the system of individual distribution was not the best, but, economically all wrong. It cost more to transfer a can of meat for instance, from a grocer's shelves to the consumer, than it did to take the beef on the hoof from Texas or Kansas. He made a plea for centralization—say four or five grocers combining with one delivery — as the better system and urged that it was the duty of the convention to arrive at some method whereby the cost of final delivery would be cut down, to the benefit of the dealer. But the resolution carried, the delegates not being ready to proceed on such a revolutionary scheme.

Publicity to Deceive.

Resolution No. 5, asking—"That this convention is strongly opposed to any system of publicity, the nature of which is to deceive the public, either on the quantity, the quality, or the value of the goods, or their make, or any system whose object it is to have the public expect an advantage which is not existing, and this convention requests the Dominion Board to take the necessary steps in order that the provisions of the criminal code on the subject be respected," came next. It was carried without discussion.

A Card Index System.

But there was discussion on the next one which dealt with the establishment of a card index system for retailers by means of which information in connection of prospective clerks could be obtained. It was as follows:—"That this Convention recommends the establishment af a service of information, the object of which would be to supply the members of the association with information on the morality and the ability of the clerks and employes."

Mr. Halloway, grocer, Toronto, was opposed to this; taking the position that it was entirely a matter for the individual retailer. We have allowed the system of recommendation which prevails in the Old Land, to fall flat here, and we hire a clerk largely by his face. Mr. Halloway urged an amendment that the last employer, the only man who could give accurate information, be called up by telephone.

Mr. Ziemann rose and urged as Mr. Holloway had done, that it was altogether a matter for the individual retailer, while, if passed, it would entail a great amount of work on the provincial secretary.

All About Jones on Card.

It looked as if the resolution would be lost when E. C. Matthews, grocer, Toronto, called on Mr. Cooper to explain his resolution. "Some years ago," said the plumbers' delegate, "we had a card index system in our business. It worked this way: Suppose a man,—call him Jones,—came to me for work. I would put him off until the afternoon. In the meantime I would call up our secretary and ask' 'Got Jones on the list? Is he of sober disposition? Is he punctual?' I get those answers right away," said Mr. Cooper, smiling, "and I know at once just what may be expected from Jones. It was my idea that the grocers and other merchants might be able to use the idea to advantage. I had no intention of saddling additional work upon the provincial secretary. My thought was to leave it to local branch secretaries."

Mr. Ziemann, convinced by the terse explanation, rose and signified his belief in the efficiency of the innovation, and the motion carried.

Mail Order Competition.

Next came resolution No. 9, reading: "That this Convention wishes to express the opinion that the retail trade in general has much to suffer from unfair competition from some stores doing business by mail, and we think the best means to cut out that competition would be to undertake a campaign of education amongst the public, and that in order to attain the object more economically and more surely, the Dominion Officers be requested to get out a pamphlet mentioning the facts and arguments on the subject, and which could be bought by the merchants in the different cities and towns, and distributed by them at the net cost of producing the same. This was carried.

The next resolution setting forth the favor of the convention of the subvention granted by the Dominion Parliament to the Canadian Press, was passed without argument.

Committees to Confer.

Resolutions 12 and 13, calling for the appointment of a committee, representative of the R.M.A., to confer with committees of the manufacturers and wholesalers, that better trade relations might ensue, were also carried. Then, with the hands of the clock pressing hard on one o'clock, the Convention adjourned for lunch, to meet again an hour later.

Afternoon Session.

When the Convention resumed in the afternoon, the first thing which came up was the consideration of Secretary Trowern's report. This, presented on the first day of the Convention, had not been detailed off to any committee, and when George Cooper, Toronto, moved, and E. C. Matthews, Toronto, seconded, it was taken up in open convention for discussion. Accordingly, Mr. Trowern, for the second time during the meeting, read his report, and President Kelly declared the discussion open to all.

"To the Officers and Members of the Ontario Provincial Convention Assembled:

"It is with great pleasure that I meet you here again on this, the Twelfth Annual Convention of the Ontario Provincial Board of our Association.

"To look forward twelve years, it seems a long time, but to look backwards it seems but a short time when we first decided to form an Association that would take care of and pronounce to the public that there was such a class in the community as Retail Merchants.

Shield of Retailers.

"Since the formation of our Association it is needless to dwell on the fact that it has been the shield and protector to all retail men, whether they were in our ranks or not, and those of us who have been in the forefront, bearing the heat and burden of the day, have been continually on the Watch Tower to see that no unfair legislation, either Provincial or Dominion, was placed upon us, and I need not add that the name of our Association is now familiar to all of our legislators, whether they are in the Queen's Park in Toronto, or on Parliament Hill at Ottawa.

"While, however, our progress in some respects has been encouraging and a great many excellent legislative enactments stand to our credit and the name of our Association can be found in a great many important public reports and records throughout the provinces of Canada, as well as on the Government fyles at Ottawa, we must feel that with all the good work that we have done that we are only on the threshold of our work.

Organization is Needed.

"It is this one thought that I would like to impress upon those who attend this Convention to-day. And with this thought in our minds and with the knowledge that we are a necessary and important class in the community and that our organization is needed and required so as to direct in an organized way the best thought of the best men and keep ever before the public mind "that if they want the retail trade of Canada to be placed upon the high level that it should occupy to give them the best and most intelligent services, that this can only be done by making it so attractive and so free from tricks and schemes that the best and most upright men will be attracted to it and can find pleasure as well as profit in their occupation."

"This is, therefore, an educational work and all educational work is necessarily slow to advance, so we must not be discouraged with our progress, if it does not seem to advance as rapidly as some would wish.

"The period over which this report will cover is a trifle over six months, owing to the change in the date of the fiscal year and the date fixed by the Constitution for the holding of this convention, so in making comparisons between what we have done at other periods of a year and during the past six months I trust that you will not overlook this fact.

Amending the Constitution.

"Since our last convention held in Kingston in June, 1910, my time has been fully taken up in an endeavor to carry out the various measures that were determined upon at that time. Perhaps the most important resolution as far as the future of our Association is concerned was the one requesting the Dominion Board to amend the constitution so that it would be opperative under the Dominion Charter. With the other members of the Ontario Provincial Board, I attended the Dominion Convention held in Montreal on the 21st and 22nd of July, and with the advice of the Solicitor of the Board, the matter received very careful and thoughtful consideration and the recommendation of the resolution was properly carried out. When this was completed, the Board then ordered copies to be printed and distributed, both in English as well as in French, and this required considerable time as they decided to secure sufficient advertising to cover the cost of the same, and I am pleased to say that this was done, leaving a surplus which will be carried forward to the credit of the Printing Account. While this work, as well as the carrying out of some of the other resolutions, comes practically under the work in connection with the Dominion Board, I feel that I must refer to it so that you will understand something of what has been accomplished.

Fighting Co-operative Bills.

"In connection with the work of the same Board, I have given considerable time, along with our Dominion Treasurer, Mr. J. A. Beaudry, in an endeavor to defeat the purposes of the promoters of the two Co-operative Society Bills now before the Dominion Parliament. In order to do this we have sent out a host of petitions, letters and pamphlets all over Canada, and to every member of the House of Commons, as well as to every member of the Senate, and also to every Lieut.-Governor and to the Premier of every Province. Hundreds of letters have been received in reply and answered, and while we have received a great many promising support, there is one letter that I would like to call your particular attention to as it comes from a Premier who is respected by all commercial classes for his wide acquaintance with commercial matters and who secured this knowledge behind a retail dry goods counter, the Hon. R. P. Roblin, of Winnipeg. In reply to my letter asking him to protest against the Co-operative Society Bills, his answer was as follows:—

"Province of Manitoba,
Premier's Office,
February 20, 1911.

"E. M. Trowern, Esq.,
21 Richmond Street West,
Toronto, Ontario.

Dear Sir;—

"I have your letter of the 17th instant. The matter to which you refer is one of considerable importance, and while I have not given the question very much consideration yet, but I have no doubt that it deserves more attention than some other matters which receive more consideration and are of less importance. I am not sure whether the Province can be represented as you request or not, but will meet your views if it be possible."

Your respectfully
(Signed) R. P. Roblin."

"Other letters are equally as important, and I refer to this merely to show that it requires very little argument to convince a Retailer on Retail problems.



C. W. KELLY, Guelph,

The Retiring President, Who Presided at the Meeting.

"Further Amendments to the Gold and Silver Marking Act, to the Act governing the Weight of a bag of Potatoes, to a connecting clause in the Criminal Law between the old Act and the new are now in progress and they have received all the time and attention necessary.

"The defeating of the Co-operative Bills, if we succeed and I am hopeful that we will, and the securing of the other measures in the Dominion House must have a beneficial effect on our Provincial work.

District Organization Troubles.

"Coming back to our provincial work, perhaps the most difficult task that I have undertaken is that of endeavoring to carry out the resolution to organize the Province in Districts. This work should be the work of one man, who should give his whole time and thought to it and who has nothing else to do, but knowing that it is a difficult thing to secure that man unless he is guaranteed a good salary and his expenses, and even then the right man is hard to find. However, it is an old saying that those who have most to do, do the most and, as I was anxious to give the resolution a good personal test, I took the Western part of the Province as an experimental ground. I started with three divisions, Essex, Kent, and Lambton, as one division. I went to Chatham and after addressing a meeting there and looking over the ground very fully, an organizer was secured and recommended by the local officers. The Association, not having any funds to lose or take chances on, I engaged him on commission, advancing him $15.00 per week, which would be deducted from his commission at the end of the month. I addressed a meeting for him in Wallaceburg and posted him thoroughly in what he had to do, giving him both fully written and verbal instructions. He was certainly a good organizer and a good talker, but the demon, drink, was his enemy and after collecting $75.00, he fell prey to the temptation and the officers of the Chatham Branch, with the able assistance of Mr. Westman, prevailed upon his family to make good the loss after he had been threatened with jail proceedings.

Another Man Secured.

"This was the first experience, but nothing venture, nothing win, and the Chatham officers secured another organizer and I fully posted him and went to Sarnia twice to address meetings and he certainly did all he could to interest the merchants and endeavor to create interest. He succeeded as well as he could, but it was by no means a profitable venture either for him or for myself, but he is still on the work and seems to know no such thing as "defeat."

"I then formed another district, consisting of Wentworth, Brant, Waterloo and Halton. I made Hamilton the first place of attack, and I secured out of a number of applicants, a man who had just sold out his retail business. I posted him thoroughly and addressed several meetings for him, both in Hamilton and Brantford. He was fairly successful and a very genial fellow but ceased because he said that a man who could do that work successfully, could obtain any position in the gift of the people and get, at least, twenty thousand dollars a year, as he would have to be living dynamo and a walking encyclopedia.

Pushing Farther Afield.

"I secured another man for the same district but he stopped when he found that he was not going to receive $15.00 a week and 25 per cent. commission besides. I then tried Middlesex, Huron, Oxford and Elgin. I engaged an organizer and he called meetings in Woodstock, St. Thomas, Aylmer and Tillsonburg. I went to Woodstock to address his first meeting and I found him so enthusiastic about the probable attendance that, instead of securing the Council Chamber which he could have secured for nothing or for a small recognition to the caretaker, he engaged the Town

Hall, which would hold about four hundred people, and much to his astonishment and my amusement, he found himself with the caretaker and two other merchants in a brilliantly lighted and heated building, which cost me eight dollars ($8.00) cash down, plus my expenses both ways, as well as an advance to him so that he could pass on to another field.

"He then went to St. Thomas and I attended that meeting. The attendance was larger but they placed a handicap of fifteen members before any one would pay their fee. The handicap still remains, and after several other attempts I was fully convinced that the plan must be changed. It is to this proposed change that I hope every delegate will give his best thought while at this Convention, and as time and space will not allow me to explain my plan here, I hope I will have an opportunity of doing so before the Convention closes. Because one plan does not work is no reason why they should all fail— 'and only patience and perseverance laid the cable.'

Transient Traders' Licenses.

"Coming back to Provincial Legislation, it will be remembered that our old time honored friend 'Peddlers and Transient Traders' Licenses' is always with us and at the last Convention a resolution was again passed to hasten it along. I have given that a good deal of time and its importance merits it. I am pleased to say that at the present time it is progressing as fast as possible. I have had the whole Act with all its amendments drafted out and at the early part of next week I hope to have them introduced, and when this is done I shall forward a copy to all the members and ask them to help as far as possible by pointing out to their local members its importance.

The Embalmers Bill.

"The Embalmers and Opticians Bills which received the unanimous endorsation of this Convention last year, I am pleased to say are progressing splendidly and I hope that our Association may be able to take its share in the credit of having secured for the Embalmers a Bill that will be a credit to the profession and especially after they have been striving as a single line Association for twenty-four years to have it become law and with our organization at its back, and their able generals in our ranks, we are able to secure it in one.

"All the other resolutions which were of a minor character have received due consideration and I have addressed many meetings and held many section conventions which have been very successful.

"Our executive officers, I am pleased to say are all working together in the best harmony and they have shown a great interest in the work of the Association.

"Our honored President has always taken his place when the Executive Meetings have been held and he has given the work of the Association his best thought and attention and I desire to thank him as well as the other officers for the great assistance and the kind and considerate attention they have given me.

Association Liabilities.

"Before closing, I must not neglect to refer to one of the most important matters in all meetings of business men, and that is our finances and our liabilities. As you are aware, for some years we have been doing our Association business and selling the results of our labor below cost, and the result is, as it must be in all businesses, an accumulation of liabilities. We have been doing too much for too little and, while we have an excellent asset, the Association has also a liability which has been accumulating for some time. For some years this liability found a resting place with the 'Toronto Branch' and while it really belonged to every Branch and Board of the Association, it seemed to receive more attention by the Toronto members than by any others and naturally it was looked upon as their property. I had hopes that when the Treasurer, Mr. Moyer, and myself handed over our duties of office in the local Branch, that our predecessor would have been able along with the Executive to have carried out their intentions and removed a portion, at least, of this troublesome enemy, but as this was not done, after some consideration our Executive took it over, subject to your approval, with the intention of making a strenuous effort to remove it altogether. This will come before you for your consideration.

"In closing, I must apologize for the length of this report, but long and all as it is, it would be impossible to go into all the details of what has transpired during the past half year, but I think sufficient has been stated to show that the best interests of the Association have been looked after and that under the circumstances nothing has been neglected.

"Of course it must be remembered that the work is greatly handicapped owing to insufficient funds to carry it along as it should be and if we had more money, I could employ more help, which is very necessary, and far better results could be obtained."

Membership Outside Toronto.

As Secretary Trowern concluded his reading, Mr. Holloway, Toronto, rose and said: "We have seen by this report how several endeavors have been made to organize the R.M.A. in Western Ontario. I should like to know the paid-up membership outside of Toronto.

Mr. Trowern—In six months of this year, 206 have paid up.

Mr. Holloway—"Why is it that the business men of these bright western towns have not been alive to the benefits to be gathered from being connected with this Association ?"

B. McDonald, Picton.—"What is the Toronto membership?"

Toronto Secretary, G. E. Gibbard—"We have in Toronto 389 members paid-up between March 29th and December 31st of 1910. I have not the statistics for the year prior to March 29, but I would say there were 200 more. It would be right to say we have 589 members, or thereabouts, in Toronto."

Mr. Trowern : "You will have to add to the outside provincial membership, all those who paid from January 1st, 1909, to June, when the last report was made."

Mr. Holloway : "My idea in asking these questions is that this has been dragging on for a long time. If we in this association cannot secure these live business men in outside towns, let us get an organization that can."

Approach Question Fairly.

Mr. Trowern : "Let us have an open mind in this matter and approach the situation fairly, with no wish to cast reflection on any individual. To-day we have no organization force, save myself and a stenographer. I'm not satisfied that the membership should be only 200, and I have, in my report, called for suggestions as to the best method of securing members. Last year it was decided to divide the province into districts. Now let's approach the thing on facts. I tell you that system will not work out. None of us have came upon a plan that can be considered infalliable. I've been working at this for a great many years and I have not, at least. An organizer, to do the work properly would have to be so equipped that he could go into the Hardware Man, the Undertaker, the Grocer, and the Boot and Shoe Man and tell in each case all the reasons why he should join this organization. There's no man in the room who can do it, so how do you expect an organizer can."

Divide Trade into Groups.

"My suggestion," continued Mr. Trowern, "would be to divide the trade into groups. Couple, say, the lumber dealers, builders' supplymen, and the coal men. These run together. One man well posted in this one division could get hundreds where otherwise none would come in. But we've got to remember this is no proposition to ask a man to work without remuneration."

Mr. Gibbard : "This subject has been introduced and it appears to me this convention might just as well face it."

"First of all, I never did like the name," continued the Toronto secretary. "There's something about the words. 'Retail Merchants' Association' that does not carry conviction. How is it the Boards of Trade are extending all over the country, and absorbing all the leading business men ? Why can we not enlist the best men in our organization? True we have a history, but no association can live on history. A great deal has already been done, legislation enacted in the wiping out of the trading stamp evil, and that of the Assessment Act. I know this and give credit for it, but, sir, we can't live on these things alone. The system is wrong, and if we haven't the courage to eliminate some things we never will get the confidence of Ontario."

Pres. Kelly : "While you state that the system is wrong what suggestions have you to make for improvement ? There's no use finding fault with a system unless you have something better to offer."

Suggested Improvements.

Mr. Gibbard : "I was coming to that. The system of this organization is centralization. There is too much of that and not enough local autonomy. The Provincial and Dominion officers are

bothered too much about local matters. Local autonomy is recognized in all good governments to-day. I repeat, the error of this system is too much centralization. Also, there should be a permanent finance committee to regulate the funds of the association."

Mr. Ziemann: "The secretary has done valuable work which every retailer throughout the country should thank him for. His work has been worth and is worth, dollars and dollars every year in which we are in business. Let us get our heads together and find some way to help him. Anyone can criticize, but let us do something."

Mr. Trowern: "I've always stayed by this association because I believed I was doing good work, even if my remuneration has not been large. There must be harmony between local and provincial branches to obtain the best results."

Mr. Trowern explained in detail all of the financial and organization work that had been done covering a period of several years.

R. W. Dockeray considered that in his opinion it would be advisable to separate the Toronto and Provincial offices in order that the most successful organization could be worked out.

The discussion on organization was then closed by Pres. Kelly and regular business resumed.

The Treasurer's Opinion.

Mr. Moyer, treasurer, Toronto, then presented his report to the meeting.

In moving its adoption Mr. Moyer said: "How does the association stand to-day? We have a charter in speaking of which a member of parliament has said that its worth a million dollars. We have saved $90,000 a year by the trading stamp legislation. We have saved the merchants throughout the country no less than $1,000,000 a year by the Assessment Act, and who can say what will be saved in the Co-operative Bills. Now what is troubling us? There has been an old debt,—some $4,000, hanging over our head. I think I can tell you how we can pay off that. The country, in some parts at least, has not been canvassed for 3 or 4 years. There are a good many merchants in a good many villages who have been deriving benefits from work done by this association, who have never given a dollar in its support. If this situation were explained in the proper way to the province the merchants would respond, and pay off the indebtedness.

"But," proceeded Mr. Moyer, "we don't want to send out those letters of explanation until they have been endorsed by all who have the best interests of the association at heart. Then take municipalities according to their population and assessment, and rate them in this voluntary contribution scheme—according to the benefits accruing to them." The following resolution was then submitted to the meeting by Mr. Moyer, he explaining that he would bear all the expense himself, and was carried unanimously:

The Debt Resolution.

"Since the old debt of the Retail Merchants' Association of the Province of Ontario, has been for some time a heavy burden to the Association, and the members are anxious that it should be paid; be it resolved, that a request be made to every town in the Province to voluntarily pay a contribution in addition to their membership, and that a statement of the affairs of the association be sent to every village and town and the proceeds placed in the bank, less 25 p.c. for collecting, until the Provincial Board direct it to be paid in full, or, as far as it will reach to pay, on the old indebtedness and that this matter will be placed in the hands of Mr. Moyer the the treasurer, and that the papers or letters he may require to send out shall be over the signature of all the officers of the Board, the letter however to be submitted to them for their approval."

After A. Weseloh, of Berlin, had passed a few remarks along the line of what the good results would be if an organizer were to go round and explain all the benefits to be derived by merchants from connection with the R.M.A., the convention again settled down to business.

More Resolutions.

Mr. Cooper, Toronto, had been apapportioned a few additional resolutions and these were considered in committee as a whole.

The first extended the thanks of the convention to the Minister of Agriculture, for his making provision for the taking in the census of 1911, a census of the retail merchants of Canada, covering the value of their real estate. This was carried, motion of Mr. Trowern, seconded by B. McDonald.

Another resolution expressed the approval and appreciation of the association with the proposed amendment to the Criminal Law, now being asked for by the Dominion Board, whereby all those combines charged with conspiracy and agreeing, will be dealt with under the new act. This was carried.

It was resolved to elect two representatives, to come from outside Toronto, to the Toronto Industrial Exhibition Board, in addition to the two already sitting for that city.

Uniform Half-holiday.

Another resolution to come up was one dealing with the proposals that are being made by some public bodies to secure a uniform half holiday, and a uniform civic holiday throughout Ontario.

E. C. Matthews opposed this as unworkable. He said it would be physically impossible to have all the grocers close on Saturday afternoon, which now was the recognized half holiday in the mechanical trades. Accordingly, the resolution was amended so that the manufacturers would draw up a schedule of the holidays in the different towns and cities and give these cards to their travelers.

A resolution dealing with the formation of a Board of Arbitration for the association was passed on to the Dominion Board, on motion of Mr. Ziemann.

Another resolution read: "That this convention consider the advisability of adopting a sign or trade mark suitable for placing over the store doors of all members of the association and that leading papers calling public attention to the fact that the merchants over the doors of which these signs appear are endeavoring to conduct trade on a fair and square basis, and report the same to the board." This was carried unanmously.

In the matter of putting the collection of bad accounts into the hands of a collecting agency it was decided that the Provincial secretary should first be called upon to rule upon the advisability of using any firm that might be selected for the purpose.

Trade marks and the maintenance of prices was the keynote of the next resolution, which read as follows:

"That this convention wishes to re-express the opinion that it is in favor of the maintenance of prices on any article bearing a trade mark, and recommends that all retail merchants make a special effort to help the manufacturers who adopt this system." This was carried.

The resolution calling for the establishment by the Dominion Board, of a service of information to supply the names and addresses of all the customers, who make a practice of not paying dealers, was lost because it came into conflict with the constitution.

The convention endorsed on motion of J. C. Van Camp, undertaker, Toronto, the Embalmers and Opticians legislation now before the Provincial Legislature.

Health By-laws.

President Kelly as chairman of committee "A" then moved a resolution presented by G. Cooper, plumber, Toronto, providing for the framing of a bill by the Provincial Board, to compel the passage of by-laws in all municipalities where none exist at the present time, so that the quality of the plumbing done and the weight of the material used must be passed on by an inspector.

Mr. Cooper, in explaining his resolution, said that in many towns the plumbing was a vertible death trap. Mr. Trowern expressed his entire sympathy with the resolution and assured the mover he would do everything in his power to see that it became a law.

A series of resolutions calling for amendments to the constitution followed, but these were sent on to the Dominion Board.

Election of Officers.

The election of officers was then in order. N. B. Cobbledick, undertaker, Toronto, at once moved that C. W. Kelly be re-elected unanimously for a second term as president. This was done with a vim, but President Kelly informed the meeting that time would not allow of his taking up the reins of office for another year. Considerable pressure was brought to bear upon him, but Mr. Kelly was firm in his resolve. Then it was moved by Mr. Cobbledick, and seconded by E. C. Matthews that A. M. Patterson, of Brockville, be elected President. This was done. E. T. Steacy, of Kingston, was then moved up a step to First Vice-President, and A. Weseloh, of Berlin, was selected second Vice-President. E. M. Trowern was re-elected secretary, and M. Moyer, treasurer.

It was decided on motion of Mr. Van Camp, seconded by E. C. Matthews, that the members of the executive committee should represent the Provincial association on the Dominion Boards.

Dominion President Ziemann, of Preston, and Past-President Kelly, of Guelph, were then elected representatives for the province on the Exhibition Board.

This was the last order of business, but before the convention adjourned, Mr. Van Camp rose to express a few words of appreciation for the work of the Provincial Secretary. He was followed by Messrs. Cobbledick, Impy and Moyer, and by President Kelly, who spoke in similar vein.

Mr. Cooper then moved a vote of thanks to the Guelph City Council and

local branch for the cordial way in which the delegates had been received and entertained. Amid cheers it was decided that the secretary should convey this to the parties concerned by the medium of a letter.

Banquet to Delegates.

In the evening a banquet was tendered the delegates by the members of the Guelph Branch, and the City Council. His Worship, Mayor George J. Thorp, presided. The program included, addresses by the chairman, Dominion President, B. W. Ziemann, Preston; President Kelly, Guelph; M. Moyer, treas., Toronto; E. M. Trowern, secretary, Toronto; R. W. Dockeray, President Toronto Branch; J. F. Holloway, Toronto; Alex Stewart, President of Board of Trade, Guelph; G. B. Ryan, chairman of the Water Commission, Guelph; Ald. J. E. Carter, Ald. H. Mahoney, C. H. Reid, J. A. McCree, G. D. Pringle, James Ramsay, H. Occomore, and W. Fielding, all of Guelph. About one hundred sat down to table.

The next convention will meet in Toronto during the second week in February, 1912.

The Markets – Sugar Sales Still Brisk

Even With Advanced Price, Sales Are Large in Volume—Raws After Declining Show New Strength—Molasses Are Firmer—20c Decline Reported in Early June Peas at Montreal—Also Advance In Wines—Due to Short Stocks.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Canned Lobster—Price advanced.
Molasses—Firmer and price higher.
Ceylon Greens—Price advanced.
Early June Peas—20c. decline reported.
Light Wines—Up 10c. gal. and 25c a case.
Breakfast Bacon—Up 1c per lb.

Montreal, March 9.—Jobbers are unanimous in their reports that conditions are satisfactory, and, indeed, better than usual. Winter trade, up to the present, has been heavy, so the trade assert, and Lent has opened up business along particular lines.

Glancing at the list of changes above mentioned, the advances in wines owing to short stocks suggest the direction of attention to cream of tartar. The latter is dependent upon the wine supply and cream of tartar is already firm. Something may be expected if general rules apply in this case.

Sugar at its recent high price has been moving well even though there was heavy business during the period of low prices a few weeks ago. An idea of the amount of sugar purchased during part of that time is given on this page. Opinion is divided as to future movements. Some looking for a reversion on account of the weakness in the primary market as announced early this week. Others look for stationary prices until navigation opens. But sugar is always sugar and anything is likely to happen.

The canned goods situation is interesting. Gallon apples are higher and those possessing stocks are not especially eager to dispose of them. Canned lobster is higher in sympathy with the primary markets. Tomatoes are firm, and the general opinion is that the supply is not at all adequate for the demand that will be felt throughout the summer.

Teas are monotonously firm and there is no strain of weakness in the future.

Stocks of evaporated apples are growing smaller and likewise the price is firming up. Present grocery conditions are pleasing to the trade who look for a good year.

Sugar—Jobbers report satisfactory business at the recently advanced prices; and this in the face of the heavy purchasing during the period when prices were at their lowest. A wholesaler stated this week that during about ten days when sugar was down, Montreal refiners sold from 50,000 to 60,000 barrels. This is practically 180,000 bags. A little arithmetic will show that the total amount of money involved was not far from a million dollars. This is said to be something of a record. This jobber stated that he advised his customers to buy at that time, thus taking advantage of the low prices and also anticipating an advance which he felt was due. The present feeling is not unanimous. Some do not expect any immediate change, others look to the slight weakness apparent this week to bring about another decline. The general feeling seems to be that refined will not weaken, at least until the opening of navigation, but anything is likely to happen before that time.

Granulated, bags	4 40
" 20-lb. bags	4 50
" Imperial	4 25
" Beaver	4 25
Paris lump, boxes, 100 lbs	5 30
" " 50 lbs	5 30
" " 25 lbs	5 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 15
" 100 lb. boxes	5 20
" 50 lb. "	5 30
" 25 lb. "	5 50
" 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	4 85
" 50-lb. boxes	4 95
" 25-lb. boxes	5 25
Powdered, bbls	4 65
" 50-lb. boxes	4 85
Phoenix	4 40
Bright coffee	4 35
No. 3 yellow	4 25
No. 2 "	4 15
No. 1 " bags	4 00

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Molasses are firmer and are quoted at slight advances. Demand shows some improvement. Some jobbers expect molasses to follow the sugar market and, to a certain extent, explain the strength of the molasses market by the strength of sugar now. Syrups are sharing a good trade which should run along at a good figure for some weeks yet.

Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls	0 03½
" ¼-bbls	0 03½
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits—There is not much change in conditions this week. Evaporated apples are slightly firmer and will certainly not lose ground as the season advances. There is no particular change noted in the other dried fruits, the general situation being one of strength.

Evaporated apricots	0 21
Evaporated apples	0 13½ 0 15½
Currants, fine filatras, per lb., not cleaned	0 07½
" " " cleaned	0 07½ 0 08
" Patras, per lb	0 08½ 0
" Vostizzas, per lb	0 09½ 0 10
Dates	0 06
rds	0 11
gs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 13½ 0 14
40-50	0 11
50-60	0 10½
60-70	0 09½
70-80	0 09
80-90	0 08½
90-100	0 08½
Bosina prunes	0 09 0 11
Raisins—	
Choice seeded raisins	0 08
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07½
" select, per lb	0 07½
" 4-crown layers, per lb	0 08½

Nuts—Nuts are steady but the market is uneventful. There is practically no change to record.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb	0 11 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 16
Walnuts, Grenobles, per lb	0 16½ 0 19
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32½ 0 33
" 2-crown " "	0 31
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Corn, roasted	0 08
Corn, green	0 07
Diamond G, roasted	0 08½
Diamond G, green	0 07½
Bon Ton, roasted	0 11
Bon Ton, green	0 10

Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 16
Pecans, 3 crown, per lb	0 17	0 18
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 37	0 38
Brokens	0 30	0 32
Grenobles		0 17

Rice and Tapioca—Business is steady at the new figures and prospects are for better business during the next month or six weeks. Tapioca is enjoying a steady demand.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 16
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Tapioca, medium pearl	0 06½ 0 07

Tea—The market is firm and prices are high. According to some advices Ceylon greens are no longer quoted under 25 cents, but for that matter, both India and Ceylon teas are high. So with Japans. The market is almost uniformly firm with an undercurrent of opinion that high prices seem to be coming to stay. This, however, remains to be seen.

Choicest	0 40	0 50
Choice	0 [illegible]	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons		0 25
Hyson		0 25
Gunpowders	0 19	0 33
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—The market shows no change during the week. Even in the primary market there is no material change. Business is moving along well beaten paths with a normal trade at good prices.

Mocha	0 22	0 30	Santos	0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Beans and Peas—Steadiness in the trade in beans is a feature of this market. Prices are steady and before a good demand, the bulk of business is encouraging.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

ONTARIO MARKETS

POINTERS—

Sugar—Shows strength.

Brazil Nuts—Scarce and dearer.

Best Quality Beans—Firmer.

Evaps—Scarce.

Toronto, March 9.—Wholesalers report a slight improvement in the grocery trade during the week. The increase is, however, confined mostly to the country districts, and city trade is about marking time. They report that collections are fair.

The two advances in sugar last week brought the price in Toronto up to $4.50 and even at the advanced figure, sugar sales have been large. The raw market, after declining slightly at the first of the week, shows some new strength. The market will be governed according to conditions as they arise from day to day. It seems to have resolved itself into a battle between holders and refiners, and prices depend a great deal on which one is forced to comply with the terms of the other.

Brazil nuts on this market are extremely scarce and higher prices are asked. New crop is beginning to arrive in New York but no important additions to the supply are expected for a time.

There seems to be a plentiful supply of beans of low quality, which find little sale on this market, but the best quality beans are none too plentiful and some dealers are asking higher prices.

Evaporated apples continue in small supply with prunes and other dried fruits maintaining their firm position.

Sugar—With the second advance in sugar noted in last week's issue, the price in Toronto is now $4.50 or 20c above the lowest point reached this year. The demand has kept up well since the last advance, some dealers evidently expecting prices to go higher. The market is steady at the present time and shows considerable strength but whether this will become marked enough to cause a further advance is a moot question. The movement of the market will be governed by reports as they arrive from day to day. The market seems to resolve itself into a question of whether the grower will be able to continue to control the raw crop. There was some decline in raws at the first of the week, but the market has again stiffened up with European beet at 9s 10½d. or equivalent to 4.07 duty paid New York. Some dealers point to the large production of raws this year which must eventually be marketed, and which may have some effect on future prices.

Extra granulated, bags	4 50
" " 20 lb. bags	4 60
Imperial granulated	4 30
Beaver granulated	4 35
Yellow, bags	4 10
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
xtra ground, brls	4 90
" " 50-lb. boxes	5 10
" " 25-lb. boxes	5 20
Powdered, brls	4 70
" 50-lb. boxes	4 70
" 25-lb. boxes	5 10
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 40
" in 50-lb. "	5 50
" in 25-lb. "	5 70

Syrups and Molasses—Although a firmness is noted in molasses in the primary market, no changes have taken place here. There is very little demand for this line while syrup trade continues about the same.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ½ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 [illegible]
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits—No changes have taken place in dried fruits this week, and conditions remain about the same. Currants continue firm as the shortage in crops in all parts of the world becomes more apparent. Primary market advances have been mostly in common fruit which will no doubt turn attention to the better grades which have not moved in sympathy. Prunes continue scarce and high in price. Conditions of sale are more favorable now since both retailers and consumers have become convinced that shortage of stocks warrant the present high prices. One wholesaler stated that if he had to purchase supplies at the present time he would have to pay higher prices, in some cases, than he is now charging retailers. Trade is not overly brisk.

Prunes—	
30 to 40, in 25-lb. boxes	0 13½ 0 13½
40 to 50 " "	0 12½ 0 13
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 09½ 0 10
90 to 100 " "	0 09 0 09½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 25
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs—	
Elemes, per lb	0 11½ 0 12½
1½ inches	0 08 0 10
2 "	0 08½ 0 10½
2½ "	0 09½ 0 12
2½ "	0 11½ 0 13½
Umbrella boxes	0 12 0 14
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 09 0 09½
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Uncleaned ½c less	
Vostizzas	0 10 0 12
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
extra fancy	0 14 0 16
Valencias selected	0 08 0 08½
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Sairs	0 04½
Dates—	Package dates,
Hallowees—	per 1 lb 0 06½ 0 06½
Full boxes 0 05 0 05½	Fards choicest 0 10 0 10

Tea—The firmness seems to be well maintained in tea and especially is this noticeable in Ceylon greens, as the total Ceylon crop in 1910 was less than the previous year by eight millions. It is too early to estimate this year's output from Ceylon with any certainty. Whatever increase there may be, however, cannot materially reduce the present high level of prices, for enquiries for Ceylon tea are increasing in all parts of the world. On the other hand, should there be no increase on last year's total, prices are likely to become still firmer.

Coffee—Trade in coffee, locally, seems to be keeping at a fair average. For the past two months the consuming markets have held off in purchasing, evidently in the hope that something would force the market downward. It may, of course, be due to the pending sales by the Government. Willet's & Gray's Journal says of the coffee situation: "All the facts of the situation in coffee point so strongly to an invulnerable statistical position for the balance of the season and next season, that nothing is conceivable to interfere with coffee maintaining its value, and probably advance further. Coffee has advanced because of small crops and increasing consumption. Coffee must hold its value unless crops overreach con-

sumption or consumption falls below production.''

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	....	0 22	Mexican	....	0 25
Maricaibo, "	0 20	0 22	Gautemalo	0 18	0 22
Bogotas	0 [illegible]	0 25	Jamaica	0 20	0 22

Spices—Dealers agree that trade might be brisker in spices than it is at the present time. Prices remain unchanged. Cloves are firm and reports give the receipts of cloves at Zanzibar during the first half of February as 5,200 bales, against 11,000 last year, 9,500 in 1909 and 3,500 in 1908.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca—A normal trade is passing in rice at unchanged prices but there is little business being done in sago and tapioca.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 00

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06¾	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Nuts—Even with the high prices, the trade in shelled almonds and walnuts through the grocer seems to be keeping up well, although the consumption on the whole shows some decrease. Confectioners are using smaller amounts and substituting other nuts as much as possible in the manufacture of lines that contain nuts. Brazil nuts are scarce on this market and as high as 17c per pound is being asked by some dealers.

Almonds, Formigette	0 15	0 15½
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15½	0 17
Peanuts, roasted	0 09½	0 12½

Evaporated Apples—Scarcity is the key note of the ''evaps'' market as for some time past, and stocks are about confined to what wholesalers have on hand at the present time.

Evaporated apples	0 12	0 12½

Beans—The market in beans shows little change from last week. Some dealers are asking more than present quotations for first quality beans in which there is a slight scarcity noted with plenty of the lower grade.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

CANNED GOODS

MONTREAL.—While there have been a number of changes in the canned goods' situation during the past week some of them pertain to only particular houses. It might be once more mentioned that the feeling among the trade is of the utmost security for the reason that they state that canners are stripped of their stocks and whatever goods are to be had are now in the warehouses of the wholesale trade. One house reports a reduction in early June peas and the extra sifted. The former have been quoted and sold at $1.35 but this house now offers them at $1.15 and the extra sifted at $1.90. The reason for this is that peas are one of the first vegetables in Spring's offering and as the middle of March is now here it is not considered desirable to be caught with this high priced stock unsold. A representative of this house states they have more early June than they consider wise to carry, hence the low price now quoted.

Canned lobster are higher in sympathy with the high prices of live lobsters due to the present scarcity.

Gallon apples are also prominent. One wholesaler stated that he had refused $3.25 as a quotation on western order for 500 cases. Another jobber reported a sale of 600 cases to a Winnipeg firm at a price but slightly lower than this. All of which indicates the esteem in which the gallon apples are held by the trade.

Tomatoes 3's are moving out well and are firm at that price. It is reported that canned fish trade shows an improvment this week in spite of the opposition of fresh frozen fish. There is a feeling that tomatoes will not likely endure the demand through the summer to the time the new crop will find its way to the market. This feeling is rather pronounced.

Apples, gal	3 20	3 50
Peas, standard, dozen	....	1 10
Peas, early June, dozen	....	1 15
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	....	1 00
Corn, dozen	....	1 00
Tomatoes, dozen (Ontario and Quebec)	....	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	....	1 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	....	1 67½
Plums, Lombard, dozen	....	1 00
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
Humpbacks, dozen	....	1 40
Cohoes, dozen	....	1 60
Red Spring, dozen	....	1 90
Red Sockeye, dozen	....	2 10
Lobster—		
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.50. 1-lb. flats, dozen, $5.00.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	3 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	3 30
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	13 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	9 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—There is no special feature to the canned goods market, and a normal trade in the same channels is passing. Some dealers report an improvement in the sales of canned fish, which should become greater as the Lenten season advances, as retailers will likely turn to canned fish when the handling of frozen fish becomes more difficult. However, up to the present, their efforts seem to have been confined to frozen fish, they evidently taking advantage of the colder weather while it lasts.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's.	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 35
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 85	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 77½	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 [illegible]	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½	2 25		
Other salmon prices are:			Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 30	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 30	1 35		
Northern River Sockeye				1 95
Chicken	4 00		Soup, 2's	1 90
Turkey	4 00		Soup, 1's	1 40
Ducks	4 00			

NOVA SCOTIA MARKETS.

Halifax, Mar. 9.—An advance of 10c per 100 lbs. in all grades of sugars is the principal change in the grocery markets. This is the first time that the price of sugar has been put up for many months.

Eggs are easier and from now on the tendency of the price should be downward. New laid stock can be purchased for 27c, while dealers are asking 26c for case eggs. Butter is in fairly good supply, but the price holds firm, creamery prints being quoted at 29c and dairy in small tubs at 24c.

Potatoes are beginning to soar, and this week there was a sharp advance. Nova Scotia stock is selling at $2.25 per barrel, and Prince Edward Island tubers in three-bushel bags are quoted at $2.50.

Prices in most other lines are fairly steady. The local supply of poultry has

QUAKER BRAND

WE are now taking orders for the well-known Quaker Brand of Canned Fruits and Vegetables for delivery when the new goods are packed. To those dealers who have been handling these goods it is not necessary to say anything, but to some who are not acquainted with them we can say positively that they are business getters of the finest calibre and your store will look the better and be the better for having this high class line.

FIGS

FIGS are truly the only low price line of Dried Fruits in the market to-day, and to emphasize this statement we now offer Comadre Figs, packed four taps to the seron, 1910 crop, quality fine but somewhat sugared, at

3 1/2c.

YOUR ORDERS ARE SOLICITED.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Corner Front and Scott Streets **TORONTO**

HOLBROOKS

ENGLISH

Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar
in bulk or bottle

Holbrooks Pure Pickles
Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand
Norwegian Smoked Sardines

Olaf the Great
Norwegian Smoked Sardines

The "Swan" Brand
Pure Pickles in Mixed and Chow
20 oz. tall square bottle
patent stopper
and

HOLBROOKS

GENUINE

Worcestershire
SAUCE

CANADIAN OFFICES:
40 Scott St., Toronto
Manager, H. Gilbert Nobbs.
Head Office and Factories:
Birmingham and Stourport, Worcestershire, England
Business founded 1798.

LOCAL AGENTS
Quebec: J. R. Renaud & Co.
Montreal: F. L. Benedict & Co.
Winnipeg: Richards & Brown.
Regina: Campbell, Wilson & Smith.
Calgary and Lethbridge: Campbell, Wilson & Horne.
Vancouver: Kelly, Douglas & Co.
Victoria: Wilson Bros.
Halifax: Bauld Bros.
St. John, N.B.: G. F. Barbour & Co.
Fredericton, N.B.: Randolph & Son.
Charlottetown, P.E.I.: Carvell Bros.

been cleaned up and the dealers are importing storage stock from Ontario.

There is a fairly good demand for fruit and prices are high. Business generally is a little slack, and collections are only fair.

Apples, bbl.		
Winter stock	4 50	5 50
Butter—		
Creamery prints per lb.		0 29
Creamery solids per lb.	0 26½	0 27
Dairy, tubs, lb.	0 23	0 24
Bacon	0 21	0 22
Bananas	2 00	2 50
Beans, per bus	1 95	2 00
Cornmeal, bag.	1 60	1 65
Cream of tartar	0 30	0 32
Canned goods—		
Beans		1 00
Corn		0 97½
Tomatoes	1 15	1 35
Peas, std.		1 20
Peas, early June		1 25
Corn beef, 1's		2 00
Corn beef, 2's		3 35
Cocoanuts, 100		5 00
Eggs, case eggs		0 26
Eggs, new laid.		0 27
Flour h. wheat per bbl.		6 80
Flour, Ontario blends, bbl.	5 20	5 50
Fruits—		
Lemons, Messina	3 00	4 75
Oranges—		
Jamaica oranges		5 50
Cal. navels	3 00	3 50
Rolled oats, bbl.	4 80	4 90
Pork, American per bbl.		26 50
Pork, clear bbl		28 00
Hams smoked	0 20	0 21
Lard		0 17
Molasses, fancy Barbados, bbl.	0 29	0 32
Potatoes, bbl.		2 00
Onions, Spanish per lb.	0 02½	0 02½
Onions, Can., 75 lb. bag		1 40
Raisins, Val.		0 08½
Sugars—		
Extra Standard, granulated		4 50
Austrian granulated		4 40
United Empire		4 40
No. 1 yellow		4 00

NEW BRUNSWICK MARKETS.

St. John, March 9.—The markets were quite active during the last week and a number of changes are recorded. All grades of sugar advanced again and the quotations now are: Standard granulated, $4.55 to $4.65; Austrian, $4.45 to $4.55; bright yellow, $4.35 to $4.45, and No. 1 yellow, $4.05 to $4.15. Paris lumps are: $5.50 to $5.60. Flour, oatmeal and cornmeal are cheaper, the ruling prices being: Manitoba flour, $6.35 to $6.45; Ontario flour, $5.15 to $5.40, roller oatmeal $4.85 to $4.90; cornmeal, $2.75 to $2.80. Oranges are quoted low just now and nearly all the dealers are featuring them in their window displays. California navels are selling at $2.75 to $3 per box; Valencia's are quoted at $3.75 to $4.50, and Messina lemons are $3 to $3.25. In the vegetable line, potatoes are now held at $1.90 to $2.

Beans, hand picked, bus	2 15	2 10
Beans, yellow eye, bus	2 50	2 65
Cheese, new, lb	0 13½	0 13¾
Currants, lb	0 08½	0 08¾
Canned goods—		
Peas, No. 4		1 20
" No. 3		1 97½
" No. 2		1 32½
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	1 85	1 90
Tomatoes	1 35	1 40
Strawberries	1 85	1 90
Flour, Manitoba	6 35	6 45
" Ontario	5 15	5 40
Fish—		
Cod, dry	4 00	5 50
Herring, salt, bbls		5 25
Bloaters, box	0 85	0 90
Cornmeal, gran.	4 65	4 75
Cornmeal, bags	1 40	1 45
" bbls.	2 75	2 80
Oatmeal, bbls.	4 85	4 90
Std. oatmeal	5 60	5 70
Rolled oatmeal	5 10	5 20
Buckwheat, west. grey, bag	2 90	3 00
Cal. raisins, seeded	0 08½	0 09
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 27	0 28
Butter, dairy, lb.	0 22	0 24
Butter, creamery, lb.	0 25	0 26
Eggs, new laid		0 30
Eggs, case		0 27
Ham	0 16	0 18
Potatoes, new, bbl	1 90	2 00
Rice, lb	0 03½	0 03¾
Lard, compound lb	0 12	0 12½
Lard, pure, lb.	0 13½	0 13½
Bacon	0 16	0 20
Pork, domestic mess	23 50	24 50
Pork, American clear	22 75	24 75
Salmon, case—		
Red spring	7 00	7 50
Cohoes	6 50	6 75
Baked beans, dozen	1 20	1 30
Lemons, Messina, per box	3 00	3 25
Sugar—		
Standard gran.	4 55	4 65
Austrian "	4 45	4 55
Bright yellow	4 35	4 45
No. 1 yellow	4 05	4 15
Paris lumps	5 50	5 60

SLOW PAYS IN B. C.

Vancouver, March 9.—It is doubtful if the demand of the wholesaler that accounts must be settled by the 10th of the month will work out well for the retailer. There is no way of hurrying up the customer with his payment, despite the fact that one per cent. discount is offered. Unless a dealer has more capital to put into his business he must pay closer and stock less. Even at that it will mean loss of interest, for the money is not always on hand, and application for overdraft has to be made to the bank in instances. This rule was decided upon by the wholesalers to catch those who are very slow in paying, but it hits all the others. They have the power to force payment from the retailer, but the latter cannot force his customer, however much he may need the money.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

An error was made in reference to the cost of Clark's small-sized pork and beans in this column last week. It should have been stated that the price was reduced from 60 to 50 cents per dozen instead of from 50 to 45 cents.

Before long Montreal will have another large flour mill in operation. The St. Lawrence Milling Co. have erected a six-storey steel and concrete building on the banks of the Lachine canal. The situation is a good one, as wheat can be brought straight from Fort William to the premises without breaking bulk. It is anticipated that there will be a daily output of at least 2,500 barrels, while the storage capacity of the elevator is 350,000 bushels. Manitoba hard wheat only will be ground, and there will be no blending done. The managing director of the company is Col. A. E. Labelle, who is well acquainted with eastern flour conditions, having been former local manager of a large company in Montreal, while the vice-president, T. Williamson, is by no means unknown in milling circles, as he was an executive officer of the same firm, having been local manager and secretary. The directors include: G. A. Grier, president; Rodolphe Forget, C. J. Fleet, K.C., and Geo. Kent.

Donnelly, Watson & Brown, agents and jobbers, Calgary, Alta., and Vancouver, B.C., have opened a branch in Edmonton, Alta., under the name of Donnelly, Watson & Brown, of Edmonton, Ltd. The company will carry in the new branch their complete range of stock.

Dr. Rutherford, chief live stock commissioner for Canada, in addressing the Retail Grocer's Association at Ottawa, last week, said it might be a good thing to have meetings of purchasers and retailers so that a better understanding as to what was wanted might result. Dr. Rutherford astonished his audience in relating how unsanitary were conditions in the meat and vegetable packing industries before inspection was begun, and showed how different were conditions now. A. G. Johnston presided.

Practical Methods in Retail Stores

New Brunswick Dealer Interests Customers in New Lines by Giving Recipes—Show Cards and Price Tickets Praised—A Salmon Ad. Which Brought Results — How Toronto Grocer Sells Goods Over and Above Actual Demand.

Gives Recipes for Foods.

St. John, N.B., March 9.—Supplying his customers with recipes of new ways to prepare dishes of certain foods, has been proved to be a profitable method of extending business in new lines by a dealer of this city. He has several of the best cook books obtainable, in his store and from them he takes recipes for different dishes which he uses to good advantage in his sales. In the store he has several signs such as: "Get our recipes for preparing food"; "We will give you a new metnod of preparing that food"; "Our cook books are at your service," and others. The grocer claims this method brings good results as it appeals directly to the housewives whom he wishes to interest.

Show Cards and Price Tickets.

Regina, Sask., March 9.—A local grocer is firmly convinced of the value of price tickets and show cards as a selling agent, and his store amply demonstrates this fact. In speaking of them he said: "At one time I did not realize the importance of price tickets, but the trade paper spoke so highly of their value that I determined to test their selling power. I put in my main window a display of canned tomatoes, which I allowed to remain for five days, but sales in that line showed very little increase. I took the tomatoes out, cleaned the window, and put the same display back again. This time I added a show card with the words: "Taste as if they were just off the vines—10c per can." That note in regard to the taste seemed to attract the customer and the price seemed to make the sale almost as if it had been talked up by a clerk and as a result during the next five days the sales in that line greatly increased. Since than I have been an advocate of price and show cards and believe that the time taken in their preparation is well spent. I made it a point to change them often, as customers like to see something different on each visit to the store."

Sells Goods Above Actual Demand.

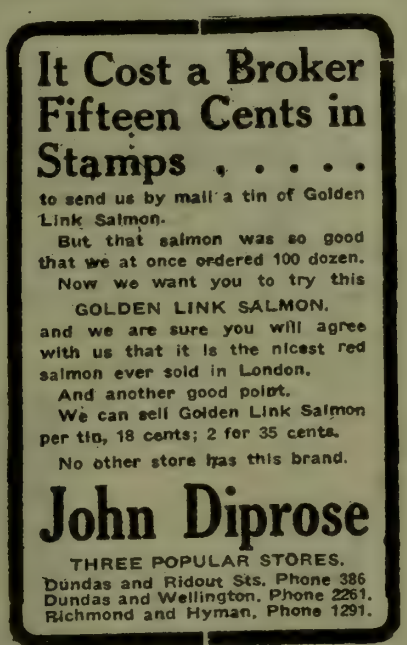
Toronto, March 9.—When a customer phones in her order to R. H. Stewart, 599 Sherbourne St., he or one of his clerks aims to sell her something other than the articles she mentions. If he has a stock of fresh fruits or vegetables or any new line of foodstuff, which he is anxious to introduce, he has them on his tongue's end and they are suggested.

Since his trade is practically all of the better class, his customers are keen to take advantage of his suggestions and he finds that on many days he sells as much as $50 worth of goods over the telephone which were not in the first place asked for. His customers have confidence in his judgment to select goods and so he is in a position to sell the brands in which he is interested the most, profit and quality of course, always being considered.

Introduction to an Ad.

Landon, Ont., March 9.—In a recent advertisement, John Diprose introduced something "a little different," which he maintains, was the means of attracting considerable attention. The ad. is here reproduced and special attention is directed to the introduction: "It cost a broker fifteen cents in stamps," which while not relating in anyway to what follows about salmon, yet it had the tendency to make the ad read and it is undoubtedly a convincing advertisement.

Mr. Diprose believes in some catch phrase of this nature to first attract



the interest of the reader, feeling confident that what he says later will hold that interest to the extent of causing the reader to buy; this is the ultimate result that every advertiser should strive to obtain.

Believes in Display.

Campbellford, Ont., Mar. 9.—A Hammond, a local grocer, believes thoroughly in display as a method of promoting sales. Goods in his store are placed in such a manner that they are open to the view of customers. Along the front of one counter, just under the ledge, he has numerous hooks placed, on which can be suspended pails of lard, syrups, jams, etc., thus increasing the amount of display.

Window Dressing Contest.

Winnipeg, Mar. 9.—A local grocer who realizes the importance of window display, is constantly attempting to produce something better in this line. He has several clerks and he gives them all a chance at window dressing to see which one can produce the best results. To those who show any adaptability for the work, he gives every encouragement, so that they may put forth their best efforts. Recently he stirred up a great deal of interest in this work among his clerks by offering a small prize to the one who dressed the best window. Each clerk was given plenty of time in which to make the display and in each case some good windows were turned out. A committee of three nearby business men acted as judges in the contest. As a result of the contest, a great deal of enthusiasm was stirred up, and just now there are two clerks for each window, constantly planning out some way in which they may present a better window than the two in charge of the other windows. This is, no doubt, greatly beneficial to the grocer.

A Piano Contest.

Vegreville, Alta., March 9.—Clements, Ltd., of this town for the past six months have been running a piano contest in which the local public school was successful. Votes were given on purchases and during the contest fully 5,250,000 votes were issued to customers. The two principal contestants were the Public School and the Roman Catholic Hospital, the former winning with 2,411,476 votes, while the hospital secured 1,674,000 votes, and to it was was presented a cash prize of $100. The company reports that the competition in every way was a success, their expectations being fully realized.

A Green Tag Sale.

Innisfail, Alta., March 9.—J. F. Fumerton, proprietor of the cash store here, conducted a green tag sale from February 8 to 18. During the sale, special displays of certain lines bearing a green tag were made, each day, and another feature was half hour sales. In addition to the reduction in prices, duplicate tickets were issued with every purchase.

Customers Do Own Discounting.

Kindersley, Sask., March 8.—A simple but unique method was employed by Robins & Reid, general merchants of this town, in a special sale which they recently conducted. The discount allowed during the sale was 25 per cent. or in other words one quarter off the price. Everything was marked in plain figures and customers were asked to figure their own discounts. The instructions issued by the firm read: "Take one-fourth off the market price; pay us the balance and the goods are yours."

The 25 per cent. reduction was given on all lines except groceries and feed.

Cash Prices for Two Weeks.

Innisfail, Alta., March 8.—G. W. West of this town, recently announced cash prices to be in force for two weeks and provided the increase in business warranted it, they would be continued for a greater length of time. Many substantial reductions were made in staple lines and the sale was such a success that it was conducted two weeks longer than at first announced.

Pleading guilty to holding up and assaulting John Hickey, a Kingston, Ont., grocer, Patrick Burns was last week sentenced by Judge Price to one year in the Central Prison. This is the maximum penalty for a crime of that calibre.

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

THE YOUNG COMPANY, Limited

NORTH BAY - and - SUDBURY



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

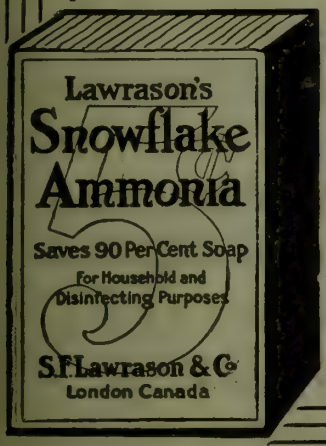
Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

BEHIND LAWRASON'S SNOWFLAKE AMMONIA



$500 GUARANTEE that it is fully equal in cleansing power to any similar compound selling for double the

SNOWFLAKE

price, which is

5c.

FOR A GIANT PACKAGE

It is easy to sell a washing compound that is backed by so strong a guarantee and a performance that warrants us in taking this risk.

If you want to give your customer a real surprise and begin a profitable line of trade, ask them to try the first Packake of **Snowflake Ammonia.** The result will please you.

S. F. LAWRASON & CO.

LONDON - - ONTARIO

Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want advertisement Page of **THE CANADIAN GROCER.**



THE KING OF ALL SEEDS

Steele, Briggs' **"LION" RED CLOVER**

SUREST - PUREST - BEST

ALSO

Steele, Briggs' **"ERMINE" TIMOTHY**

These two brands represent the best values produced in seeds. Ask your merchant for these brands. He'll have them. If he hasn't, send to us direct.

STEELE, BRIGGS SEED CO.

TORONTO, HAMILTON AND WINNIPEG LIMITED

Put Black and White Cat in Cereal Display

How City Dealer Unwittingly Frightened Customers by Allowing Feline to Sprawl in Midst of Tempting Display of Rolled Oats and Wheat—Value of Absolute Cleanliness in Every Department of the Store.

As the average man turns with repugnance, at the table, from a dish in which he has come suddenly upon a dead fly or strand of human hair, so does the average woman become disgusted with a retailer who does not always consider as of first importance the absolute cleanliness of the goods he deals in.

There never was a time in the history of merchandising when precautions in this connection were not demanded: today, with competition spreading out rapidly, the dealer who neglects to make his care absolute is taking the first step to the deep gully of lost prestige, from which it is difficult to climb. It is always harder to get up a height than to go down. And where the retailer should exercise the greatest care of all is in his display window.

Cat Sprawled in Oat Window.

In a grocery window in one of the large cities recently, there was arranged an exhibit of rolled oats and rolled wheat. They were displayed loosely. The idea and general construction of the window were both good. But in the centre, basking in the sun was sprawled a large black and white cat. The feline was not of the cleanest, but there it was, making itself "to home," blinking up sleepily at such of the passersby who were attracted by the unusual feature.

Now it is quite probable that display did excite the interest of many who gazed in the window. But it is also quite probable that the interest which many felt was by way of making a mental note for the purpose of overlooking that store when next purchasing cereals.

Where Dealers Would Lose.

That dealer was undoubtedly bound to be a loser in the cereal end of his business. And not there alone. For where customers went by the door to purchase breakfast food, they also would hurry by when buying other food lines. No doubt the dealer secured, after a fashion, considerable free advertising but that could hardly compensate him for the assured loss of custom and prestige.

The time has arrived when all such things should not exist in the grocery store. While the rolled oats and wheat which went into the making of the display in the window were probably thrown out when it was broken up still that cat would leave a bad impression on customers and would lead them to think that the same conditions were allowed in other departments of the business.

People are very particular about how their food is handled before they receive it, and grocers must take every precaution to lead the customers to believe that the goods are handled in a strictly clean and sanitary manner. Cleanliness in display adds considerably to the selling value of the window.

Take the word of a retired grocer who made a great success in his business where he says: "Cultivate cleanliness; keep it always in mind, whether the goods you are handling demand it or no. And above all, see that no particle of anything gets into goods when you display them with the object of developing sales."

With characteristic enterprise Calgary, Alta., has compiled a folder which draws attention to its advantageous position for the handling of business of Southern Alberta, now that the irrigation project of a railway company there, is well under way. There is a splendid map giving a birdseye view of the country roundabout, and a mass of statistics speaking volumes for the growth of the city during the last few years.

Fire, which broke out in their four storey building on Notre Dame street, did damage estimated at $75,000 to D. C. Brosseau & Company, wholesale grocers, in Montreal. An investigation was held by Commissioner Ritchie but no cause was discovered.

Advices from Seville state that the stock of Manzanilla olives there is exhausted. Queens are reported to be in small supply, and at the present rate of consumption are likely to be exhausted before the beginning of August, according to some authorities.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMA

53 Highest Awards In Europe and America
WALTER BAKER & CO.'S
CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

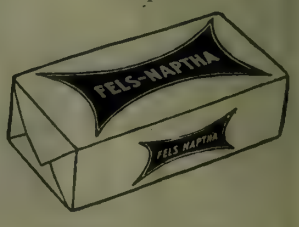
Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

There is

a regular and certain way for grocers to obtain steady profits and give consumers satisfaction.

It is by recommending and selling standard goods.

In laundry soaps Fels-Naptha always.



Manufacturers and Shippers

. . . in . . .

Eastern Canada, Europe and the U.S.A.

desiring to place grocery lines in the rapidly developing market of Western Canada will do well to get in touch with us. We have a most extensive connection with the Western Canada trade, and exceptional commercial facilities, including large warehouses in Winnipeg, Calgary, Edmonton, Saskatoon and Regina, the five main distributing centres of Western Canada. Now is a good time to begin cultivating this great market. Commence by writing us for detailed information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

The Catsup with the different flavour!



There is a delicacy of flavor and appetising richness to every bottle of

"E.D.S." Tomato Brand Catsup

that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is *pressed out* by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best Catsups made in the States or any other country.

It will pay you to feature this splendid line!

"E.D.S." Brand jams and jellies (a very wide range) are real profit-producers and trade-winners.

E. D. SMITH *Made only by* at his own fruit farms **Winona, Ont.**

"Simply Delicious"

Is the opinion expressed by the Epicurean Critic who has tasted

GUNNS MAPLE LEAF

Breakfast Bacon

Made under Government inspection in

THE HOUSE OF QUALITY

GUNNS Limited

Pork and Beef Packers,

West Toronto, :: Ontario

-L-A-R-D-

There is always a good demand for lard during the Lenten Season. Prices to-day are very reasonable and we think the market is now as low as it will go.

We will be glad to quote you prices for the finest pure lard in

350 lb. tierces in wood
60 " tubs " "
20 " pails " " or tins
10 " " " " " "
5 " " " tins
3 " " " "
2 lb. and 1 lb. cartons

F. W. Fearman Co. LIMITED

HAMILTON



Talking Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Slightly Firmer Feeling in Butter

Arrivals Have Not Been Large—Good Demand, Especially for Best Quality—Provision Market is Unsettled—United States Prices Have Become Steadier—Egg Prices are Unchanged—Arrivals Fairly Large—Demand is Brisk.

The provision trade is fairly active for this time of the year, but it must be remembered that the Lenten season has some effect in curtailing the demand for pork products. Prices are lower than a year ago, which makes conditions for sales more favorable. One retailer recently said that on account of high prices last year, the trade turned to fish and similar lines, but that this year with the reasonable prices, it had again been switched back to its usual channels.

The market, however, is somewhat unsettled, and similar conditions exist on United States markets. While, last week, the market leaned slightly downward, the arrival of hogs in the Western States did not come up to expectations and as a result prices across the line have become steadier. There has been a bearish feeling regarding the course of the future market, but the movement of hogs, of late, has not been so much in keeping with that feeling as the bears have been inclined to expect.

Butter prices seem to be inclined upward and higher values in most centres before long would not become as a surprise, if present conditions continue. There has been a falling off in arrivals of late, both in dairy and creamery. There has been some increase in demand due no doubt to the Lenten season.

Just what the future in the egg market will be, is a question. Prices at present show no change from a week ago. Arrivals have been fairly free of late, but had to be reinforced by supplies from United States markets in order to meet the heavy demand. While our prices are only held down by offering from the States, and as prices are steadier there, it would cause the market here to become steadier. On the other hand, as the weather becomes milder and arrivals of Canadian eggs become heavier, it will have a bearish effect on prices. Storage eggs have about vanished from the markets. It is stated that a number of cold storage men lost money on eggs this year, and that next year a great many will adopt a different method of procedure.

While some dealers state that a final halt has been called in the downward trend of lard prices, there are others who seem to be uncertain as to future prices. According to Fairbank's circular, the world's visible lard supply on March 1st was 144,546 tierces, as compared with 111,653 tierces on Feb. 1 of this year, and 136,213 tierces on March 1 of last year. Present supplies and future hog prices will have their effect on lard prices.

MONTREAL.

Provisions.—The provision market is rather unsettled. Demand is considered good for this time of the year, and it must be remembered that Lent has a certain effect tending to curtail the demand for meats to some extent. Lard is easier this week, seemingly due to the rather heavy stocks now held.

Pure Lard—		
Boxes, 50 lbs., per lb		0 12½
Cases, tins, each 10 lbs., per lb		0 12½
" " " 5 " "		0 12½
" " " 3 " "		0 12½
Pails, wood, 20 lbs. net, per lb		0 12½
Pails, tin, 20 lbs. gross, per lb		0 11½
Tubs, 50 lbs. net, per lb		0 12½
Tierces, 375 lbs., per lb		0 12
One pound bricks		0 12½
Compound Lard—		
Boxes, 50 lbs. net, per lb		0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb		0 11
" 5 " " " "		0 11½
" 3 " " " "		0 11½
Pails, wood, 20 lbs. net, per lb		0 11
Pails, tin, 20 lbs. gross, per lb	0 10½	0 10½
Tubs, 50 lbs. net, per lb		0 10½
Tierces, 375 lbs., per lb		0 10½
One pound bricks		0 11½
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces		23 50
Bean pork		18 50
Canada short cut back pork, bbl. 45-55 pieces		24 00
Clear fat backs		26 00
Heavy flank pork, bbl		24 00
Plate beef, 100 lb bbls		8 75
" 200 "		17 00
" 300 "		25 00
Dry Salt Meats—		
Green bacon, flanks, lb		0 11
Long clear bacon, heavy, lb		0 11½
Long clear bacon, light, lb		0 12
Hams—		
Extra large sizes, 25 lbs. upwards, lb		0 13
Large sizes, 18 to 25 lbs., per lb		0 14
Medium sizes, 13 to 18 lbs., per lb		0 15½
Extra small sizes, 10 to 13 lbs., per lb		0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb		0 16
" " " small, 9 to 12 lbs., per lb		0 15
Breakfast bacon, English, boneless, per lb		0 16
Windsor bacon, skinned, backs, per lb		0 17½
Spiced roll bacon, boneless, short, per lb		0 15
Hogs, live, per cwt	8 00	8 50
" dressed, per cwt	10 50	10 75

Butter.—The market is a little firmer, conditions being strong enough to warrant a slight advance in the price of fresh creamery. Receipts are light, much lighter than they should be at this season and with stocks being rapidly depleted the outlook is toward even higher prices, depending largely, of course, upon conditions. Just now, the butter situation is steady and strong.

New milk creamery	0 27	0 27½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Eggs.—The egg market is rather easy. There has been no change in prices, but conditions are bearish. Receipts have been coming in steadily and apparently on the increase. Everything indicates a good supply also a heavy demand.

New laids	0 25	0 27½
Selects		0 23
No. 1		0 20

Cheese.—The market remains unchanged, the situation being about the same as last week's. There is a normal trade passing and it is without any special feature.

Quebec, large		0 14
Western, large		0 14
" twins		0 14
" small, 20 lbs		0 14
Old cheese, large		0 16

Poultry.—Market shows no change. Trade is reported not heavy and, just now, it is hardly expected to reach a big figure. Prices are steady, but trade is quiet for the reason that offerings are not heavy.

Fowl	0 14	0 15	Ducks	0 17 0 19
Geese	0 14	0 15	Turkeys	0 20 0 21
Chickens		0 18		

Honey.—The market is still quiet. It is featureless with business of a very ordinary nature ruling. There should be new interest taken in honey at this season, but it really depends upon the initiative of the retail and wholesale trade themselves.

White clover comb honey	0 15	0 16
Buckwheat, extracted		0 08½
Clover, strained, bulk, 30 lb. tins		0 10
Buckwheat comb		0 12½

TORONTO.

Provisions—Dealers say that trade in provisions is normal for this time of the wear. Live hogs are still quoted at $6.90, although some firms are quoting them lower, even as low as $6.75 per cwt. Dealers are getting particular about the quality, and over-fat or too heavy hogs are docked 50c per cwt. Some reductions are noted in hams, the large being quoted at 1c per lb. lower. In general, however, the market, seems to be steady at present prices. It is believed that lard has finished its slump, and a slightly firmer feeling is noticeable in this article for that reason.

Long clear bacon, per lb	0 11	0 11½
Smoked breakfast bacon, per lb	0 17	0 18
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb	0 12½	0 13
Light hams, per lb	0 15	0 16
Medium hams, per lb	0 14	0 15
Large hams, per lb	0 12	0 13
Cooked hams		0 21
Fresh shoulder hams		0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb	0 18½	0 19
" pea meal	0 19	0 20
Heavy mess pork, per bbl	21 00	23 00
Short cut, per bbl	24 00	26 00
Lard, tierces, per lb	0 11½	0 11½
" tubs "	0 12	0 12½
" pails "	0 12½	0 13½
" compounds, per lb	0 10½	0 11
Live hogs, at country points		6 90
Live hogs, local	7 05	7 10
Dressed hogs	9 25	10 00

Butter—There is a firmer feeling noticeable in butter this week, and higher prices are expected in some quarters. There is a fair amount arriving, but some shipments are not of the best quality. There is a normal demand, which has shown some improvement since the opening of Lent, but it is confined to the best grades, while inferiors are moving slowly. Fresh creamery and dairy prints seem to be in greatest demand, but there has been some falling-off in supplies of the former.

	Per lb.	
Fresh creamery print	0 27	0 29
Creamery solids	0 24	0 25
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 19	0 20
Fresh large rolls	0 19	0 20
No. 1 tubs or boxes	0 18	0 19
No. 2 tubs or boxes	0 16	0 17

Eggs—Like a calm after a storm, the price of eggs seems to have at last settled down after the downward flight of the past two months. Prices are steady and unchanged from last week. There has been an excellent demand, as a result of reasonable prices, and the Lenten season. Arrivals are fairly free, but the demand can only be supplied by imports from the United States. Were it not for the offerings on the other side at lower prices, eggs would likely be higher here. Storage and pickled eggs are gradually being taken up, with practically no demand at present for them.

New laid eggs	0 23	0 24
Eggs, storage	0 15	0 16
Pickled eggs	0 16	0 17

Cheese—The strength in the cheese market mentioned last week has resulted in a slight increase in prices. New cheese, both large and twin, scored an advance of ¼c per pound, while Stiltons are quoted at ½c to 1c higher. Trade locally is quiet.

New cheese—		New twins	0 13½ 0 13¾
Large	0 13½ 0 13¾	Stiltons	0 14½ 0 15
Old cheese	0 14 0 15		

Poultry—Different dealers at intervals report that the poultry trade has taken on some new life, but on the whole business is quiet. This can be expected at this season. The market is firm at present quotations.

Chickens, dressed	0 16 0 18	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 13 0 14
		Turkeys, dressed	0 20 0 22

Storage, 2 cents lower.

Honey—There is considerable comb honey being offered at the present time at $2 to $2.50 per dozen, according to weight. Trade is normal.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 06½ 0 07

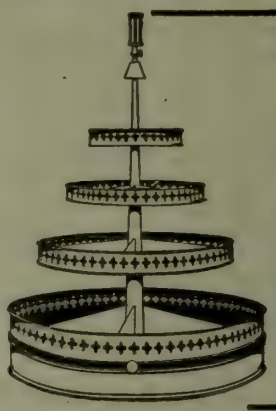
WHEN IS A BARGAIN?

Vancouver, B.C., March 9.—That a bargain is not always a bargain, has been shown by goods received by patrons in this city of a large departmental store. Not that any misrepresentation occurred. On the other hand, the goods sold were in strict accordance with the advertisement. For instance, peaches were advertised at three cans, for 25 cents, but it was found that the cans were much smaller than the ordinary kind, and the quality of the contents was about the same as the ordinary price. The same was the case with raisins and one or two other articles. The advertisement read alluringly, but the buyer read it with the knowledge that he had been purchasing a certain size of peach can, and did not think that the advertisement could mean a smaller size.

Maritime Editor Says the Dealer Expects too Much

Sackville, N.B., Mar. 9.—The Sackville Board of Trade discussed the mail order business at its last meeting, but without arriving at any conclusion. Some of the remedies suggested were co-operation on the part of the local merchants in buying and selling and more generous advertising. The editor of one of the local newspapers complains that while his paper had refused to accept the advertising of mail order houses they had poor support from the merchants whose cause they tried to fight. They has given the local merchants a particularly low rate and yet many of them were not alive to their opportunities and the advantages they might secure through using more printer's ink. He said, "If the local merchants expect the newspapers of this town to fight their battles they should be willing to do their part in assisting the fight and not leave the newspapers to fight the battle alone."

The general store of Jules Wiecker, of Notre Dames de Lourdes, Man., was destroyed by fire.



Increase Your Sales and Profits on Vegetables

¶ You can do both with our **Vegetable Display Stand**, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois

If the Advanced Price Of Coffee

Leads People to Change to

POSTUM



They save something for their purses—but, the far more important gain comes from leaving off coffee with its poisonous drug—*caffeine*—and using in its place POSTUM, which contains the food elements from wheat for repairing the injury done by coffee.

There is no advance in the price of POSTUM.

Continuous, truthful advertising has created a steadily increasing demand and the sale is guaranteed!

There's good profit to grocers on Postum and many use it in their own homes.

"There's a Reason"

Postum Cereal Company, Limited, Battle Creek, Michigan

Canadian Trade supplied by CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

Grocers: It is a most enjoyable sense of satisfaction to you to know that the goods handled by you are of the highest grade, and uniform in quality. It would be different, however, if you handled goods that were not always up to standard, and would result in complaints from your customers, and in many cases the loss of their patronage. Magic Baking Powder is uniform in quality, and is the only well-known medium-priced baking powder made in Canada that does not contain Alum.

MAGIC BAKING POWDER



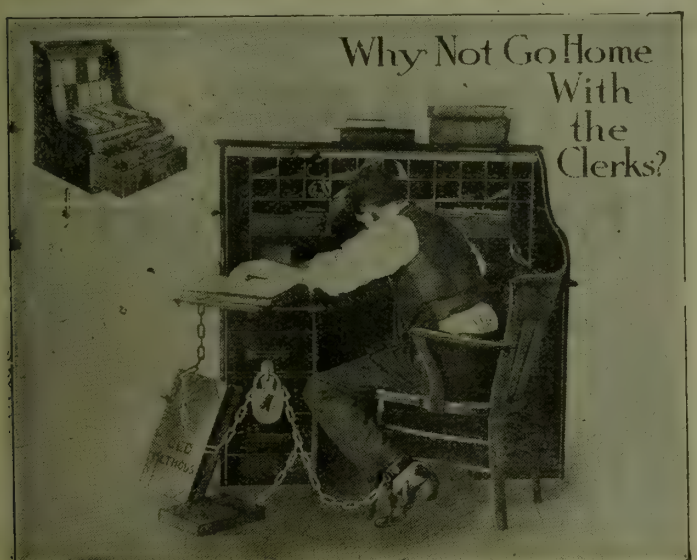
Conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg





You can be freed of your book-keeping Burdens!

You can learn more about your business in five minutes with

The McCaskey Gravity Account Register System
(First and Still the Best)

than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the

SIXTY THOUSAND MERCHANTS who

use it, it will do the same for you. Ask any user, or write

DOMINION REGISTER COMPANY

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

90-98 Ontario Street, Toronto

CLARK'S MEATS

The modern housekeeper is learning more and more of the advantages of Prepared Meats.

Clark's Meats, as well as Clark's Pork and Beans, are their favorites; their quality warrants it.

Packed in assorted cases if so ordered.

Your jobber handles them.

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. J. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto

Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's, you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

Ask for copy of our Illustrated Price List.

AGENTS:

Wm. H. Dunn, Montreal and Toronto

Hamblin & Brereton, Winnipeg and Vancouver



BRAND'S A 1 Sauce

has come to Canada with an unsullied 76 years' reputation, and it is a line that will not fail to please the palate of your most particular patron.

Adds a piquancy and zest to the plainest fare, and is equally tasty with fish, flesh or fowl.

Is a line you can handle with excellent profit. Write for details of the full Brand Line of Specialties.

BRAND'S Essence of Beef

is a clear, amber-colored jelly, invaluable to invalids and convalescents, which should be stocked by every first-class grocer.

It is easily assimilated in any manner the Doctor orders and is retained when no other food can be. There is nothing better for a weak digestion.

"Brand's Essence" has a world-wide reputation, and is right in the grocer's line.

Get wise to this opportunity of further profit-making, and be ready to supply your customers' requirements.

Give "Brand's Essence" the prominence it deserves, and let your customers know you handle Brand's Specialties.

Brand & Company, Limited

London, - England.

T. O. Baxter, 25 Front St. E., Toronto. — H. Hubbard, 27 Common St., Montreal. — McLeod & Clarkson, Vancouver.

Wheat at Lowest Point in Three Years

Is Still in Unsettled Condition — Flour Prices Remain Unchanged—Some Improvement In Export Demand — English Millers Competing With Canadian and American Flour—Cereals Steady at Decline—Trade is Normal.

The demoralized market for both Canadian and American flour in England is reported to be caused by the low prices at which English millers are selling in competition with what is shipped from America. Although the English millers depend to a great extent for their raw material upon this continent, they seem to be competing successfully with flour manufactured in Canada and the United States. Drawing their wheat supplies from all points the English miller is able to mix our hard spring wheat with cheaper grades of other countries, and it is reported that he is producing a flour equal to our good export grade and underselling us by a slight margin.

However, export demand for Canadian flour shows some improvement, Prices remain unchanged, with wheat about the same as a week ago, but still fluctuating within a narrow margin and seemingly in an unsettled condition. One dealer said, "I do not expect prices to go much higher until the supplies of wheat are materially reduced, for supplies are the largest known for many years at this season." Wheat is at low water mark for the past three years. The world's available wheat supply has reached a total of 183,083,000 bushels, as against 145,678,000 bushels a year ago.

Crop prospects, as they appear from time to time, will have a big influence upon future wheat prices. It will be the same old battle between the bulls and bears as the season advances. If crop prospects are favorable, it will mean lower values, but the bulls will not be backward in creating a crop scare of the slightest signs that are unfavorable.

A United States report on the situation says: "While reciprocity has been blamed for a good deal of the present weakness, the situation itself, not only in the United States, but throughout the world, is against any sharp increase in values. The great desire at present is to find out when the bottom has been reached. It has seemed as if this knowledge had been attained several times, but day after day has seen new low records for the present crop, and, in fact, for three years."

Cereals are steady at the recent decline in prices. Canada's visible supply of oats is 6,579,000 bushels, as against 6,925,000 last week, and 4,792,000 bushels last year.

MONTREAL.

Flour—The flour market showed a few new signs of strength early in the week, but local conditions are but slightly changed. Quotations are unchanged. It is difficult to tell just what attention the recent strength is worth. Export demand has been more satisfactory of late.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents, bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 50

Cereals—Rolled oats are down to a lower level, with business still satisfactory. The recent decline has had a certain salutary effect, putting new life into the market just when it was beginning to lag. Business competition, and weakness in the oat market, were reported responsible for the decline.

Fine oatmeal, bags	....	2 25
Standard oatmeal, bags	....	2 25
Granulated " "	....	2 25
Bolted cornmeal, 100-bags	....	1 70
Rolled oats, bags, 90 lb	....	2 05
" barrels	....	4 40

TORONTO.

Flour—Wheat continues to swing within a small radius, and at the present time is quoted at 97½c for No. 1 Northern, an advance of ½c over a week ago, but flour remains stationary at $5.40 per barrel. The situation, on the whole, is about the same as a week ago. Some improvement is noted in export demand. Ontario wheat is about the same as last week, but, as prices of flour have been lowered by many mills, there has been an increase in demand that has reduced stocks to some extent, and some millers are inclined to ask higher prices. Winter wheat patents range from $4 to $5 at the present time, according to the amount of Ontario wheat used.

Manitoba Wheat.		
1st Patent, in car lots	....	5 40
2nd Patent, in car lots	....	4 90
Strong bakers, in car lots	....	4 70
Feed flour, in car lots	3 00	3 20

Winter Wheat.		
Straight roller	4 25	4 45
Patents	4 80	5 00
Blended	4 60	4 90

Cereals—Cereals are steady after the decline in price of last week. The oat market has held steady and no further change in rolled oats is looked for under present conditions. Most millers report very little difference in trade since last week's decline, and it is pointed out that this reduction is not large enough to be felt by the consumer, and that there is no increase in consumption. Dealers do not, apparently, look for higher prices, and are therefore buying on a hand-to-mouth basis. Trade is only normal in the other lines of cereals.

Rolled oats, small lots, 90 lb. sacks	....	2 05
" " 25 bags to car lots	....	1 95
Standard and granulated oatmeal, 98 lb. sacks	....	2 25
Rolled wheat, small lots, 100 lb. brls	....	2 75
" " 5 brls. to car lots	....	2 65

There will be no further shipments of Fard dates from Muscat this season, according to prominent importers, the stock on the way having absorbed everything in the primary market.

SOME PEOPLE

are prone to declare that there can be little or no difference in quality between one line of Soda Crackers and another. But if such people will just compare the lightness and crispness of a Mooney's Perfection Cream Soda with any other make of cracker they will realize at once that there is a big difference in favor of Mooney's.

Try it.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.

WINNIPEG, MAN.





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

SHORT TALKS TO CLERKS

By An Ex-Clerk

TALK BUSINESS.—Don't take up all the valuable time during which you are waiting on customers in talking about the weather. Make use of your time. Introduce some REAL business into your talk. It will be more to your advantage to say "We have just receieved another case of Blank's sauce, the kind you liked so well," than to talk on meteorological reports.

Your customer has already heard all about the weather in other stores and it will be a relief to her nerves, to have someone introduce something else.

ONE THING AT A TIME.—Don't go at your customer like a cyclone, or you may spoil the whole sale. How many times we have heard a clerk rush over everything from A to Z in less time than he should really devote to ONE article. He might just as well have saved his breath and his customer's nerves. Take one thing at a time and do it well.

WATCH FOR LEAKS.—Be on the lookout for any leaks in the business which may be cutting down the profits. You are in a good position to discover such things by watching and effecting real savings, you are making yourself just so much more valuable to your employer. For instance, you note that your smoked meats are drying out considerably. This means loss in weight. You had better, then, go to the proprietor and mention the fact to him and if possible give some plan for overcoming it. He will appreciate the interest you are taking in the business.

DID YOU EARN IT?—When the proprietor hands you your pay envelope on Saturday night, stop and consider. Have you earned the amount it contains? **Has the amount of money which you have received, been a good investment for your employer?** Have the returns been satisfactory? Think well over this matter and the chances are you will go back next week with plans to increase your usefulness to your employer. It is the man who pays a big dividend that gets the big salary.

CULTIVATE GOOD PENMANSHIP.—Remember there can be no excuse for a man to write so badly that the customer has trouble in deciphering the bill. Write clearly and make your figures so distinguishable that no doubt can arise. These things are little, maybe, but it is the small things in life that go to make up the sum total of big things. Don't imagine it would not be worth while to put in a little time o'nights at home with a copy-book. Other men—now big men in your business,—have done it. They consider those nights some of the best spent in their lives. Don't forget that nothing is ever really wasted.

HINTS FOR GROCERS.

To clean nickel fixtures, mix ammonia with a little whiting, rub thoroughly, and then polish with a soft rag.

Salt fish should be kept well covered with brine; if that is not done they will become rusty and dry.

When washing plate glass use a little ammonia in the water—it will cut the dirt.

Buying soap at wholesale, the merchant can afford to use it liberally. It will pay him.

The best way to clean palms is to use warm milk. A quart will go a long way.

To preserve its strength and flavor, the lids on the coffee tins should be kept tightly closed.

An apple or juicy vegetable, if placed in the box with plug tobacco, will keep it moist.

Delivery boxes should not be placed on the counter. Nails are liable to destroy its surface.



Think---Then Act!

Just think what it means to you to handle a line that is so well advertised in the newspapers and on the billboards as

TILLSON'S Pan-Dried OATS

Then act promptly and send along your order for a liberal supply of "Tillson's." This famous breakfast cereal is nourishing, palatable and easily digested, and is the product solely of the finest Oats in the World—Selected Canadian Oats.

The demand has been created! Be prepared and get your share of the profitable trade offering.

Canadian Cereal & Milling Co., Ltd.

HEAD OFFICE:

LUMSDEN BUILDING

Toronto

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.

How To Secure Success Insurance —In the Grocery Business.

EVERY merchant in Canada would take out a policy that assured permanent commercial success. Varying market conditions—bad times—periods of money stringency and their attendant results would be all wiped off the slate. But, Mr. Grocer! there is one sure way of making commercial success an absolute certainty. Secure the right kind of Reputation—by stocking high grade, first quality goods. So conduct your business that the particular women of your town will call your store "The Pure Food Shop." Get the right kind of Reputation and your success as a merchant is absolutely assured.

Take biscuits for instance. You should stock *Christie Biscuits* because they are the best.

That's no mere advertising statement but a *definite commercial fact.*

Fastidious women *know* that the name *"Christie"* is an absolute surety of biscuit purity and perfection.

They *insist* on Christie biscuits. If they cannot get them at your store they'll go to your competitors.

And you can bank on it they *will buy more than biscuits.*

Let's tell you why *Christie biscuits are the best.*

Every ingredient entering our "bakes" *must* be high grade table quality.

Biscuits cannot be better than the dough from which they are made.

We only use *a special blend of the best* flours milled—sift and test the blend by *actual baking.*

Lard, butter and eggs *must be high standard*—nothing less could maintain the Christie reputation.

Our factory is the *biggest* and *cleanest* in all Canada.

Hundreds of discerning women visit it every year and carry a story of *cleanliness, quality* and *scientific baking* in every city, town and village in the Dominion.

They *repeat* that story to their friends—they see the same story told again and again, in our wide general advertising, and *the goods prove that story true,* every word of it.

That's why the name "Christie" is a household word from coast to coast—why people who want the best *insist* on *Christie biscuits*—why grocers, chary of their reputation, do not care to carry other lines.

Every one of our 300 varieties must come up to our high standards—every batch of biscuits we bake from our famous Zephyr Cream Sodas to our latest new fancy line "Zoo Biscuits" *must uphold* or *better* Christie reputation.

We attribute our success to four things:—
Lengthy experience,
Business ideals,
The *enthusiasm of our employees to excel*
And—the *concentration* of our *energies* in making of biscuits.

Christie Biscuits Sell More Than Biscuits.

CHRISTIE, BROWN & CO., Ltd.
TORONTO.

D-32

FLORIDA TOMATOES

First car arrived in fine shape, will be receiving fresh cars every few days

FLORIDA HEAD LETTUCE
NEW POTATOES
CUCUMBERS
GREEN PEPPERS
EGG PLANT, ROMAINE
STRAWBERRIES
WAX AND GREEN BEANS
CALIFORNIA ORANGES
LEMONS GRAPES
GRAPE FRUIT, ETC.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

HALF MOON
NAVELS

See them — try them—buy them. The best in Toronto No trouble to identify. Can't put any substitutes on you —each orange is marked with the "HALF MOON" sticker, right on the orange. Great opportunity for ambitious grocers to create a high class, exclusive, profitable, orange clientele.

Get a box to-day

From

WHITE & CO., TORONTO

J. J. McCABE, Agent
TORONTO

Improved Trade in Imported Goods

Milder Weather is Partly Responsible—Florida Celery is Taking Place of California Article—Markets Well Adorned With Southern Appetizers—Strawberries Still Remain High in Price—Demand for Good Quality Apples Improves.

The milder weather which has been ruling of late has had some effect in stimulating trade in fruits and vegetables. Quantities of imported goods are being brought to Canadian markets including lettuce, celery, tomatoes, strawberries, carrots, beets, radish and spinach. The shipment of California celery has fallen off, but quantities of the Florida article are being brought in. There is an increase in the arrival of bananas and dealers are looking for this line to take on some new life as the weather gets warmer and the danger of the fruit being frostbitten disappears.

The demand for apples shows improvement in some centres and $8 per barrel is being asked for first quality on the Montreal market. A report from the English market says that a great many apples are arriving there in a frosted condition. It continues "only the best fruit is wanted as dealers have lost heavily on previous shipments, and are afraid to touch apples except in small quantities."

MONTREAL.

Green Fruits.—Strawberries brought from 50 to 60 cents a box during the early part of the week, owing to the short supplies. The demand is not heavy and only a limited enquiry is yet felt. Apples are in good demand, but at high prices especially for those of the choicest quality. Trade in oranges is good and lemons are also moving satisfactorily. On the whole, however, business is running along well-defined lines. New pines are expected this week. Prices are being well maintained.

Apples, bbl.	6 50	8 00	Oranges—		
Bananas crated, bunch	1 75	2 25	Cal. navels	2 75	3 00
Cranberries, bbl.	10 00	11 00	Valencia	4 00	4 25
Cranberries, bxs.		2 75	Mexican	2 00	2 25
Cocoanuts, bags.		4 25	Bitter	2 50	2 75
Grape fruit, Flo.	3 00	4 00	Tangerines	4 75	5 00
Malagas keg		7 50	Pineapples—		
Almerias, keg		8 00	Floridas, case	4 50	5 00
Lemons	2 50	3 00	Strawberries, Florida, qt. box	0 40	0 50

Vegetables.—Potatoes are a little easier this week on account of increased supplies. New tomatoes are also a little more plentiful. Vegetables are inclined to be slow. There is a fair call for lettuce, cucumbers, cabbage, etc., but at this season one week's trade is about the same as that immediately preceding it. The time is not far distant now, however, when business will broaden.

Beets, bag		1 00	Onions—		
Carrots, bag		1 00	Spanish, ½-cases		2 00
Cabbage, doz.	0 50	0 60	Red, bags 100 lb., per lb		0 03
Cabbage, bbl.	1 00	1 50	Potatoes, bag	1 20	1 25
Celery, crate	5 00	5 25	New Bermuda potatoes, bbl		9 00
Cauliflowers, Cal., half crate	1 75	2 00	Sweet potatoes, basket	2 00	2 25
Cucumbers, doz.	2 50	2 75	Sweet potatoes, bbl		3 75
Garlic, 2 bunches		0 25	Parsley, crate		3 00
Green Peppers, small basket		1 25	Parsnips, bag	1 00	1 25
Leeks, doz	1 75	2 00	Radishes, dozen bunches	0 60	0 75
Lettuce—			Spinach, bbl	4 50	5 00
Curly lettuce, box	1 60	2 40	Tomatoes, crate	3 50	4 00
Florida lettuce, hamper		3 75	Turnips, bag	0 75	0 90
Boston, box	2 25	2 50			

TORONTO.

Green Fruits.—The trade in green fruits remains about the same, with the principal lines enjoying a normal trade. Some fine quality Florida tomatoes are arriving on the market and are quoted at $4.50 to $5 per case. They are selling fairly well. Oranges continue to go out freely, with a big demand for navels, in which there is a slightly easier feeling noticeable. Supplies of marmalade oranges are gradually being taken up. Prices show no change.

Apples, bbl.	3 50	6 00	Messina	2 75	3 00
Apples, box	1 75	2 00	Limes, box		1 25
Bananas	1 50	2 00	Oranges—		
Cocoanuts, sack	4 00	5 00	Tangerines, a strap	5 50	6 00
Cranberries, bbl	9 00	10 00	California, half strap	1 50	1 75
Cranberries, case		3 50	Marmalade	2 50	2 75
Grapes—			Navels	2 50	2 85
Malaga, bbl.	7 00	12 00	Mexicans	1 75	2 00
Almeria, bbl.	5 00	7 00	Pineapples crate	4 00	4 50
Grape Fruit—			Strawberries, bx	0 40	0 45
Florida per case	3 50	3 75	Tomatoes, case of 6 baskets		5 00
Jamaica, case	2 75	3 00	Rhubarb, doz		1 00
Lemons—					
Cal fornia		3 50			

Vegetables.—The local market is well decorated with imported goods just now, there being a splendid array of celery, lettuce, new carrots, beets, spinach and similar articles, which tempt the appetite at this season of the year. There is a strengthening market in Canadian carrots and some firms are now quoting these at 60c per bag. There have been some arrivals of Canadian onion on this market lately and they are more plentiful at prices ranging from $1.75 to $2 per bag. The arrivals of Florida products such as celery, lettuce, tomatoes and strawberries are quite heavy.

Beets, Louisania doz		1 00	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head		0 40
Cabbage, case—			Boston head lettuce, doz		1 25
Canadian	0 75	1 25	Boston head lettuce, hamper	2 50	2 75
Cabbage, per 100	3 50	5 00	Onions—		
Carrots, Canadian, bag		0 60	Spanish, large		3 00
Carrots, Louisania, doz		1 00	Spanish, ½-cases		1 50
Celery, dozen	0 30	0 40	Yellow, per bag	1 75	2 00
Celery, California, case	4 50	4 75	Potatoes, Ontario, bag	0 90	1 00
Celery, Florida, case 3's, 6's, 4's	2 00	3 00	Sweet, hamper	1 40	1 50
Cucumbers, Boston, doz	2 25	3 00	Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

THE ORIGIN OF FINNAN HADDIE.

Something About Manner of Production of Well-known Fish.

"What are smoked finnan haddies, anyway ?"

Such was a question an Ontario grocer asked a prominent fish dealer recently and is referred to, simply to bear out the statement that the trade as a whole are not sufficiently well acquainted with the ordinary classes of fish that are most easily handled. The answer to that question is simply that a finnan haddie is nothing more than a fresh haddock cured and smoked. As the name implies it is a haddock and in the cured form is one of the popular lines in general demand.

Continuing, this dealer stated that in regard to other fish carried the grocer should make himself familiar with them as regards where they are caught, how they are treated and something in re-

not necessary to know these things to sell fish at this season but as with every other article carried the best results are obtained when the retailer has the knowledge that enables him to "talk" goods intelligently and thereby increases his salesmanship ability.

It is at this stage of the development of the Canadian fish business that the co-operation of the retailer is bound to count for the most. Those interests which are preparing the fish for the market are making rapid advances in their methods. They feel that the Canadian market has not been fully covered and that there is still much room for new business. It is held that proper advantage is not being taken of the wealth of fish that is right at our doors and in order to keep plentiful their supplies they are adopting new ideas and have made big strides in confining trade to Canadian fish.

Handling fish at this season should appeal to the grocer who is looking out for new fields providing good profits. Even the government has aided the fish industry by the payment of the heavy express charges on the fresh fish shipped direct from the coast to the inland points in Ontario and Quebec, the object being to enable the Canadian fishermen to compete with those of the United States in the long haul.

The imports of fish from the United States in 1906 amounted to 1,968,572 lbs. and in 1908 to 1,180,543 lbs. In 1909 they totalled 800,000 lbs. This decrease is largely attributed to the assistance the government has given. This aid has now been given for two years.

Finnan or Findon Haddie is so named after the little fishing village of Findon, near Aberdeen, Scotland, where haddock smoking first attained perfection. They are simply smoked haddock and their keeping qualities are very limited. They are smoked in houses with various materials, wood of different kinds, oak and walnut wood being the best. Sawdust and corncobs are also used but not very extensively. Maple wood is considered to give a good flavor, the secret of the business consisting in exercising judgment in order that the fish may be smoked exactly to the right degree. Sometimes finnan haddie are prepared without the use of smoke, by dipping in acetic acid and water and then hung up to dry.

E. J. Campeau, general merchant, Alexandria, Ont., has offered to compromise.

Fancy Florida Tomatoes
$3.50 per Crate

The quality is fine this year and advise the trade getting started.
Crates weigh about 30 lbs. net. Cost say 12½c. lb. delivered.

PINEAPPLES — Season approaching. Fancy 24's and 30's, this week $4.00 crate.

FISH FOR LENT—Every kind of seasonable fish at reduced prices.

SPECIALS—1 car Qualla Salmon, Case lots, 7c.
1 " Frozen Haddock, " " 3¾.

YOU CAN'T AFFORD TO PASS THEM.

WHITE & CO., Limited

WHOLESALE FRUIT, FISH and PRODUCE

TORONTO - - Branch at HAMILTON

MARMALADE ORANGES

NOW IS THE TIME

Fresh shipment unloaded this week

Sizes 160's, 200's, 240's. Extra Fancy

GOLDEN ORANGE BRAND

(Thompson's Improved Navel Oranges.)

Grape Fruit Lemons Bananas
Onions—Spanish and Domestic.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN
LEMONS



The best wholesalers' trade always carry our pack of Lemons and want your orders. You want our Lemons too, because the quality is good and every box will make you money.

Mention our name when ordering

W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



Lenten Trade in Fish Starts Off Well

Weather Conditions Have Been Quite Favorable to Fish Dealers—Salt and Pickled Fish are Scarce—Good Trade in Frozen Fish—Finnan Haddie is Slightly Firmer—Trade Will Reach a High Figure—Oyster Trade Reported Only Fair.

Thanks to the weather man there has been nothing to mar the Lenten demand for fish. Business secured a good start with cold weather preceding the first week, and although there was a prediction of a soft spell it did not materialize. This weather is just what those who are engaged in the fish business are looking for, and are sincerely hoping will be maintained while the demand obtains.

The reason is not remote. Salt and pickled fish are scarce and of necessity it was natural that frozen fish be brought in to meet the demand. This is practically what has been done and the success with which frozen fish can be handled depends very largely on cold weather. Thus, with a continuance of winter a little longer and with plentiful supplies of fresh frozen fish the total amount of business is bound to reach a big figure.

This week there is not much change in general conditions. Fillets are scarce and the demand much greater than the supply.

The market is practically exhausted of salt and pickled fish, which, as already reported, will probably be scarce throughout the rest of the season. Pickled herrings of inferior quality are now picked up here and there and sold at prices which formerly ruled for the very best quality.

The finnan haddie market is somewhat firmer, and supplies of fresh cured stock are scarce, although there is an ample supply of frozen haddies. Frozen smelts, like haddock, are rather plentiful, thanks to the abundant supplies secured during the fishing season on the Atlantic coast. The market has felt the effects of that plethora and there has been more or less of a sag in prices. Frozen mackerel are still in good supply and the demand is good.

Fresh lobsters are scarce and the oyster trade is reported only fair. Fresh fish, expected from the cost this week, will not arrive in large quantities on account of drifting ice which is moving on the fishing grounds, thus preventing operations. The fresh fish market is therefore slightly firmer.

QUEBEC.

Monteeal.—Salted and pickled fish are dearer in some lines and fresh frozen seems to be temporarily firm. The various dealers report good business and are hoping that the weather will not break for a few weeks yet. Frozen fish is moving particulatly well and trade on the whole is very satisfactory.

FRESH

Steak cod	0 04	0 04½	Haddock 0 05 0 06

FROZEN

Codfish	0 03	0 03½	Pike 0 05 0 05½
Dore, winter caught, per lb.	0 07	0 08	Salmon, B.C., red 0 08 0 08½
Haddock	0 03	0 03½	Gaspe salmon, per lb. 0 20
Halibut, per lb.	0 07½	0 08	Qualla salmon 0 07 0 07½
Herring, sea, ex. large, bbl.	1 80	1 90	No. 1 Smelts, boxes, 10 and 15 lbs. each. 0 08
Steak cod	0 04½	0 05	No. 2 Smelts, boxes, 15 and 25 lbs. each. 0 04
Mackerel	0 11	0 12	Whitefish, large, lb. 0 07½ 0 08
Mullets (carp)	0 03	0 04	Whitefish, small 0 06 0 07
Tom cods, bbl.		1 50	
Flounders, brl.		3 00	

SALTED AND PICKLED

Green cod, small in bbls., per lb.	0 03½		Lake trout, half bbl. 6 00
Labrador herring, ½ bbl	3 50		Salmon, B.C., red, bbl 14 00
Labrador herring, bbls	6 50		" " pink, bbl 12 00
Labrador sea trout, bbls	12 50		" Labrador, bbl 16 50
Labrador sea trout, half bbls.	7 50		" " ½ bbls 9 00
No. 1 mackerel, pail	2 00		" " tres., 300 lb. 22 00
" ½ bbls	3 00		Salt eels, per lb. 0 07 0 07½
No. 1 pollock, bbl	6 00		Salt sardines, 20 lb. pls 1 00
Scotia herrings, No. 2, bbl.			Scotch herring 0 50
			" " keg 1 00
			Holland herring, ½ bbl 5 50
			" " keg 0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Haddies	0 06½ 0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00	13 00
XXX Shell Oysters		10 00
Lobsters, live, per lb.	0 30	0 35
Oysters, choice, bulk, Imp. gal.		1 40
" bulk, selects		1 60

Solid meats—Standards, gal., $1.85; selects, gal., $2.

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	6½, 7, 9, 10, 11
Shredded cod, 2 doz. in box, per box	2 20
Skinless cod, 100 lb. case	6 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto.—Trade in fish is keeping at a high level, although the mild weather has had some effect, making retailers more careful about ordering, with the result that fish are being bought in smaller quantities than usual. Fresh frozen fish enjoy a good portion of the trade. One firm, on account of the mildness of the weather, is offering fish at reduced prices, such as gold eyes, 4; halibut, 6½; pike, 3; white fish, 5; pickerel, 7; flounders, 3; qualla salmon, 7; cohoes, 9½. However, it was stated by one dealer that there are no more first-class fish in storage here than will meet the demand during the Lenten season. The oyster trade is also being affected to a certain extent by the mild weather, but good cool weather would greatly enliven trade.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07

FROZEN LAKE FISH

Goldeyes	0 05	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 08
Lake Superior herring	0 03½	Smelts, extra	0 14
Pike	0 05	Tullibees	0 06
Pink sea salmon	0 08 0 09	White fish, winter caught	0 09
Round red "	0 09	Yellow pickerel	0 08½

OCEAN FISH (FROZEN)

Herring, per 100	2 10	Mullets	0 04
Flounders	0 06	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb.	0 06
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb.	0 11
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	2 10
Acadia 3-lb. bxs per crate	5 40	Herring, bbl.	5 00
Shredded cod	2 25	Haddie, Finnan	0 07½
Bloaters, box	1 25	Kippers, box	1 25
Boneless Digbys, box	1 00	Oysters, extra selects, gal.	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal.	1 85
Cod steak, per lb.	0 07	Oysters, standard, gal.	1 65
		Pickled lake herring, 100 lb. kegs	3 80
		Quail on toast, per lb.	0 07

NOVA SCOTIA.

Halifax.—The Lenten season opened on Wednesday, and there was a big demand for fish. Some improvement is apparent in the receipts in the local market, more cod and haddock arriving and also some halibut. Prices of the latter fish have eased off from 18 to 15 cents per pound retail. At the higher price dealers found that the consumer did not purchase readily.

The local market was bare of lobsters, practically the whole week, something unusual for the season of the year. There is a general shortage all round, both Boston and New York reporting lobster famines, and as a result prices are at record figures. There has been a heavy falling off of shipments from Nova Scotia ports to Boston.

All fish dealers report business brisk and the various plants running full time to keep up with the orders.

According to advices received here from Gloucester, there is a marked improvement in the receipts of fresh fish. Two vessels arrived during the week each with 90,000 pounds of cod and haddock, and one had 3,000 pounds of halibut, and the other had 5,000 pounds of halibut. The captains of both vessels reported fish plentiful. The haddock sold for $3.25 and the cod at $5.50 per hundred pounds.

BRITISH COLUMBIA.

Vancouver, March 9.—Business is good in the fish market, though there is little out of the ordinery to report. The demand is strong, with Lent starting, so that it should be well maintained during the month. The weather is improving now and halibut should be brought in in larger quantities.

An unusually large shipment of salt herring was made to the Orient by the Blue Funnel liner Oanfa this week. The fish was from British Columbia, though it was loaded at Tacoma. The Capilano took down 275 tons, the Selkirk 160 tons, the Celtic 350 tons, the Clansman 150 tons, while the Ophir took down a large shipment.

Tons of fresh herrings are being received at New Westminster from Prince Rupert, the failure of the herring run at Nanaimo and other points having driven the fishermen to the Northern waters.

NEW BRUNSWICK.

St. Johns.—The Lenten season opened last week with conditions anything but satisfactory. Fish of all kinds are scarce and high and the supply does not by any means equal the demand. Fresh fish are coming in slowly with just about enough to keep the market going. The fishermen are hoping for milder weather, when they will be able to get out more frequently. The situation will be relieved somewhat in consequence. A quantity of Newfoundland herring, both salt and frozen, is offering, and the quality is said to be good. Haddock is quoted at 4 cents and cod at 3½ cents



Mr. Grocer--Did you ever stop to think what would happen if your supplies of our brands ran short and you were not able to meet the Lenten demand?

"I'll wire at once, Madam. I'm sorry I had only a few in stock" will not be a satisfactory apology as every live housewife knows that you should have a full line of those brands which appeal to the popular taste.

BE IN TIME. FILL UP THE HOLE IN YOUR SUPPLIES. DISAPPOINTED CUSTOMERS MEAN BUSINESS DISAPPOINTMENTS FOR YOU.

FROZEN COD

OCEAN BRAND
Finnan Haddies
Kippers
Bloaters

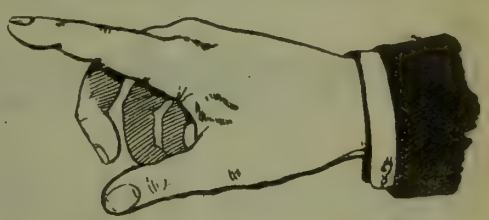
Boutilier's
Smoked
Fillets

FROZEN HADDOCK

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., *Selling Branch, 45 William St., Montreal*





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavour is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton Alta.

per pound. Frozen halibut is 10 to 15 cents.

As regards dry fish, a local fish merchant who has been in business forty-five years, reports that never in his experience had the prices been so high. Medium dry cod is worth at present, $6.50 per quintal, and small fish are held at $4 to $4.25. The record price previously was $5.50 and they have sold as low as $2.50. Under ordinary circumstances dry pollock sells for $1.50 to $2.75 per quintal, but the price now is $4.50. Grand Manan herring are selling at $5.25 per barrel and $2.75 per half barrel. Pickled shad are worth $8 to $11 per half barrel. Bloaters are 85 to 90 cents per box and kippered herring are 30 cents per dozen.

NEWFOUNDLAND.

St. John's, Nfd., Mar. 8.—Prices on this market are unchanged, with the exception of salmon, which as forecasted by The Canadian Grocer some time ago, has advanced in price. Quotations at the present are $6.50 per case, with some houses asking as high as $7, and even higher prices are looked for. This is the highest figure that salmon has ever reached here, rarely ever rising above $5 per case, while the time is recalled when considerable difficulty was experienced in disposing of it at $4.50 per case. Several cargoes of fish have been shipped to foreign markets from this port, and it looks as if stock left in the warehouses will be smaller than for several years.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
ing	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	6 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	105 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70

KILLING THE GROCERY MOTH.

Dear Editor,—For some time I have been going to write you, to see if you or some of the readers of your valuable journal could through the columns of your paper, enlighten me how to rid a grocery store of moths. No doubt nearly every grocer is troubled more or less by this pest. For the past five years I have been making enquiries from every one I thought might know, but so far have been unsuccessful in finding a cure.

SUBSCRIBER.

Editor's Note.—Apparently this pesky little moth has been very active in the country this year, for complaints of similar nature to that given above have come to The Grocer from many widely separated points.

A few days ago when Dr. Hastings, medical health officer of Toronto, was asked the best means of getting rid of moths, grubs, and other insect life lodging among foodstuffs, he recommended the use of the insect powder "Tyreathrum."

This, he said, was the best preparation he could advise for such purposes, but he suggested, also, that anyone wishing to rid a store of such little pests would have to exercise the eternal vigilance of the housewife who would drive out the ordinary house-fly from her dwelling.

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Donald says:
Quaker Brand
Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum,** and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS
P.O. Box, 2360. MONTREAL

CONCORD CANNING CO.
We guarantee
1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing
CONCORD CANNING CO.
We ask the consumer kindly to write us if dissatisfied.

The above is an exact reproduction of our guarantee appearing on every tin of
Concord Norwegian Sardines
Their delicate and distinctive flavour is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.
They leave a good profit for the retailer.
See to your stocks.
Order from Your Wholesaler.
R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

SPECIAL
Large Frozen Sea Herring

Haddies
Bloaters
Kippers

Boneless and Prepared Fish

Lobsters and Clams

Write for our New Price List P.O. Box 639

Fish is trump—Play these

Cod, Haddock, Halibut,
Salmon, Smelts,
Pike, Pickerel, White Fish

Oysters in Bulk and Shell

Salted and Pickled Fish

Scollops

Branches:
Montreal,
St. John, N.B.
Grand River,
Gaspe, Que.

Leonard Bros.
Montreal and St. John, N.B.
—Five Long Distance Telephones—

ARE YOU NEGLECTING A BIG OPPORTUNITY?

Every retail grocer should carry a stock of FISH during Lent. If you have not the facilities for handling frozen fish, at least you should have the salt fish lines.

Get a few kegs of our choice

PICKLED LAKE HERRINGS

and see the demand grow—also your PROFIT account.

Get in touch with us, the BIGGEST and MOST COMPLETE HOUSE in the fish and oyster trade.

The F. T. JAMES CO., Limited

Church and Colborne Sts. TORONTO

Items for Busy Dealers from Here and There

Fish Set Down in Winnipeg Two Days After Being Taken From the Pacific—New Combination Berry Being Cultivated Down in Illinois—The Co-operative Store Idea Spreads—Increase of Grain Area in Russia.

The total average of grain in Russia in 1910 aggregated 240,419,396 acres, an increase of 6,959,922 acres over 1909.

A new berry is being grown in Logan county, Ill., which it is said bids fair to revolutionize the berry industry in that state. The new production is called the Yankee Prince raspberry-strawberry, and, as its name indicates, is a cross between a raspberry and a strawberry. It resembles the raspberry in surface but has the shape and size of the strawberry. The plants begin to bear about the same time as the strawberry and continue to bear fruit until late in the fall.

Captain C. H. Nicholson, manager of the Grand Trunk Pacific steamships on the Pacific coast is authority for the statement that when the road through the mountains is completed, it will be possible to get fish into the prairie provinces as far east as Winnipeg within forty-eight hours after they are taken from the sea.

The total imports of salmon to Great Britain in 1910 amounted to 1,428,479 cases which, with the exception of 1902, is the largest importation in the history of the salmon trade. Of late there has been a growing demand for ½ lb. flats and packers who import to that country are turning more to that size.

Reports tell of two new departures, marking the spread of the co-operative store idea in the United States chiefly in the New York district. The Amsterdam Grocery Company, with a capital of $25,000, and a warehouse in New York, has already begun business. It is composed of retail grocers who have been forced to get together to save themselves from the department and chain store competition. Members call for their own supplies and a salaried manager is employed as buyer. Another example is accorded in the organization of the United Grocers' Company, with a capital of half a million dollars. It is reported that 150 dealers have already enlisted under the banner of this company, but that the names of one hundred more are wanted before it is proposed to commence operations.

The Montreal Packing Company, Limited, has been formed in Montreal with a capital stock of $50,000.

The Retail Merchants' Association of Nova Scotia have planned a trip to Europe. The start will be made early in March and the entire program will occupy five weeks' time. Experts will be in charge to point out the places of interest to the business man of the Maritime Provinces.

Victoria, B.C., March 8.—The annual meeting of the Victoria Retail Grocers' Exchange was held recently, and the following officers elected for this year: E. J. Wall, president; H. Schroeder, vice-president; B. W. Hall, treasurer; A. Thornton, A. Tait and W. C. Patterson, directors, and T. G. Futcher, secretary. Reports presented showed that the past year has been a successful one for the association. Associations have also been organized at Kamloops, Revelstoke, Nelson and Cranbrook on the mainland; one for the islands adjacent to Victoria, as well as at Nanaimo, Duncans and Cumberland. All these associations are affiliated with the Provincial Association of Retail Merchants of British Columbia.

A Montreal grocer was recently fined $30 for refilling labeled gin bottles of another firm with a compound of his own, and sealing them with green wax somewhat similar to that used by the other firm.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL

Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scotland

CLAY PIPES

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

EVERY HOUSEKEEPER WANTS IT

For making a nice brown gravy.
For adding a delicious flavor and color to soup.
For coloring cakes a rich brown.
For making cakes and puddings a creamy yellow,

Inglehart's Browning

is the best of all. The only Browning made in Canada.

Put up in 3 and 6 oz. bottles, retailing at 15c. and 25c. a bottle

ASK YOUR WHOLESALER FOR IT OR SEND TO

INGLEHART S, MERTON, Ont.

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., TORONTO

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCIES WANTED.

SOUTH AFRICA — Advertiser proceeding South Africa will arrange agencies, business introductions, etc. Reply immediately, Box 377, CANADIAN GROCER, Toronto. (10)

SITUATIONS WANTED.

SITUATION WANTED — First-class grocer wants work managing store or grocery department. Address Box 376, THE CANADIAN GROCER, Toronto.

SITUATION WANTED — First-class grocer wants situation on road representing wholesale grocers or specialty. Address Box 375, THE CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business" They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

POSITIONS WANTED.

YOUNG MAN desires position to learn grocery business. Good worker. Has public school education. Box 378, CANADIAN GROCER, Toronto. (10)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

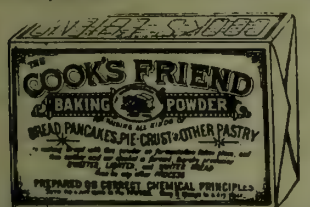


Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½-lb	1 40
" 6 oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 00
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER



	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
Strawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 95	Crabapple	1 45
		Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

5 lbs. 7 lbs	14's & 30's per lb.
Strawberry 0 59 0 82	0 10½
Black currant 0 59 0 82	0 10½
Raspberry 0 59 0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 27
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
½-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 27

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 15

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 doz	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ¼-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ¼-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails	0 07

Soups

CHATEAU BRAND CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Good Buy



You can make sure of earning the good-will of the ladies if you sell them

BLACK KNIGHT STOVE POLISH

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

Keep a generous stock of this profitable line and push it hard.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman; who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

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"Arctic" GROCER REFRIGERATOR



meets every requirement of your trade. Case is of ash, hardware of solid brass with lining of spruce, shellacked. All parts separable. Perfect circulation of cold, dry air is guaranteed

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John Hillock & Co., Ltd. - Toronto
Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



COFFEE IN PERFECTION

"KIT" COFFEE

Embodies in liquid form all that is best in the finest growths of the coffee berry.

STRONG
FRAGRANT
DELICIOUS

For full particulars apply to

KIT COFFEE COMPANY
Govan, - Glasgow, Scotland

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

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A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

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ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



All Wood Vinegar Pumps

are money savers for

Grocers and Dealers in Acids

Walter Woods & Co. **Hamilton and Winnipeg**



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, N.S.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.10; 48 4-oz., $1.80; 60 8 oz., $4.50; 36 1-lb. $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11
½-bbls	0 11½
Tubs, 60 lbs	0 11½
20-lb. Pails	2 30
20-lb. tins	2 20
Cases 3 1-lb	0 12
" 5-lb	0 11½
" 10-lb	0 11½



F.O.B. Montreal.



GUNNS
"EASIFIRST"
LARD
COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
30-lb. tins	0 10
10-lb. "	0 10¾
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11¼

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 30 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S
PERFUMED LYE

Ontario and Quebec Prices.

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIBRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50
Post Toasties—No. T3 $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Milk, family size, per case	$3.50
Baby size, per case	2.60
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

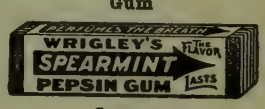
COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" ½-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Per case
No. 1,	cases 60 1-lb. packages	1 case $2 85
		5 " 2 75
No. 2,	" 120 ½-lb. "	1 case 2 85
		5 " 2 75
No. 3,	" 30 1-lb. "	1 case 2 85
	" 60 ½-lb. "	5 " 2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

RECIPROCITY has not affected our BIG SALE OF TEAS

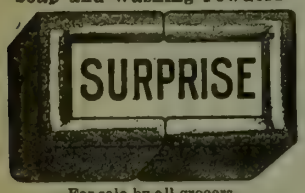
We still continue to quote interesting prices.

JAPAN TEAS, Early May Pickings, Choice Quality.....@ 18 to 20c. per lb.
CEYLON BLACK and GREEN TEAS, extra values.....@ 17½, 18½ to 20c. per lb.
HIGH GRADE CEYLON BLACK and GREEN TEAS.....@ 24, 26, 28 to 30c. per lb.
CHINA BLACK and GREEN TEAS in ½ chests and caddies.....@ 12½, 14½, 16½, to 18c. per lb.

NO TROUBLE TO GET THE BUSINESS when you HAVE THE VALUES.

ROBERT SIMPSON & CO. IMPORTERS OF TEAS, COFFEES, SPICES AND WHOLESALE GROCERY SPECIALISTS
Cor. Gore and Hughson Streets - PHONE No. 3541 - HAMILTON, ONTARIO

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60
6 doz. to box..... $7 20
30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



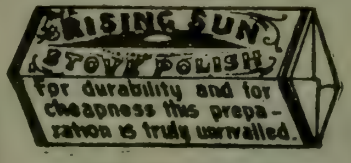
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 55
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

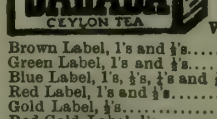
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



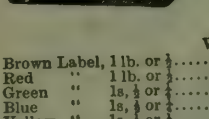
BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label, 1's and ½'s	30c	40c
Gold Label, 1's and ½'s	35c	50c
Lavender Label, 1's and ½'s	42c	60c
Green Label, 1's and ½'s	50c	75c

Canisters—	Wholesale	Retail
Gold Tins, 5's	35c $1.75	50c $2.50
Gold Tins, 3's	35c $1.05	50c $1.50
Gold Tins, 1's	36c each	50c each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb
Red Tins, ½'s	35c ea. 70 lb.	25c ea. 1.00 lb
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " ½s, ¼ or ⅛	0 30	0 40
Blue " ½s, ¼ or ⅛	0 35	0 50
Yellow " ½s, ¼ or ⅛	0 40	0 60
Purple " ¼ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

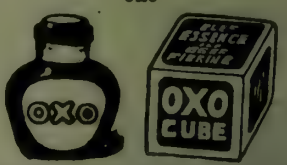
Black Label, 1-lb., retail at 25c		$0 20
Black Label, ½-lb., retail at 25c		0 21
Blue Label, retail at 30c		0 24
Green Label, retail at 40c		0 30
Red Label, retail at 50c		0 35
Brown Label, retail at 60c		0 42
Gold Label, retail at 80c		0 55

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$3 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Oxo



Oxo in Bottles—1-oz., $2 per doz.; 2-oz., $3.50 per doz.; 4-oz., $6.50 per doz., and larger.
Oxo Cubes—Tins of 4, 95c. per doz.; tins of 10, $2.40 per doz.; tins of 50, $11 per doz.

CORNEILLE DAVID & CO.



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND Co TORONTO

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



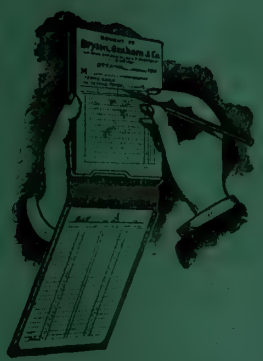
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THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

Strength | Purity

Your guarantee of profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT LIMITED

Manufacturers

Uniformity | MONTREAL | Reliability

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Assuredly the best brands of

SALT

from purest brine. Made by most up-to-date methods.

SOLD BY

Verret, Stewart & Co.

LIMITED

MONTREAL

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited

ST. CATHARINES, - ONTARIO

"The Canadian Grocer Is the Best Edited Grocery Trade Paper in North America."

These are not our words but the words of one of the largest manufacturers of foodstuffs in the United States. For the past year he has advertised in The Grocer and last week when renewing his order he made the above observation. As he has been advertising through the trade press of both Canada and the United States, he had occasion to study closely the merits of *all* the trade papers. And the above is his verdict.

No trade paper is valuable unless it is read and The Canadian Grocer is not only read, but *studied* by the most progressive dealers in all parts of the Dominion of Canada—because it has *quality* in its editorial and advertising columns.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO MARCH 17, 1911 No. 11



Robinson's Patent Barley

As a healthful, nourishing and enjoyable food for young and old, Robinson's Patent Barley is unequalled. Druggists sell it; grocers can sell much more of it—It is a food and right in their line. Those who are wise will always sell it.

Write for Particulars

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

SYRUP SALES WILL BE SATISFACTORY

both from the point of view of volume and profit, if you are handling

"Crown Brand" Corn Syrup

There's no syrup to which such care has been given to guarantee purity. Try this well-known line, and give it prominence. It will pay you to do so!

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. **Works, Cardinal, Ont.** **164 St. James St., Montreal**

DO YOU SELL IT IN YOUR STORE?



A PURE HARD SOAP

PURE means free from adulteration.

IT'S ALL SOAP

HARD means wearing or lasting qualities.

THE ST. CROIX SOAP MFG. CO.
ST. STEPHEN, N.B.

"Just as Good" Means Absolutely Not as Good!

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with something "Just as good" when she knows exactly what she wants and has come to your store to get it.

Let us not go back to the dark ages of Trade Deceit, friend, but rather let us keep on the sunny side of a woman's good-will. It pays to give a customer exactly what is asked for and with no cross looks. "Just as Good" means absolutely not so good and the whole world knows it!

Give them what they ask for!

The "Thistle" Brand of Fish. Frequently the ever-increasing demand for Haddies, Kippered Herring and Herring in Tomato Sauce, packed under the "Thistle" label, exceeds our ability to supply all. This is an eloquent tribute to quality, friends!

Griffin & Skelley's Asparagus As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

Macaroni made by P. Codou As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that famous maker "Codou."

Arthur P. Tippet & Co., Agents

MONTREAL *TORONTO*



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.
10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

White Beans

Can give best quotations.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A.B.C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

WE SELL
McKay's Bowmanville Celebrated
POT AND PEARL BARLEY
MARKET ADVANCING. OUR PRICES ARE RIGHT.
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

There is bound to be an advance in the price of

CATSUP CANNED & BOTTLED

As some packers have already advanced their prices—IT WILL PAY YOU to book at our present quotations.

Imported Dutch Biscuits

HUDSON CREAM WAFERS
DONSCO ICE WAFERS

Tins, 5 and 10 lbs., 28c a lb.

GUARANTEED—Equal to any similar imported line on the market.

ANCHOR BRAND TRADE MARK REGISTERED

BAKING POWDER

An Absolutely Pure Powder

sold to the consumer at popular prices and pays you a handsome profit.

4	ounce,	cases	4	dozen, $ .65	dozen
6	"	"	4	" .75	"
8	"	"	3	" .90	"
12	"	"	2	" 1.35	"
16	"	"	2	" 1.65	"
5	pound,	"	1	" 7.20	"

Guaranteed to give perfect satisfaction

It Pays to Push "Anchor" Brand

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

BORDEN'S

EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.



The Original

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Unsweetened

Sales Offices and Agencies:— MONTREAL TORONTO WINNIPEG and VANCOUVER.

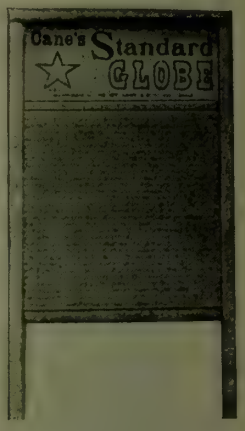


THE "BEST" ARE ALWAYS

CANE'S WASHBOARDS

The best in any line, for there's a Cane board at every price for every use. This variety of sizes, prices and uses make it easy to suit the stocks to the needs of your trade.

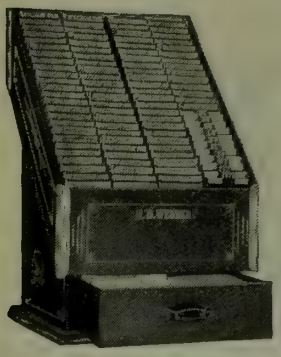
Write for particulars of all our "Washday" products and price quotations.



It takes almost no talk to sell Cane's goods. The name itself has come to stand for merit and in addition each washboard has so many points readily pointed out and easily understood that housewives like them at sight

The William Cane & Sons Company, Limited

Newmarket Ontario



Cut of 100 Book Size, with hood removed showing alphabetical arrangement of books,

Lock the Door Before the Thief Gets In!!

THE KEITH SYSTEM

Has Been Tried by Actual Store Fires!!!



Cut of 100 book size, showing hood locked to cabinet.

We don't guess about this system being fire-proof, but we know. We have several affidavits on file from merchants who had fires destroying buildings and stocks of goods, and whose accounts were all saved through the KEITH SYSTEM.

In case of fire wouldn't it be a satisfaction if you had a KEITH SYSTEM and knew your records would be saved ?

The Time to Lock the Door is Before the Thief Breaks In.

When you buy a KEITH you not only lock the door and bar it against fire, but also against the bugbear of posting accounts on the one hand, and of mixing accounts, bringing forward wrong past accounts, losing slips, and the manipulation of charges on the other hand.

It is the right system for you at the right price.

Let us send you full information at once without putting you under any obligations to buy.

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street .:. ... .:. .:. .:. .:. FREMONT, OHIO

and Hartford, Conn., U.S.A.

A Great Convenience to Housewives



ARE YOU SELLING

SIMCOE BRAND Shredded Pineapple?

It is a most convenient form to use this luscious and healthful fruit, and you will find it sells very readily once its virtues become known.

Only the choicest **selected Bahama Pines** are treated in our modern sanitary factory, and the canning is done with the greatest care, **the best granulated sugar only being used.**

A couple of popular recipes for using Simcoe Pineapple are appended below, and we shall be glad to send any grocer others on request.

PINEAPPLE AND PEACH GLACES

Drain the liquor from a can of Simcoe Peaches. Chop fine and empty into a dish with a can of Simcoe Shredded Pineapple. Cover with a cup of granulated sugar. Stand for an hour, and pour over them the liquor drained from the fruits and enough water to make a full pint-and-a-half of liquid. If not sweet enough, add sugar. Stir in the juice of a lemon, and the unbeaten white of an egg, and freeze.

Put up in 2's tins.

Try a few cases of Simcoe Pineapple.

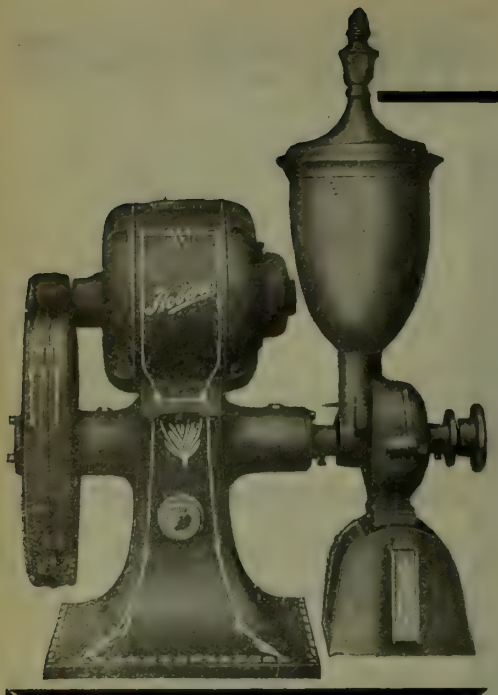
Tell your customers how good it is, how to use it, and watch it sell. Your wholesaler has a special price for you on this article.

PINEAPPLE PIE

Empty a can of Simcoe Grated Pineapple into dish. Beat the yolks of two eggs, add to them a teaspoonful of butter rubbed smooth with a cup of sugar, stir in a cup of milk and beat in the grated pineapple. Pour immediately into an open crust and bake in a moderate oven. When done, spread with meringue made by beating the white of an egg stiff with a tablespoonful of powdered sugar. Return to the oven long enough to brown lightly.

Dominion Canners, Ltd.

HAMILTON - - - ONTARIO



An Ornament to Any Store

and an investment that pays handsome dividends is the

HOBART
Electric Coffee Mill

It will easily double your coffee business and put it on a surer basis than ever before by supplying your customers all the time with freshly ground berries.

Grinds quickly and thoroughly, and is extremely handsome in appearance, well enamelled and nickeled.

Equipped with the "Hobart" Automatic Release—an effective protection against accidental damage to motor, etc.

Better write us to-day for full details and prices. The "Hobart" will most surely add to your prestige and profit.

The W. A. Freeman Company, Limited

HAMILTON, ONT.

W. J. PEGG, Toronto Representative, 233 Lansdowne Ave., Phone No. Park 4060

ANTIPASTO

"The new hors d'oeuvre."

ANTIPASTO is a deliciously appetizing dish composed only of selected tunny fish, stuffed olives, truffles and mushrooms, and is packed in pure olive oil.

The very thing for your customers

who are always asking you for "something good." You can safely recommend this dish as it is fancy and out of the ordinary and appeals to any palate.

Packed in sterilized tins about 1 lb. each.

Only 22c. per tin. ***Sample tin 10c. each.***

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Below are a few of our lines that we manufacture:

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve, Damson (English) Raspberry & Gooseberry Peach Cherry Gooseberry Red Currant Jam. Green Plum Plum Pear Jam Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

Pure Fruit Preservers. **Hamilton, Canada**

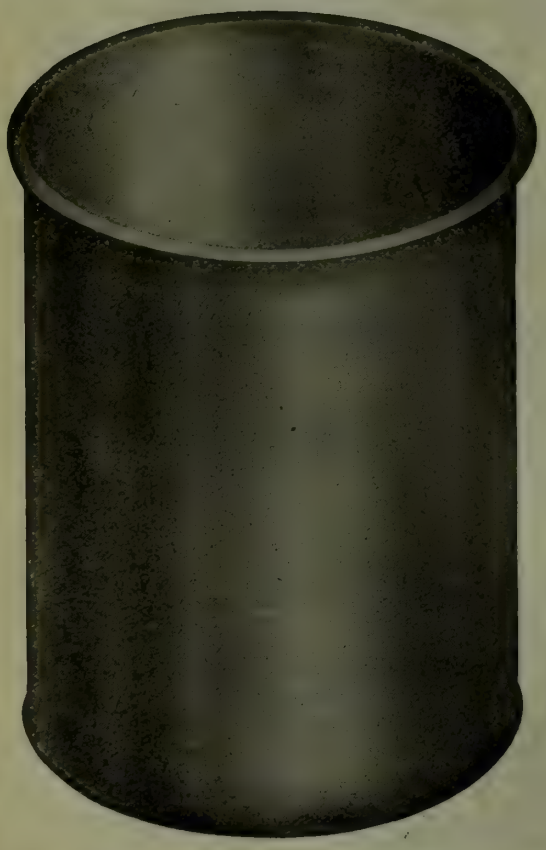
PERRIN'S

LEMON NECTAR

BISCUITS

CRISP AND TASTY
WITH ITS DELICIOUS CREAM FILLING.
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS

BEYOND COMPARISON
JUST THE GOODS



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

McCORMICK'S JERSEY CREAM SODA BISCUITS



Quality Incomparable
A Wholesome Food
A Most Nourishing and Economical Food
Rival Bread for Economy

At Your Grocers 31

For Large Families Try a Tin or Cardboard Package Sizes, 25c. to 35c.

For Small Families Try our Fancy Sodas Packages, 5c. and 10c.

Reproduction of 4-col. Newspaper Advertisement

Satisfy your Customers—give them an article of quality and the consumption will increase. Get them to use McCormick's Jersey Cream Sodas once and watch the result.

Already thousands of new customers have been made and this influence will be felt for all time, as these biscuits are unquestionably superior to the ordinary kinds people have been in the habit of buying.

Take advantage of our advertising and keep a full stock always. Order from nearest shipping point.

McCORMICK'S Warehouses: MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY
Factory: LONDON, CANADA

WIN NEW CUSTOMERS

It's a fact an up-to-date delivery system attracts new people to your store.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

always win new business.

The eggs are left on the table where both the housewife and your man can see that they are in perfect condition. ***(No chance for dispute).***

This sure, safe, sanitary egg delivery service appeals to every woman. Your ad. on every STAR EGG TRAY will influence her. Ask your jobber and write to-day for our booklet—

"NO BROKEN EGGS" and "Sample Ads."

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

Give a Receipt and Get Protection

For example:

A customer comes into your store in a hurry, makes a fifty-cent purchase, hands you a bill and gets $1.50 change, sticks it in his pocket and hurries out.

Half an hour later customer returns and says he gave you a $5.00 bill and got only $1.50 change.

What are you going to do about it? Argue and lose a customer? Or "give up," feeling sure you have LOST $3.00.

A National Cash Register positively prevents errors of this kind—protects both you and the customer against such disputes. Does more than that—it insures absolute accuracy in every transaction. Records all cash sales, credit sales, money received on account, money paid out.

Pays for itself with the money it saves you.

National Cash Registers cost less now than ever before. Let us send you our booklet and new price list.

National Cash Register Co.

F. E. MUTTON, Manager for Canada

285 Yonge St. · · Toronto



Successful Merchants Put a Receipt in Every Parcel.

National Cash Registers afford the quickest and best means of recording sales, and of automatically issuing a printed receipt that cannot be altered, numbered, dated, with clerk's initials—making a duplicate record, which is locked inside the machine for the proprietor's use.

GOODWILLIE'S



PURE FRUITS

In Glass

Those particular customers of yours desire something extra fancy in the matter of quality.

When they ask for preserved fruits ensure their satisfaction by giving them **Goodwillie's Pure Fruits in glass.**

Of delicious natural flavor, quite unequalled anywhere.

Ask your wholesaler

AGENTS

Rose & Laflamme Limited

Montreal and Toronto

Rowat's Goods Sell!



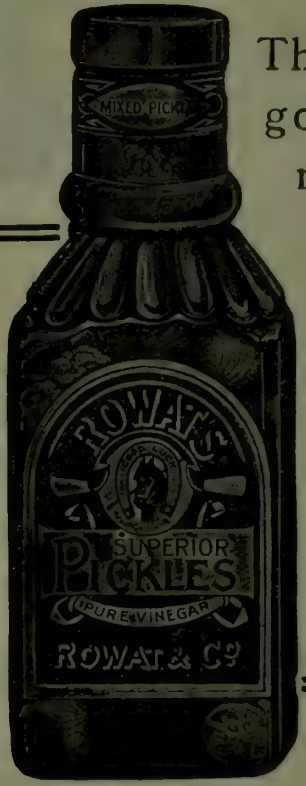
The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.

GLASGOW, SCOTLAND.

Canadian Distributors;—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax. N.S.; F. H. Tippett & Co., St. John, N.B.: C. E. Jarvis & Co., Vancouver, B.C.

Avoid Deception

Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market and that is

FUSSELL'S CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent. of butterfat. Fussell's CREAM contains more than three times as much.

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St. Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B Colwell, 265 Barrington Street. Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, LONDON, ENG.



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

THE NAME "FAIRBANK" MEANS SOAP SURETY

Our Advertising has told Women Everywhere



"Let the Gold Dust Twins do your work"

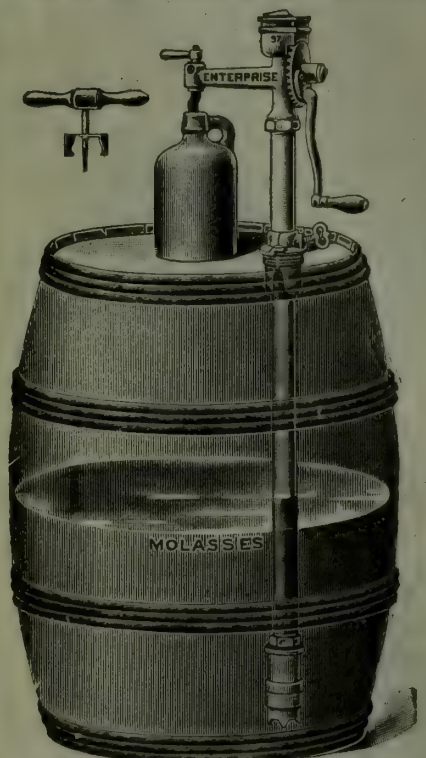
Consequently GOLD DUST sells everywhere. and sells BETTER everywhere, than any other Washing Powder anywhere.

And it sells easier because it does work easier.

And it KEEPS ON SELLING because it KEEPS ON PLEASING and we KEEP ON ADVERTISING.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---"Enterprise" make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

The makers of OXO are firm believers in advertising



OXO



OXO CUBES are being pushed by one of the strongest, most original advertising campaigns ever launched in Canada.

This advertising—newspaper, magazine and window display—IS SELLING OXO CUBES.

Are you getting your share of the new business we are creating?

Our organization is at your disposal.

CORNEILLE DAVID & CO.

25 Lombard St., Toronto
52 Nicholas St., Ottawa
334 Clarence St., London, Ont.
41 Common Street, Montreal



Get a McCray Cooler To Keep Your Meat

The McCray system of circulation and superior insulation will not only save you money in reducing ice bills but in preventing that loss of meats which you have always considered inevitable.

Write for our Free Catalogue, No. 67, showing our coolers, refrigerators and display cases for groceries.

Please address all correspondence to the Factory, Kendallville, Ind.

We manufacture refrigerators and coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

McCray Refrigerator Company

231 LAKE STREET, - - - - KENDALLVILLE, INDIANA

Tartan BRAND

FISH FOR LENT

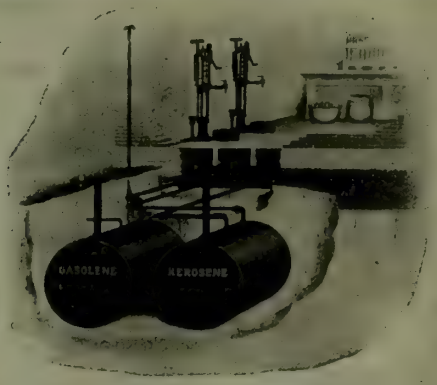
Have your stock ready for the demand. We have complete list of fish in brine, salted and dried, including—

Labrador Herring	Codsteak
Holland Herring	Acadia Cod
Milchers Herring	Boned, Skinned Cod
Sea Trout	Quail
Mackerel	Best Value.

SPECIAL ATTENTION TO MAIL ORDERS.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



A Clean Store | A Sure Profit | A Safe Method | A Good Purchase

If you want these advantages in your oil department buy a

BOWSER

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

S. F. BOWSER & CO., Limited

66-68 Fraser Ave., TORONTO, ONT.

HOLBROOKS

ENGLISH Specialties

Holbrooks Worcestershire Sauce
Holbrooks Punch Sauce
Holbrooks Pure Malt Vinegar
Holbrooks Pure Olive Oil
Holbrooks Pure Pickles
Holbrooks Custard Powder
Holbrooks Egg Powder
Holbrooks Capers
Holbrooks Bengal Club Sweet Mango Chutney
Holbrooks Essence Anchovies and Swan Brand Pickles.

Canadian Offices:

40 Scott St., TORONTO, ONT.

Manager: H. GILBERT NOBBS

Agents hold stocks everywhere.

When writing advertisers kindly mention having seen the advertisement in this paper.

German Sterling BRAND Sauerkraut

AN INCREASING DEMAND!

The demand for the tasty

STERLING BRAND German Sauerkraut

is steadily on the increase, and you will find it a profitable and easy line to sell. Made solely from the finest fresh vegetables, treated in the most approved manner in our up-to-date sanitary factory

Be sure and specify "Sterling" Brand when sending in your order.

THE T. A. LYTLE COMPANY, Limited

STERLING ROAD, TORONTO

The best trade calls for our

High Grade Coffees

Surely you want to get a grip on that trade.

CHASE & SANBORN

MONTREAL

Important Announcement

We have now completed the reconstruction of our Montreal Factory

Formerly the Acme Can Company

and have equipped it with an entirely new outfit. We are now ready to produce boxes of every description, both plain and decorated. Our new plant with the latest devices and a staff of skillful workmen make this establishment one of the most complete in Canada.

Packers' Cans

and a large variety of containers for both dry and liquid goods, can be obtained from our Ontario Factory at Hamilton

Formerly the Norton Manufacturing Company

With these two factories in operation we can fill your orders promptly.

ALLOW US TO QUOTE YOU PRICES

AMERICAN CAN COMPANY

MONTREAL HAMILTON



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH

SELL GINGERBREAD BRAND MOLASSES! It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA

Donald says:

Quaker Brand

Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum,** and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS

P.O. Box, 2360. MONTREAL



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



TRY A BOX

Use this for Every Purpose with Cold Warm or Hot Water



Softens the Water
Goes Further and Does Better Work
Save the Wrappers

Give your Order to any Wholesale Traveller or send it to Woodstock



Does Advertising Help You Any?

As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

Apply your answer to our **Dromedary Dates**, which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates**, selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

The carton means a good deal more in dates than it means in most other things.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

A CLEAN-UP

At this season there is a general house clean-up and considerable Stove Polish used. The best for profit to you and satisfaction to the housekeeper is the old reliable

James Dome Black Lead

or if a paste is preferred you get the "dome" quality exactly in

Domeline

The finest articles in stove polish produced.

Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family trade by featuring

"KING OSCAR"
NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



By Special royal permission.

"King Oscar" Brand are primest Autumn-caught fish, canned in our modern sanitary factory and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)
HAMILTON :: :: ONTARIO

New Customers
For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca,

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE - MASS
Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

BAIRD'S
WORCESTERSHIRE
SAUCE
is
DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.



A REAL SUBSTITUTE FOR FRESH COW'S MILK!

The care given in the preparation of

"Canada First" Evaporated Milk

and the absolute purity and efficient sterilization of each can, make it the line for you to stock and recommend. The safest milk to sell for infants and invalids. A steady business bringer and profit producer.

Order from your Jobber

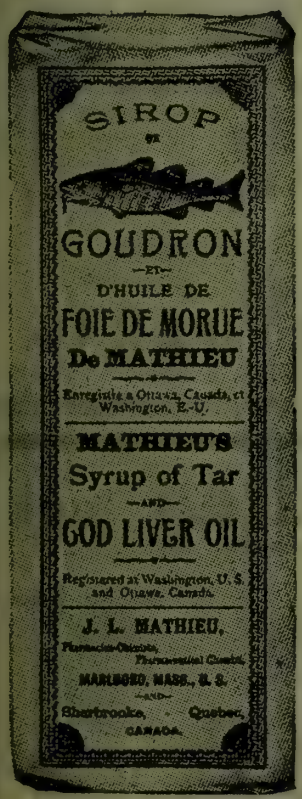
The Aylmer Condensed Milk Company, Limited, Aylmer, Ont.
Head Offices: Hamilton, Ontario

IS IT NOT A BIG CONSIDERATION

and of great value to have satisfaction guaranteed in your Sugar Business ?

ST. LAWRENCE GRANULATED

absolutely pure cane sugar, and satisfaction guaranteed to every consumer. : : :



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont

Better Profit
Bigger Business

are assured every grocer who is handling

ST. GEORGE
Evaporated Milk
UNSWEETENED

Its purity is unequalled, and it cannot fail to enhance your reputation for handling 'quality' goods.

The finest substitute known for fresh cow's milk.

We also can, from the richest country milk and pure sugar, the following guaranteed brands of condensed milk:—

"BANNER" and "PRINCESS" Brands

Try them! They will satisfy your particular customers.

J. MALCOLM & SON
ST. GEORGE, - ONTARIO



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas Turner & Co.; Balfour, Smye & Co., McPherson, Glassco and Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N. B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

EQUALLY GOOD FOR
TOILET, LAUNDRY, BATH OR SCRUBBING

This is the exceptional claim we make for

Wonderful Soap

And hundreds of housewives throughout the Dominion will back our claim.

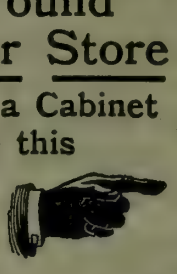
We are now wrapping each cake of "Wonderful' Soap, instead of putting six cakes to a carton as formerly, and the attractive wrapper we are using cannot fail to gain attention.

"Wonderful" Soap is the best soap for your profit and reputation. It is always safe, sure and speedy.

Write for details of our dealer-helper-selling plan.

The GUELPH SOAP CO.
GUELPH :: :: ONTARIO

The Ladies look around Your Store
for a Cabinet like this





If they don't see it they take it for granted that you don't sell

DY-O-LA
ONE DYE FOR ALL KINDS OF GOODS

And it's the Home Dye they naturally want on account of its Perfect Results which are Positively Guaranteed. Over 126% Profit on ALL DY-O-LA you sell. Ask your Wholesale House about it—or drop us a postal.

The Johnson-Richardson Co., Limited,
MONTREAL, CAN.

JAPAN TEAS

Write to

S. T. NISHIMURA & CO.

for samples of their few lines remaining of last year.

The Reciprocity Agreement

is still hanging fire, but we are in a position to announce that a definite verdict has been given in favor of

Cabinet Maple Syrup



"It's just a little better than the other fellow's best."

An article with acknowledged merit should never be overlooked and you should certainly get a stock of "Cabinet."

One who knows says:

"There's no such flavor, no such zest in any other brand on the market."

Ask your wholesaler when ordering Kitchen Molasses, Maple Sugar, Tea Rose Drips.

Imperial Syrup Co., Limited
MONTREAL

PAT A CAKE

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.



Telfer Bros., Ltd. Collingwood, Ont.

BRANCHES:
Toronto Winnipeg Hamilton Fort William

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "**Redpath**" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited
Montreal, Can.

Established in 1854 by John Redpath

THE ONE SALT



you can guarantee to be absolutely pure and free from adulteration, grit, or bitterness, is

WINDSOR SALT

Nearly everybody uses it in preference to any other Salt.

The Canadian Salt Co.
LIMITED
Windsor - - Ontario

TRADE MARK
KEYSTONE
BRAND
REGISTERED

Now is the Time

to buy

Whitewash and Kalsomine Brushes

for Spring Trade

also Scrubbing Brushes

You can get best values and most prompt delivery from

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO



Eureka Refrigerators

Represent the highest attainment in the sanitary handling of foods by the Grocer.

The result of 25 years devoted exclusively to the one line of work.

The Eureka Patented system is an absolute guarantee against Dampness and Foul Air, and there is nothing made that will keep your goods as well.

Send for New Catalogue.

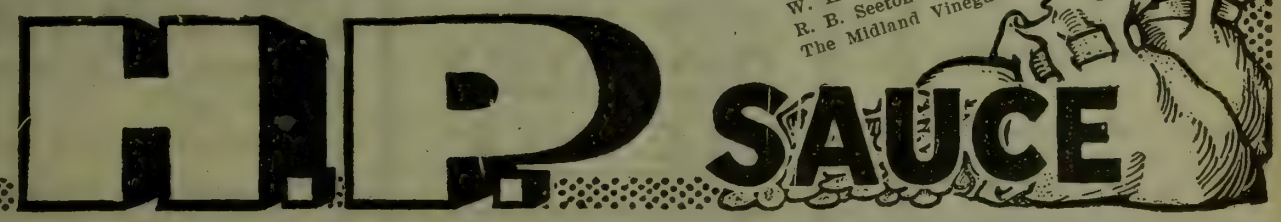
Eureka Refrigerator Co., Ltd.
56 Noble Street, Toronto

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H. P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Toronto and Montreal.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



ASEPTO SOAP POWDER

THE ENEMY OF DIRT

Recommends Itself for 5 Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. packet makes 4 gallons of liquid soap.

Try a case. You will be astonished to find how soon it is gone.

Order from Your Jobber.

THE ASEPTO MANUFACTURING CO.
ST. JOHN, N.B.

Agents: Rose & Laflamme, Limited, Montreal

"The Flies Will Soon be With Us."

Don't disappoint your customers when they ask for

The "Flysac" Flycatcher

They know it is the best on the market.



And the price is exceptionally reasonable.

Compare these prices with others:

70c. per box of 50 pieces. $12.75 per 1,000 pieces.
Retailing 2 for 5 = 100% profit.

You can't afford to overlook this British made article.

HODGSON, SUMNER CO., LIMITED
345-351 St. Paul Street, Montreal
Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents



It dries them up **Common Sense** **KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.



2 in 1

These numbers are easy to remember. They represent the delicious

Club Jelly Powder

which is a rapid seller, because the housewife likes the

2 in 1 Idea

She likes the combination of the jelly and the powder for sauce to be served with the jelly.

There is something unique about the package and its contents.

Send along a trial order.

You won't regret it.

S. H. EWING & SONS
Montreal and Toronto

Mr. Grocer! The coin that's getting away will make you rich!

Forgotten charges, disputes, errors, poor collections—all mean LOSS! There IS a way to stop that loss.

Allison Coupon Books

point the way. They enable you to realize every possible penny of profit from your business.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

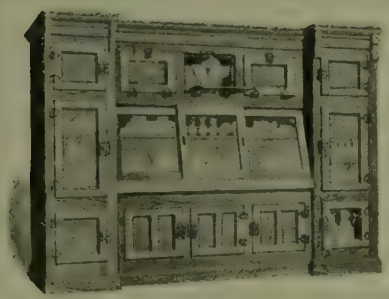
SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Aubin's Patent Cabinet Refrigerator

is the most up-to-date. It is specially constructed, each section having a separate ice chamber

Dry Air Ventilating System

Best of insulation. Made in 10 sizes.

C. P. FABIEN, - Montreal, Canada

Highest Awards—Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

TORONTO REPRESENTATIVES:
Stewart & Co., - 122 Wellington Street West.

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering.

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited
206 Papineau Ave. - - Montreal

McLean's



Cocoanut

THE QUALITY COCOANUT
THAT NEVER FAILS TO SATISFY!

The Canadian Cocoanut Co.,
Sole Makers, Montreal



This lamp is trouble proof, it is absolutely perfect, and cannot give you any trouble.

THE simplest and most efficient gasoline lamp in the world. Constructed upon new and scientific principles. A lamp that we guarantee and that guarantees itself through its very simplicity, ease of operation and utility. Absolutely nothing that can wear out or get out of order that cannot be removed and replaced without the use of tools, other than nature has given, in five seconds. There is only one wearing part—the generator. A simple twist of the wrist removes and replaces it with a new one. Two generators with each lamp. It is lighted from the floor in less than 10 seconds.

MacLaren & Co.
Merrickville, - - Ont.

Why Our Brands of Olives Excel!

"Club House" Brand

SPANISH OLIVES



are a superior line that you will be well advised to handle because:

1. We use only the finest smooth-skinned olives obtained from the best known localities.
2. Our scientific processing of the olives is marked by exceptional care, skill and cleanliness.
3. The "Olive" Brine is made from our own pure Artesian water.
4. Our guarantee of quality is back of each bottle.

"Club House" Brand is attractively packed and yields a good profit margin.

Why not send along your spring order now?

Gorman, Eckert & Co.,
Limited
London, - Ont.

Century Salt

IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy,—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

Dominion Salt Company, Limited
Manufacturers and Shippers SARNIA, ONTARIO

Your particular customer will always buy

MASON'S No. 1 SAUCE

once he has tasted it, because there's a piquancy and flavour to it that give a zest to even the plainest fare. Recommend it strongly.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous MASON old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

No. 1 SAUCE

MASONS LIMITED,
25 Melinda Street, - Toronto

Agents wanted where not represented.

WOMEN WANT IT

Women want Snowflake Powdered Ammonia and will accept no substitute, simply because it is the only 5-cent package of powdered ammonia on the market; and because in cleaning efficiency it is positively unequalled.

LAWRASON'S

SNOWFLAKE POWDERED AMMONIA

in the giant 5-cent package is here to stay. It has obtained the housewife's approval so emphatically that grocers are selling ten packages of Snowflake to every one package of any other cleaning compound.

A word to the wise---quit pushing the dead ones and hook up to Snowflake.

S. F. Lawrason & Co.
London, Ontario

TO THE GROCERY TRADE OF CANADA



BLACK OR GREEN

The many facts and figures we have been giving you lately, showing the wonderful growth of "SALADA," backed by your own knowledge and experience of its selling qualities, should lead you to seek still closer trade relations, by pushing along sales, even a bit faster, and perhaps double your output for the present year —resulting in increased earnings and a larger percentage of Satisfied Customers.

Our Sales Last Week Amounted to 119,283 lbs.

It's Quality alone that wins trade now-a-days on the rough road of competition.

SALADA TEA CO., Toronto and Montreal

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Prospect of the Canned Goods Market

Some Pertinent Facts Relating to the Passing of the Fruit Shelves in Many Homes—The Sanitary Canneries—The Outlook for Prices During Coming Season, and Condition of Stocks Held—Care of Goods.

In days gone by, and yet not so remote, one of the outstanding characteristics of the "home" was the array of preserves on the fruit shelves in pantry or cellar. The quantity varied with the powers of purchase, but it was the endeavor of all good housewives to have, the quality par excellence, no matter what the quantity. No servant's hand, no matter how clean or capable, could perform the operations mysterious, and, to the small boy, ever wonderful, through which the fruit was compelled to pass before being carefully sealed away in the glass "sealers," and tins.

The face of the housewife on "preserving day" was fretted with many an anxious frown, and great were the worries consequent upon the attendance of the seething kettles. But it was one of her glories and her joys, and an annual occasion when the good man of the house, on his coming in the evening would survey with open approval the fruit as it gleamed in its produced juices through the fragile transparent containers. Upon the "keeping" of that day's work through till the early days of spring, when it would be the only supply to draw from in the absence of the raw products, the housewife, as such, rose or fell in the estimates of the neighbors, and even of the members of her family.

The Good Old Days.

But that was in the good old days, for now the tempting array of preserves of all descriptions is a sight that does not often greet the eye, in the cities and towns of this Canada of ours. Gone, alas, or rapidly going, is one of the characteristics of our home life, and soon the ways of our mothers in the preservation of fruit will be known no more in the land.

The reason is not far to seek. In "ye olden days" when the "rite" of preserving was, as has already been stated, an operation mysterious in the household, practically all of the "clean preserving" was done in the home. If anyone were so thoughtless as to suggest canned goods in place of the real thing he would perforce be silenced by exclamations of horror from most of the other inmates of the house. But those days have gone. Now, practically everything that goes on to the table is made in the one-time despised factory. The meats, the fruits, the vegetables, the soups, everything you can think about, are prepared for the table by purely mechanical processes. The dislike and opposition of the housewife was slow to yield and, in some cases, in fact, it has not given way as yet, but in the great majority of cases the canned preserves of the factories throughout the country are accepted along with the canned vegetables and meats, and preserving day is now little more than a memory. The saving in nerves, money, and time has come to be appreciated. So it is that the canners of the country are able to speak of the sale of about half a million cans of goods of all classes a year, and of the hope that the figure will reach a million in the near future. The housewife has capitulated to science.

'Twixt and Between Seasons.

That time of which mention was made early in this article—the 'twixt and between season, when the raw fruits and vegetables were either off the market, or quoted at such fancy prices that the average woman feels unable to buy—has now arrived. The dealer is on the threshold of a demand that is not new, but is ever-widening.

Spring is, true to its name, the season of promise, and if originality and energy are but properly applied in the pushing of canned goods, he should have the promise fully ripened into the golden harvest by the summer time. This is particularly true of the west, for while the business of the dealer in the east may be expected to increase, that of the merchant of the prairies, will go ahead by leaps and bounds. The westerner is almost entirely dependent upon the product of the canneries for his supplies and it is up to the dealer to make the most of the opportunity so presented to him.

In the east the dealer will have done much if he convince the housewife that it is almost an utter waste of time and worry on her part to waste another session of "preserving." If he can get close enough with his window display to touch the responsive chords. If he can prove to the housewife that Johnny's fingers would smear just as delightfuly after a dip in Blank's jam as her own, he will have done all that is necessary. She wants to be convinced really, and she would silently thank anyone who could prove to her satisfaction that mechanical processes are quite as sanitary and good as her own recipes. It would rest with her to satisfy the rest of the household. But she has to be shown. You, Mr. Dealer, will have to keep eternally at it. That is, you will if you want to do anything with such material. It is as sure as fate that the demand will grow.

Canned Goods Firm.

There is a pronunced firmness in nearly all lines of canned goods, now, and further advances are looked for in some quarters as the season comes in. One of these lines is tomatoes. The crop last year showed, it is claimed, practically no decrease from that of last year, but the demand increased to such an extent that prices have gone steadily upward with, it is stated by many, a bright posibility that those levels may be maintained. The west has already taken a large part of the past season's output and the canners are now said to be stripped of their stocks. What goods still to be had are in the hands of the wholesalers, and it is aserted that even their stocks are running short and that they have been buying of one another, while some imports have been made from United States markets. A Toronto canned goods broker recently said: "The shortage in canned tomatoes is becoming more apparent every day. With six months' trade ahead, visible stocks are not large enough to last three months with the usual business passing. But conditions are bound to adjust themselves and there will likely be a decrease in consumption from now on with the present level of prices. Still tomatoes have a trade of their own, and when a customer asks for tomatoes they want them, and will not take 'something else' as in the case of peas.

Shortage in Peas.

"Not for many seasons has there been such a decrease in the output of peas as last year, when the shortage amounting to between forty and fifty per cent. There is therefore a marked scarcity in this line, but coupled with that there has been a noted decrease in consumption, on account of the high price and other lines, such as corn and beans, which are cheaper, have been substituted for them. There is a difference of opinion as to the future in peas. The scarcity, logically should point to higher values, but as retailers have nearly deserted the line at the present price, it is felt in some centres that prices may have to be reduced in order to make sales. However, crop prospects as they become known later in the season, will determine the scale of prices to a certain extent.

"Corn, so plentiful last year, and of which packers delivered fully 98 per cent. of contract, is also shortening in supply. On account of the high prices of other mentioned lines there has been a brisk demand, and it has gone out so freely that wholesalers in some centres are already buying among themselves to replenish stocks. Conditions would seem to indicate a steadiness, if not higher prices.

"With stocks of vegetables so short, the situation may be acute before summer, with the result that wholesalers' stocks and retailers' shelves should be nearly gone when the new crop comes in. There will have to be a big crop this year in order to supply the demand with stocks so low."

Salmon Strong Too.

Salmon is another line in which dealers expect a strengthening of price. The salmon packs runs in cycles of four years, there being three "lean" and one "fat" year. The season of 1909 was a "fat," and the output of salmon in British Columbia was 967,920 cases, while 1910 was a "lean" year with an output of 762,201 cases. This also is rated as a "lean" year, and with consumption increasing, prices will probably strengthen as the season advances. The opening prices on lobsters are also higher than last year.

Quality rather than price should be the key note of the argument in selling. The greatest drawback in sales has been a feeling of uncertainty on the part of consumers regarding the quality of the goods, and the aim should be to overcome this feeling. In order to do this you must sell only canned goods of quality so that once customers have

(Continued on Page 57.)

Seasonable Stocks Sell Best When Seen

Methods Adopted by a Few Progressive Grocers to Push Sale of Canned Goods—The Value of Keeping Them Always in Plain View of Customers—A Simple Window Arrangement.

"Some good people have informed me lately in a manner suggesting the last word on the subject, that the arrangement of a stock of canned goods has no bearing upon its sale" remarked E. C. Matthews, a Toronto retailer, recently. "I insist, on the contrary," he continued, "that it has. Of course it is not the most difficult thing in the world to sell canned goods at this time of the year. It is, on the contrary, quite a simple matter, because the people want them. Still there are a great number who would leave my store without ordering, I feel sure, did I not adopt some method of attracting their attention to these lines.

Plan He Follows.

"The plan I generally follow is this: take this season of the year, when the domestic pantries and fruit shelves are generally depleted of their wholesome dainties, I keep canned fruits to the fore. Up on the shelves, near the door I arrange them so that the glances of the customer just naturally fall upon them as they come up to the counter. When I notice their attention has been attracted. I mention the fact that in most homes the domestic preparations are almost gone and mention, incidentally, some of the good points about those canned fruits. So it is with other lines. I KEEP THE SHELVES ALIVE. When the season of one particular class of goods that I have been featuring on the shelves, goes out, the goods go, also, to a less conspicuous position, and their place is taken by more seasonable products.

"They may argue till they're black in the face along the lines that the arrangement of goods has no effect whatever upon the sale of canned goods, but the success I have had as a result of my own system has convinced me quite to the contrary. Very few cans would be sold if they were hidden away at the back of the store. There is no doubt in my mind on that point," concluded Mr. Matthews.

Show the Goods.

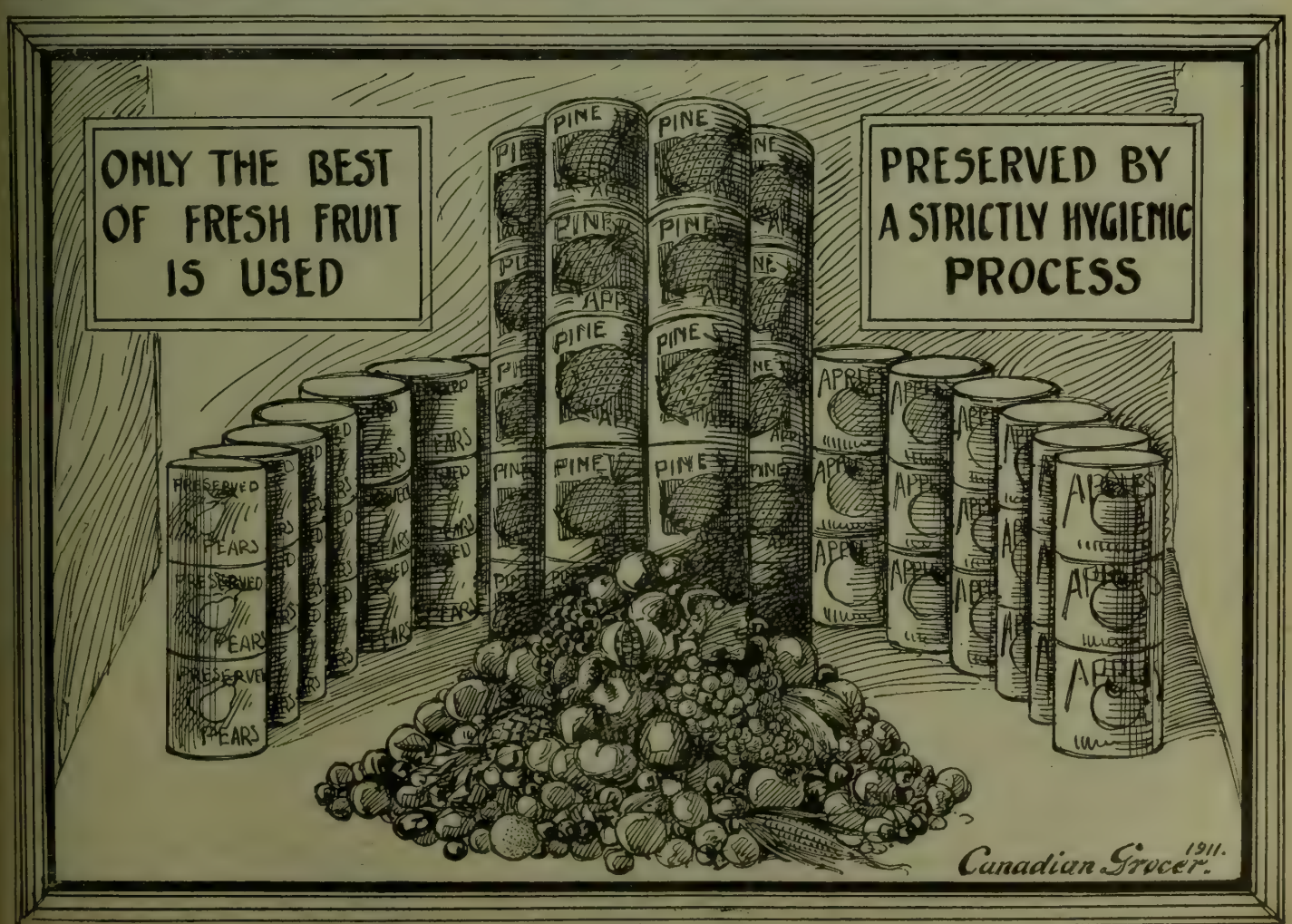
A New Brunswick merchant argues that while a good label will help in the sale of canned goods, greater results are obtained by showing the goods. He recently had a window display bearing out this idea which sold quite a lot of goods

It was arranged as follows: In the background was built three T's of canned tomatoes with the one in the centre larger than the other two. In front of each of these was a pyramid of tomatoes which just reached up to the cross on the "T," hiding the lower part, so that when viewing the display, the cross on the T's looked as if suspended in the air. At the front of the window, in the middle of the display, a small stand was placed and covered with a white linen cloth. On the top of this was placed a fancy dish filled with the contents of a can of tomatoes, which had been carefully emptied so at to show the tomatoes as solid as possible. At the side of the dish was placed a silver spoon and close by was the opened can. A big show card on the top of the centre T, bore the words: "A mighty appetizing side dish to any meal—and always ready to serve."

On each side of the dish of tomatoes was a card bearing the words "Quality tomatoes at 15 cents."

Another Window.

The accompanying cut supplies another idea for a suitable, and "catchy" window. There is nothing difficult about this window scheme, and yet it preaches the sermon that is needed. It tells of the presence of a supply of good canned goods on the shelves of the store within, and it also suggests to the passerby, as nothing else would, that canners are really becoming particular as to the quality of the fruit that goes in-



to their preparations. The pyramid of raw fruits can be varied to suit the individual need. Practically all of those shown, however, can now be obtained, and it would pay some enterprising merchants contemplating the use of such a display to secure them, even at the sacrifice of a little time and trouble.

In the sale of these goods, display is an important feature. They should be kept as much before the customers as possible. If there is no suitable shelf space available, it may be there are a few pillars in the store that could be built around with cans. In many establishments, however, there is a space at the top of the shelving making an excellent place to display goods. The view in many cases suggests the purchase.

Pelee Island's Broom Corn Possibilities

Success Which Has Attended the Planting of Product in Lake Erie Peninsula During the Last Two or Three Seasons—Method of Cultivation Explained—Values Realized for Crop of Last Year.

By David Williams.

The growing of broom corn in the southern peninsula of Ontario promises to become an important industry in the not distant future. The soil and climate of that district are both well suited to its successful culture and there appears no reason why it should not produce a large part of the corn, now almost entirely imported from the United States.

On Pelee Island in Lake Erie, the corn has been grown with fair success during the last two or three seasons, the abnormally high prices of past years having stimulated its cultivation. Last season the crop taken off several acres was placed upon the market with fair results, the quality of the corn being very good.

Method of Cultivation.

The method of cultivation is quite simple, and is much the same as with Indian corn. The seed is sown in rows about 30 inches apart and the ground between the rows cultivated similarly to corn, to keep down the weeds until the crop obtains a sufficient height to take care of itself.

When the corn attains to a certain growth, it is all gone through, and each plant bent over by hand to keep the broom from spreading out as it is necessary that the fibres should grow as closely together as possible. When the crop has obtained maturity, it is cut by hand and sorted, the top, or broom corn, being separted from the rest of the plant while the balance is cured for fodder either in ensilage or otherwise. It is said to be excellent food for cattle.

Must be Planted Early.

In the South-western States where large quantities of broom corn are grown, the planting is done quite late in the season, about July; but in Southern Ontario it is necessary, in order to escape the early frosts in the fall, to have it planted by the 15th of May.

On Pelee Island, the crop is about one-third of a ton per acre and, at the prices realized last season; $180 to $200 per ton, was quite profitable This season, however, owing to a larger production, the price is lower, but even at the reduced figure, it pays well when the fodder part of the crop is considered. It will also, no doubt, give better results when cultivation becomes more general and machinery for harvesting similar to that used in the United States is introduced.

The manufacture of broom corn into brooms, brushes, and whisks in Canada is quite an extensive industry, and the Canadian market for these articles is pretty well taken care of by the domestic factories. The broom corn, the chief raw material entering into its making is imported into Canada free of duty, but the industry has to contend, it is claimed, with some conditions that might easily be remedied by proper legislation. One of these disadvantages is said to lie in the high duty charged upon broom-making machines. For instance, a broom-sewing machine costs in the United States, where they are made, about $500. When the duty of 30 per cent, is added it brings the price to $650, which is a heavy tax upon the manufacturer.

So far as known no broom-making machines are manufactured in Canada, the given reason being that the number issued is too small to warrant any one undertaking the build[illegible] them in this country.

This is where our legislators might, with a little attention and effort, render valuable assistance to a thriving and useful industry, while at the same time add no additional burden to the community.

AN APPRECIATION FROM THE FAR NORTH.

North American Transportation & Trading Co.

Dawson, Yukon Territory, 1-9-11
The Canadian Grocer:

Enclosed please find postal note for six dollars ($6.00) covering enclosed invoice.

If there is any grocer or grocery clerk in all of Canada that does not take "The Grocer" there is something wrong with his "make-up."

In my opinion "The Grocer" is as essential to the grocer and his clerk as a pair of scales or a cash register. "A live grocer cannot make a success without all three."

(Signed)
FRANK J. MURPHY.

NEW REPRESENTATIVE IN THE WEST.

David Williams has been appointed general representative of the MacLean Publishing Company in Manitoba and Saskatchewan, and he is now en route for his new field. He will visit every village, town and city of Manitoba and Saskatchewan, so that the merchants of these provinces can look forward to



DAVID WILLIAMS,
Appointed General Representative of MacLean Publications in Manitoba and Saskatchewan.

meeting him soon. Mr. Williams has had a wide business experience, having owned and managed a large woolen mill in Collingwood, Ont., for some time. For a number of years he has been covering Ontario and the Maritime Provinces in the interests of the thirteen MacLean publications, and his practical knowledge of industrial conditions in Eastern Canada will enable him to offer some very helpful suggestions to the business men of Manitoba and Saskatchewan.

POINTERS FOR WINDOW-DRESSING.

The window that sells goods, no matter how simple, is the valuable one. Do not aim to make a window merely attractive, but try to have it a selling power.

Display goods so that each article, with the price is distinct, and is seen to it's best advantage.

Arrange the display so that the customers will get a good idea of the merchandise at a passing glance. If it does not interest her at first glance she is liable to pass on.

Collect articles that bear some relation to one another. If you do not, the effect of your window is lost.

Make your display symmetrical, and evenly balanced. Many otherwise good displays have been spoiled by being out of proportion.

Show seasonable goods early in the season. Do not wait until other stores have interested customers in goods before showing yours.

Where the Hand of the Law is Heavy

Warning Sounded by Authority to Retail Merchants Who Deal in Poisons—Conditions Governing Sale of Pure Carbolic Acid —Some Instances to Show That Pharmacy Act is Being Rigidly Enforced.

By George E. Gibbard.

When will the general merchants throughout Canada become seized of the fact that it is not possible for them to sell certain poisons under the law. The profit to be derived from the sale of such drugs as pure carbolic acid are so small that one fine swallows it all up and generally a great deal more cash besides.

As a matter of fact pure carbolic acid is a poison which should be sold only on the order of a doctor, and then only by a qualified druggist, and it seems to me a pity that even pharmacists generally do not recognize this. There is no need of the pure poison being given out unless a doctor be on hand to control its use. Moreover, there is more profit to be made from the sale of a solution than from the pure product.

So I would like to sound a warning to all retailers who now are handling poisons. The law is becoming more rigidly enforced every day, and the inspectors more intense in their investigations. In this connection it will be remembered that some time ago a number of pharmacists were haled before the court in Toronto, and heavily fined because they neglected to comply with the full requirements of the Act in selling poisons.

Conditions Governing Sale.

A general merchant in Ontario, sold carbolic acid, pure, in an unlabelled bottle and in doing so violated the conditions of the Pharamacy Act which permits the sale of pure carbolic acid only by qualified pharmacists.

This poison must be put in a bottle properly labelled with the word "poison," and the name of the vendor. The sale must be recorded in a book kept for the purpose which gives the name of the purchaser, with his address, the quantity sold, the purpose for which the acid is required and the signature of the purchaser.

The provisions of the Pharmacy Act are liberal toward general dealers, in the sale of harmless drugs and household remedies, and also permits the sale of a 5 per cent. solution of carbolic acid which will answer all needs for household purposes. Pure carbolic acid should not be used in the household except on the requirement of a physician or veterinary. But, notwithstanding the liberality of the Pharmacy Act in this matter, several dealers continue to ignore its provisions and subject themselves to fines which more than counterbalance all profits whicn they may realize on illegal sales.

This Window Appeals to Montrealers



Montreal, Mar. 16.—This window of Lenten suggestions was displayed last week by the St. Lawrence Grocery, St. Lawrence Boulevard, Montreal. The arrangement was rather simple and the goods shown all appropriate and seasonable. Only three different classes of groceries were used in the window, and these came under the headings: fish, cheese and marmalade.

The varieties of cheese were, Gruyers, Canadian stilton, Roquefort, Lymbourg, and Oka. Each was marked with a price ticket and labelled as to its kind. The window therefore was more or less of a source of information to the average passerby. Two pyramids composed of tins of marmalade occupied a prominent position in the background.

The different varieties of fish were also interesting. Small kegs of Holland herrings marked at 90c. made into a little pyramid arrangement are also seen in the rear. Tins of smoked herrings, herrings in tomato sauce, sardines amieux, sardines a l'huile, clams in tins and lobster in glass containers all combine to form a window that would appeal to the most fastidious taste.

In the accompanying cut, owing to the fact that the window is flat, the arrangement is not shown to the best advantage. In the centre background is seen a large round Gruyere cheese and just in front of it a Canadian stilton. The other articles are also readily noticed. The window could easily have been made more attractive but even as it was it attracted considerable attention because of the information it afforded in the fact that on each price card the name of the article was given together with the price. Besides the goods were all of a high-grade and appealed to the public's taste. Again they were seasonable and demonstrated that an attractive window can be made of goods that have a special interest to observers of Lent.

These windows appeal to the general taste and if a window card were used inscribed "Lenten Suggestions" or something to that effect it would appeal even as a novelty. In addition the window can be changed weekly with decided effectiveness.

The Canadian Grocer

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CUSTOM AND DISHONESTY.

Like religion, TRADE CUSTOM has been made in the past to cover a multitude of sins.

As in the language of a nation, CUSTOM frequently has made the pronunciation of some word as solidly fixed as the Rocky Mountains, so TRADE CUSTOM in the past has sufficed as an excuse for many dealers who carried on a policy of MISREPRESENTATION.

Father Time, as he swept along, eliminated many objectionable conditions from off the face of this good old earth, and one of those was "Cloaking Custom." Misrepresentation, everywhere, has now become as a shifting sand, for a dealer, and he who builds on such a foundation is but building for a fall. This is the AGE OF FACTS; people everywhere demand them. So, Mr. Dealer, see to it that the SERPENT of UNTRUTHFULNESS enters not into your business relations with your customers.

Once upon a time, a wholesaler, so the story runs, sold a manufacturer a bale of cloth that was marked "all wool," but was not. The manufacturer returned the cloth to the jobber, giving the reason and the latter sued.

When the case came up for trial several prominent manufacturers testified that great harm was being done to legitimate business by men who did not label goods for exactly what they were. The jobber pleaded TRADE CUSTOM as an excuse but the Bench this disregarded and found for the defendant manufacturer.

The moral is plain. It goes down to the fundamental of business—HONESTY. Never act so that it may be possible for anyone to place you in a position where YOUR HONESTY may be questioned. Your good name is the best asset you have. Once let the whisper of defamation get abroad in the community and a part of your business is already lost. Dishonesty does not pay.

TRADE COURAGE OF TWO MEN

Timid dealers who look askance on any proposition entailing the opening of a store in any district already reasonably well served, or where the population is limited, may well take inspiration from the energy of two men in the last west whose names are Dean and Muir.

Reports tell us that filled with dauntless hope and having an unchangeable belief in the future of the new country, these two men departed from the beaten paths of trade and have gone far out along the survey of the Alberta Central Railway to establish their place of business. They will be located 24 miles south of Brock, in Saskatchewan.

Think, just THINK, of what that word survey signifies. Here are two men who have the faith to believe that somewhere along the line of that projected railway a flourishing town or city or two may spring up. They KNOW that men will FOLLOW them in, and are taking the chance of believing they will purchase from their pioneer store the goods that they may need.

But, you may say that others may go out along that Alberta Central Survey, to locate stores in THE place where the business is going to gravitate to, and that Dean and Muir may be left out in the cold, to ultimately fail. No they won't! The SPIRIT of TRADE that induced them to go out into the trackless prairie in ADVANCE of those who will make the country blossom into prosperity will carry them far enough to settle down in the right place in the end even if they do not hit it right at the outset.

It is just the indomitable confidence of these two men that is making Western Canada great, because it exists to a more or less degree in every man west of Lake Superior. Results are bound to follow in the wake of these men because their actions are all born of hope.

It is inborn for the westerner to hope. That was what took him there, and dreams of golden hue come quickly to the man in the new land. But it is easy for the merchant in the prosperous towns and cities of Eastern Canada to dream golden dreams also, for all of this country is good enough for hope.

EDITOR'S CHAT.

In the next issue of The Canadian Grocer there will appear an article by Henry Johnson, Jr., on "Advertising for Retailers," that will be well worth the time and trouble of any of our readers to read with care. From week to week Mr. Johnson's papers have appeared in this paper, and it must be that there are many who watch for them and who derive pleasure and profit from the perusal.

And it is well so. Mr. Johnson is a grocer of twenty-eight years' experience.—years which have been crowned with success of no mean order. His talks are not based upon theories but upon the outstanding dominant facts borne in upon him in years of practical striving. He is a teacher any grocer, young or old, might well listen to, if not follow.

This week, Mr. Johnson tells about the man who would throw his dollars in the balance against the experience of a boy, and in his characteristic way he relates the better part for the man to follow.

Read it carefully, there might be something you can use.

A CUSTOM OF SOME TRAVELERS.

B. W. Ziemann, Dominion President of the Retail Merchants' Association, at the recent conference in Guelph, declared in the course of an address that it was customary for the travelers of some wholesale houses to sell the retailer and hotel and boarding house keepers of the same town.

Whether this be done as part of the regular campaign of the drummer, or simply as a means, developed on his own initiative to swell his total of commissions is not known, but the thing is being done.

The policy is unfair. It is not a square deal for a traveler to induce a retailer to stock his shelves with goods to sell, and then go to the hotels and boarding houses—the biggest customers in the town—and sell them over his head.

The Grocer ventures to make the statement that a good majority of the responsible wholesale houses would soon put a stop to such a practice on the part of their travelers were they informed of the fact of its being done, they realizing that the policy was but a short cut to the orders of the house concerned being cut off in the near future. But, be that as it may, there is too much of this middle-selling going on, and the retailer who are cognizant of it are fast developing a full blown attack of resentment and are thinking things.

The retailer is something more than a mere convenience. He is not altogether a dub who stocks his shelves with a complete stock that the hotel man may, when he finds himself unable to wait for goods from the wholesale, slip across the street and purchase a few articles from him.

Logically he is entitled, under terms of fair competition, to a share of all the business of his town. When he realizes how strong he is he will make sure that he gets that share.

SUGAR UP AGAIN.

Following an advance in the New York market, Canadian refined granulated sugar rose ten cents on the hundred pounds on Wednesday morning, making the third increase in as many weeks.

To those who have been following the sugar situation, this last jump was not unexpected. Rather had it been waited for by the experts who have been keeping count of the feverish pulse of the chief American exchange. There, raw sugar has been playing at aeroplaning and since the first of February has been mounting higher almost continuously. True there were one or two reactions, when momentarily it appeared as though the toboggan slide had been reached, but always has the market recovered on some bit of news, until now it is again as high as ever.

Large sales were recorded in the early part of the week on a basis of $3.80, at New York. For the present it would seem as though the refiners temporarily held sufficient stocks for meltings, but the shippers contend that the stocks held by the manufacturers are too low for them to hold off long. It seems now to have settled down to a game of wait, and the market will go with the best waiter.

YOUR BROTHER IN BUSINESS.

B. W. Ziemann, of Preston, Ontario, Dominion president of the Retail Merchants' Association, said, while addressing the delegates of that organization at Guelph last week :—

"No man can be honest, and pay his honest debts if he continues in a career of price-cutting."

The president said more. He told the delegates that in his opinion the man who started, and kept up, a price-cutting war to secure business, and who failed, and who carried other and good men down in the wreck with him; was only fit to be sent to the City of Kingston to join some of our bankers in the penitentiary, where, if anywhere, all men are equal.

That's the question—how far are we responsible to each other? Let's suppose a case :

Suppose you go into a district where another had gone before, who is still there, and commencing to reap a little return after his hard pioneer work. Suppose you see he is getting all the trade and, commence to slash down prices — slash them so far that you are running business at a loss. Suppose, you were not quite successful, and your money went, and you FAILED, and, to continue the picture, suppose his money ran out and he failed.

Now, you will agree that you are responsible for your own cropper, but you will not admit that you are for his. But aren't you? He was there first, and had demonstrated his ability to make good. It was that ability which started you down, in fact. He had, not counted on a hurricane in his financing however, and that was where you came in. He had a right to live.

Legally you would be clear, but MORALLY,—how about THAT ?

CO-OPERATIVE DELIVERIES.

At a recent meeting of the grocers of Grand Island, Neb., it was decided to adopt a co-operative delivery system. Oscar Roeser presided as chairman. Contracts were signed up by all grocers doing delivering except two and they expressed a willingness to soon do so. There will be four deliveries to all parts of the city on five week days and five deliveries on Saturday.—Exchange.

Here is a development that is going to confront the dealers of this country in a few years. There are those who say the need of it is already upon us.

George E. Gibbard, during the convention of the Retail Merchants' Association at Guelph last week, brought this question up, and urged the meeting to take some position in regard to it. But this the convention would not do, clinging to the anchor of individual deliveries.

Mr. Gibbard argued that it was economically absurd for every dealer to deliver his own goods, as it meant that five or six delivery outfits, traveled up one street at the same time during the day, when ONE would do as well. He insisted that it cost more, in the case of canned meats, to deliver the product from the grocers' shelves to the consumer, than it did to take the beef on the hoof in Texas, and to follow it through all the stages up to the packing factory, and from there to the dealer.

It might be worth while to watch and see what comes out of this co-operative delivery movement.

THE BAKERY MERGER.

That old economic horse, "reduced cost of production in combination," is being urged forward again. This time it is not a union of iron, steel or coal men or of meat packers. It is the gentle, little loaf of bread, and kindred products, which give rhyme and reason to the cry.

A bakery merger with a capital of $5,000,000, is said to be afoot. Its field of operations would be the entire province of Ontario, and its factories would be located in London, Hamilton, Toronto, Ottawa and other cities. A solicitor, who claims to be the representative of moneyed interests, has been sounding some of the leading bakers in all these cities, but it is not yet known just how much success he has met with. Neither has it been ascertained who is the moving power behind the scenes.

As already stated the solicitor is enlarging on the possibility of turning out bread at a lower cost by reason of the snuffing out of competition, and the greater purchasing power of the money at stake every time the combination gave an order for raw material.

Theoretically, economically perhaps, trusts and combinations work out well; practically they stifle competition and lessen considerably the possibility of redress.

No doubt exists in the mind of any one that when John D. Rockefeller formed that wonderful trade machine known as Standard Oil, he did a mighty good stroke of business for Standard Oil, also for John D. Rockefeller. But with all the saving in cost in distribution that was there made, did the dealer make any more profit on his oil than before "John D." entered the field? Did the ultimate consumer get his light any cheaper?

That is why the combinations and trusts render themselves liable to unfavorable criticism when they harp on that old string: "lower cost of production." That is why from the public there comes continually the peculiarly pertinent enquiry; if there is tons of money saved, who is getting it all?"

APPOINT COMMITTEE.

Toronto, March 16.—The executive officers and advisory committee of the Toronto branch of the R.M.A., met on Tuesday night to consider the advisability of suggesting a revision of the constitution of the association, in order that the jurisdiction of the Toronto branch might be widened.

There was a representative attendance, and the gathering, which was presided over by R. W. Dockeray, soon settled down to the business in hand.

After considerable discussion a a committee of five was appointed to revise the constitution and draw up the amendments expressly desired by the meeting. This committee will report back to the advisory committee at their meeting next Monday night so that the approval of the delegates of the sections may go along with the suggested revisions and amendments to the Dominion Board of the R.M.A., which meets here on March 21st next.

It was also decided last night, it is said, that unless the Dominion board shall see its way to the allowance of the full purport of the amendments desired by the Toronto branch, the latter organization would feel compelled to go into the question of making arrangements for the future.

Business Rules for Troubled Grocers

Advice Tendered to Young Clerk Who Would Know What to do With Friend With Money and no Experience, and Also to the Friend—Why Dealer Should Imitate the Jobber.

By Henry Johnson, Jr.

A young man writes me as follows:

Gentlemen:—I am an interested reader of your paper, although not a subscriber; it comes to our store regularly. I am only a clerk, but I take pleasure in studying all the departments, and should the time ever come when I cannot have free access to it each week, I shall surely subscribe for it on my own account. I am trying to build myself up in the business and I think it is something that all clerks who are interested in their work should have. I have just sent a sample copy to a friend in another town with the hope that he will take the hint.

I notice you desire that clerks correspond with you. So, having got myself into a quandary, I come to you, hoping that you can help me out a little. I have risen rapidly in the profession, considering the few years since I started, till at present my time is worth $75 per month—at least, that is the pay I am drawing. Now, a man with $4,000 desires to invest it in a grocery, either new or old established. He has no knowledge of the business and he suggests that we might arrange to go in together—he to furnish the capital, I the experience, and both the same amount of labor. This man is now looking for a location, and there the matter rests at present.

The question with me is: What share of the business should I have?—supposing, of course, that the venture was a reasonably profitable one. Should my experience offset that amount of capital and we share equally over and above the original investment? Any advice in this matter will be appreciated. Will say that my savings are tied up in real estate, so I have nothing to invest, nothing to lose, but my time—that is worth $75 a month to me.

A Would-be Grocer.

I told my young friend that I thought an equitable arrangement might be made as follows: He might go into the grocery business with his $4,000 friend on a contract covering five years, he to draw $75 per month and his partner to draw a similar sum. Profits and losses (don't forget that there may be losses) to be shared equally after proper protection of the original $4,000 invested. Price of original business to be $4,000 and no more, during the five years. This writer to have the privilege of buying any share of the business he might be prepared to invest in up to half interest, and no interest whatever to be given or sold to any third party. Thus, at the end of five years, our friend should be the owner of one-half interest and be in a position to continue, withdraw, buy or sell—and he would be well paid for his time or "investment."

Dollars Against Experience.

Being consulted by his small nibs, it was, of course, my business to give him advice. And now, having done my duty by him and arranged things so he won't exactly get something for nothing, but will be compelled to earn whatever share he may get in the business, I feel free to say that for my part I would not want to be the man who would put up my good dollars against the alleged "experience" of such a small proposition. Better, a thousand times better, to go it alone and gather a little experience of my own first hand and at the usual high cost. 'Twould be vastly cheaper than "mixing" with such small potatoes as this boy. "All my savings," he says, "are tied up—they're safe; I need not fear for them. But I'd just as lief swap some of my valuable ideas for the savings of this friend who comes forward willing to trust me." Gentlemen, beware of the man who has not the backbone or generosity of character sufficient to go in share and share alike into a business which he himself professes to know so well that he is ready to let one inexperienced invest in it. I hope his friend may see this part of my suggestion, anyway.

Retailers' Great Trouble.

KNOW WHAT GOODS COST:—I shall never forget those words as long as I live. They did me more good than any number of sermons on business might have done. For they struck deep into the root of what was my trouble and what is the trouble with 90 per cent.—to put it mildly—of all the retail grocery stores to-day; we don't know what our goods cost. And that old friend of mine, to whom I think I owe fully half of what little I have achieved of success, pounded that into me once when I was trying to tell him what some stuff was costing me. It is eighteen years ago, and from that time I date any accurate figures I have made. Later on, when I had a glimpse of the inside of the wholesale grocery business and found how jobbers figure their costs, I learned a thing or two more of value. I found salesmen complaining that the "house" "swelled" the costs.

Do as Jobbers Do.

I looked into that in a quiet way to find what it meant. I learned that the jobber gathers together every item that enters into the cost of an article—price freight, drayage, rent or storage space, insurance, interest on money for the time of probable investment—actual in some cases, in others estimated—and then adds a small percentage to cover unforeseen expenses. The result is cost—actual cost—as he figures it; and it is probably 6 per cent. to 8 per cent. above what the goods cost as bought, plus freight. After I had finished my investigation, I decided that the thing to do was NOT TO GRUMBLE because the "house" did such things, but TO HUSTLE AROUND AND DO LIKEWISE! Thus, my cost to-day represents every direct expense connected with landing the goods in my store ready to sell, and on top of that I figure such margin as will give me a gross profit of from 20 per cent. to 25 per cent. on selling price.

Note that—ON SELLING PRICE!

Get that down fine, all ye who are in trouble—FIGURE YOUR MARGIN ON SELLING PRICE!

I do not think I'll go over that again in full detail, because every reader of these columns is familiar with my arguments and the demonstrations of their correctness as delineated by a number of highly successful grocers all over this country. I simply want to go on the theory that we are all agreed that such is the correct method and now we MUST FOLLOW IT.

How to Figure.

It will be obvious to each of you, if he will do a little figuring, what a great difference will be shown in his costs if he figures:

1st. Cost of goods per invoice without freight and adds 20 per cent. of that cost to get selling price, or

2nd. Cost and freight, adds 3 per cent. or so and then figures such sufficient addition to the total as will make 20 per cent. of his SELLING price clear gross profit.

Try it and see. Then you will understand why freight should be "cost of goods" and "not expense."

But we must reason further. Twenty per cent. average on selling price is good enough. It will make any man good money, provided he is only reasonably skillful in conducting his business. But the trouble is, "competition is quite close." Yes, it is. You cannot get 20 per cent. on sugar, for instance. Very well, you must get 25 per cent. and 30 per cent. and 40 per cent. where you can, to bring up the average. And you can do that on a thousand items right in your grocery stock.

Watch the Markets.

Next, you must buy right. Watch the markets. Study the prices and compare the offerings of your salesmen with others' offerings. And be frank. Tell every one of them that you must get ahead and they must help you.

Next, get down every item in your stock that is past season, or passing out of season or is old and shopworn. Put these things out in front, one or two as a time, and sell them. Make a low price. Make them move. Get them sold, no matter what they cost you. That will have two effects. It will give you ready money for stuff that's presently a burden to you; and it will get up a little excitement among your customers. They will get so interested in you and like so much to trade with a live hustler that when you get in somethingthing new—as you must—and offer them something others have not yet stocked, at a fair margin of profit, they will not scare away, but buy your goods and enable you to make some money.

Do Not Worry.

With these simple rules consistently followed out, with tidiness of store and cleanliness of stock, with energy and push, with careful buying and CORRECT figuring of costs, with alertness and activity, you will succeed. And a final word to you: Do not worry. Work hurts nobody, but care killed the cat—with her nine lives against your one. Keep well, eat well, sleep enough, work while you work, and when your doors close leave your business locked in your store without a thought. Thus will you build up a good business, I care not where or under what competition, and you'll make enough money to be self-reliant and happy.

And more than these things is given unto no man.

The Markets—Sugar Advances 10 Cents

Following the Upward Movement in New York—Sales in Sugar Have Been Large—Olives continue Firm—Supplies are Light—Candied Peel Has Advanced In Primary Market—Some Grades of Coffee Advance.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—
Olives—Firm and advancing.
Candied Peel—Primary market advanced.
Filberts—Price advanced.
Brazils—Very scarce.

Montreal, March 16.—The general grocery markets do not show many pronounced changes this week although there are a number of movements that are worthy of notice. In regard to olives it is well known among the trade that they have been high for some time and that they have not shown sign of weakness. It is now reported among the trade that olives are advancing as the result of the light supplies.

Reports from the primary markets in regard to candied lemon and orange peel and also candied citron, state that prices are firm and advancing, a scarcity of raw stock being given as the reason.

While there is no unusual trade in nuts at present, Brazils are reported scarcer and filberts are advanced in price owing to a scarcity of supplies.

General business continues to be satisfactory, orders coming in freely and for generous quantities. With the breaking up of winter the roads generally become difficult for traveling and for a time country buying may be more or less affected from this scource.

Dried fruits and canned goods are in the same position as nuts. They have been reduced in quantity until it is a question how far the supply will meet the demand until new crops will be available.

Sugar.—There is a good trade passing in sugar, though the price has advanced 10 cents on previous week. The market is considered firm locally, and the recent activity has been beneficial to business. While the raw market continues firm owing to the reports of a Cuban shortage, those who follow the markets are not forgetting that the present year found a heavy increase in the production of European beets. These are yet to be taken into consideration. One report tritely remarks, "speculative movements are queer things."

Granulated, bags	4 50
" 20-lb. bags	4 60
" Imperial	4 35
" Beaver	4 35
Paris lump, boxes, 100 lbs	5 40
" " 50 lbs	5 40
" " " 25 lbs	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 20
" 100 lb. boxes	5 30
" 50 lb. "	5 40
" " 25 lb. "	5 60
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	4 95
" " 50-lb. boxes	5 05
" " 25-lb. boxes	5 35
Powdered, bbls	4 75
" 50-lb. boxes	4 95
Phoenix	4 50
Bright coffee	4 45
No. 3 yellow	4 35
No. 2 "	4 25
No. 1 " bags	4 10

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—The market in syrups is steady and is enjoying a rather brisk trade. Enquiry for molasses is good and the prospects for higher prices, based on the Cuban sugar reports, are still referred to. Business in molasses is brightening.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03
" ½-bbls	....	0 03½
" ¼-bbls	....	0 03½
" 38½-lb. pails	....	1 70
" 25-lb. pails	....	1 20
Cases, 2-lb. tins, 2 doz. per case	....	2 25
" 5-lb. " 1 doz. "	....	2 60
" 10-lb. " ½ doz. "	....	2 50
" 20-lb. " ¼ doz. "	....	2 45

Dried Fruits.—In the primary markets prunes are still higher. With stocks as low as they apparently are, it is only to be expected that prunes will continue to be firm. The stocks that are now held are only in particular sizes the others having been exhausted. Reports state regarding currants that the stocks held in Greece are hardly sufficient to meet present requirements. Owing to the shortage of the grape crop in France, Grecian currants are being bought up for wine making purposes.

Evaporated apricots		0 21
Evaporated apples	0 14	0 15½
Currants, fine filiatras, per lb., not cleaned		0 07½
" " " cleaned	0 07½	0 08
" Patras, per lb	0 08½	0 09
" Vostizzas, per lb	0 09½	0 10
Dates		0 06
Fards		0 11
Figs, 4 crown	0 09	Figs, 6 crown 0 11 0 12
" 5 crown 0 10 0 11		" 9 crown 0 13 0 14
Prunes—		
30-40	0 13½	0 14
40-50	....	0 11
50-60	....	0 10½
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08½
Bosina prunes	0 09	0 11
Raisins—		
Choice seeded raisins	....	0 08
" fancy seeded, 1-lb. pkgs	....	0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	....	0 09½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb	....	0 07½
" select, per lb	....	0 07½
" 4-crown layers, per lb	....	0 08½

Nuts.—The nut market is decidedly firm. Filberts have been advanced in price by local houses and Brazils are reported firmer. The demand is fair for this season, but trade is for the most part rather quiet.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb	0 12	0 14
" Barcelona, per lb	....	0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 16½	0 19
" Marbots, per lb	0 15	0 16
" Cornes, per lb	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 33
" 2-crown " "	....	0 31
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Corn, roasted	....	0 08
Corn green	....	0 07
Diamond G, roasted	....	0 08½
Diamond G, green	....	0 07½
Bon Ton, roasted	....	0 11
Bon Ton, green	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 14	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 37	0 38
Brokens	0 30	0 32
Grenobles	....	0 17

Coffee.—There has been no particular change to report in local coffee circles. Regarding the primary market one statement says: "All markets are now in an unsatisfactory condition. Confidence has been shaken and the markets will probably remain unsettled until the valorizarion sales are over in April. Nevertheless, we cannot get away from the fact that consuming markets, especially those of Europe are very poorly supplied and require millions of bags yet from producing countries before the crop season comes to an end." The advice from this scource is to take advantage of the present depression in price and buy liberally.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Tea.—Reports affirm higher prices abroad for Ceylon and India teas. All colored teas are reported scarce in first hands. The market continues to show decided strength in all lines.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	....	0 25
Hyson	....	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Rice and Tapioca.—Business is limited, demand being not much above the normal. Thare are some indications of an increased trade due to the Lenten season but they are not well defined.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ¼ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ¼ pockets, 12½ pounds	3 20
Tapioca, medium pearl	0 06½ 0 07

Beans and Peas.—There is a fair demand for both beans and peas. The market is reported quite steady.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

CANNED GOODS

Toronto.—Trade is about normal, with a slight increase reported in canned salmon during the past week. This was due, no doubt, to the Lenten demand for this article. It is pointed out by one dealer that tomatoes at $1.50 a dozen have about reached their limit, as they can be brought in from the United States markets and sold at that figure. Gallon apples continue high, being quoted at $3.50 to $3.60 per dozen.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00

Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 [illegible]
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS

Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			1 95
Chicken		4 00	
Turkey		4 00	
Ducks		4 00	
Cohoes, per doz.			1 77½
Red Spring, doz			1 87½
Lobsters, halves, per dozen		2 65	2 75
Lobsters, quarters, per dozen			1 60
Soup, 2's			1 90
Soup, 1's			1 40

Montreal.—There is practically no change in canned goods since last week. Changes will depend almost entirely upon the whim of the wholesalers who are holding stocks, for supplies are said to be entirely in their hands with the prices to be regulated as they see fit. The general report is favorable, being to the effect that trade is good. There does not seem to be any danger that the trade will be burdened with heavy stocks at the conclusion of this business year.

Apples, gal	3 25	$3 50
Peas, standard, dozen	....	1 20
Peas, early June, dozen	....	1 15
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	....	1 00
Corn, dozen	....	1 00
Tomatoes, dozen (Ontario and Quebec)	....	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	....	1 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	....	1 67½
Plums, Lombard dozen	....	1 00
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
Humpbacks, dozen	....	1 40
Cohoes, dozen	....	1 60
Red Spring, dozen	....	1 90
Red Sockeye, dozen	....	2 10
Lobster—		

½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.50.
1-lb. flats, dozen, $5.00.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 00
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 85	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

ONTARIO MARKETS

POINTERS—
Sugar—10c advance.
Coffee—Some grades advance.
Evaps.—Stocks are low.
Mace—Up 5c pound.

Toronto, March 16.—Sugar advanced ten cents on Wednesday to $4.60 in Toronto, following the market in New York. Trade in sugar has baeen brisker during the past two weeks than would be expected after the twenty-cent increase in prices. Refiners have been taxed to their utmost in filling orders, and the country must be well supplied now. The market still shows steadiness.

Maricaibo and Gautemalo coffees have been advanced another two cents per pound by most firms, in accordance with primary values. All other grades are firm, especially Jamiaca and Mexican. Chicory is a decided scarce article at present, and prices have been advanced 2 cents per pound. The local market is about depleted of this article but some shipments are on the way from England. They may be badly needed when they arrive.

Dried fruits still maintain their firmness, with the situation in prunes becoming more acute each week.

Currants and raisins are moving slowly, but there is a considerable trade in figs. The trade in syrups keeps up well and an improvement is noticeable in the demand for maple syrup. Molasses is very quiet.

Sugar.—The strength which was noted in the sugar market last week resulted in a further advance in refined of ten cents on Wednesday, making quotations in Toronto, 4.60 per cwt., a total advance of 30 cents since the market turned upward. This advance was due to the higher values for raws which are now quoted gt 3.86 in New York. The market, at the present time, shows steadiness, but future movements are dependent on raw values. As pointed out before, it seems to have resolved itself into a battle between holders and refiners and future prices depend a great deal on which one is forced to move first. Much depends upon the attitude of Europe, where speculation is active despite the fact that the last beet crop report showed an increase of 2,000,000 tons which must be absorbed.

Extra granulated, bags	4 60
" " 20 lb. bags	4 70
Imperial granulated	4 40
Beaver granulated	4 45
Yellow, bags	4 20
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 00
" " 50-lb. boxes	5 20
" " 25-lb. boxes	5 30
Powdered, brls	4 80
" 50-lb. boxes	4 [illegible]
" 25-lb. boxes	5 20
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 50
" in 50-lb. "	5 60
" in 25-lb. "	5 80

Syrups and Molasses.—A brisk trade continues in surups, and retailers are evidently pushing this line. Some firms note an increase in the sale of maple syrup, but molasses shows little improvement.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03¾	New Orleans, medium	0 30 0 35
Quarter " "	0 03¾	New Orleans, bbls	0 28 32
Pails, 38½ lbs. ea.	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 52
		Muscovado	0 30

Dried Fruits.—Trade in dried fruits is continuing normal, but there is a noticeable slackness in both raisins ond curin the primary markets while there is a rants. Currants still continue steady noted firmness in Valencia raisins, but firmness is the feature of all the dried fruits at present. Stocks are very light. The situation in prunes is getting more acute each week as stocks gradually grow shorter, but the trade in this line keeps up well, considering the high values, demonstrating that prunes have a trade of their own. Apricots and peaches are among those that are gradually passing into retailers' hands, while figs are attracting considerable attention on account of their low price compared with other fruits.

Prunes—					
30 to 40, in 25-lb. boxes		0 13½	0 13½		
40 to 50 " "		0 12½	0 13		
50 to 60 " "		....	0 [illegible]		
60 to 70 " "		....	0 11½		
70 to 80 " "		....	0 11		
80 to 90 " "		0 09½	0 10		
90 to 100 " "		0 09	0 09½		
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Standard		0 [illegible]	0 16½		
Choice, 25 lb boxes		0 16	0 17		
Fancy, " "		0 19	0 25		
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06
Dried peaches				0 10	0 10½
Dried apples				0 09	0 09½
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
extra fancy				0 14	0 16
Valencias selected				0 08	0 08½
Seeded, 1 lb packets, fancy				0 08½	0 09
" 16 oz. packets, choice				0 07½	0 08
" 12 oz. " "				0 07	0 07½
			Sairs		0 04½
Dates—			Package dates,		
Hallowees—			per 1 lb.	0 06½	0 06¾
Full boxes	0 05	0 05½	Fards choicest	0 10	0 10½

Tea.—The firmness in the tea market may be shown by the February reports of sales in the primary markets. For Indian tea, it says: "The moderate volume placed on sale was taken readily with a generally improved tone. The demand was good throughout and prices generally tended upwards as the month advanced."

The Ceylon report says: "In the early sales the quality continued to be poor, but some improvement was shown as the month advanced. The market absorbed the quantity with ease and some advance in prices was recorded, especially upon the lower grades."

Java says: "The moderate quantities offered were readily taken at full prices," while China reports: "Although the total trading was small, there was relatively a larger business being done, and certain grades are now in very limited supply."

By this it may be assumed that values are gradually rising upward.

Coffee.—Maricaibo and Gautemalo coffees, which advanced two cents per pound two weeks ago, are being quoted at a further advance of 2 cents by most firms and prices on these two lines now range from 22 to 24 cents. As stated before, this is not due to any new strength in primary markets, but because values, here, did not rise with the primary markets. When new stocks were purchased, higher prices had to be paid, with a consequent advance in price to the retailer. However the high-

est grades are unchanged, although they are firm in sympathy with the advance in lower grades. At the present Mexican coffee is particularly strong, as a result no doubt of the revolution in that country, but to what extent values will be affected is a question. Trade continues at about the same volume.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 [illegible]
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 [illegible]	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22

Spices.—Trade in spices seems to be keeping up well for this time of the year and dealers are well satisfied with business. Bulk mace has been advanced 5 cents per pound, and is now quoted at 80 cents, with some firms quoting as high as 85 cents in small quantities. Mace at the present time is about twice the quotations of a year ago. Cloves are firm.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 [illegible]	0 26	0 80	0 90
Mace	....	....	0 80	....	2 75
Nutmegs	....	....	0 90	1 90	2 00
Pepper, black	0 15	0 [illegible]	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 [illegible]	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—A normal trade is passing in rice at unchanged prices. There are no new features in the tapioca or sago market with little business being done in these lines.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal					3 00
	Per lb.		Sago, medimm brown	0 05½	0 06
Rice, stand B	0 03¾	0 03¾	Tapioca—		
Rangoon	0 03¾	0 03¾	Bullet, double goat		0 08
Patna	0 05½	0 06½	Medium pearl	0 05½	0 06
Japan	0 04½	0 05	Flake		0 06
Java	0 06	0 07	Seed	0 05½	0 06
Carolina	0 10	0 11			

Nuts.—Trade in nuts is not brisk but is reported normal for this time of the year. Prices in general remain steady, with the scarcity of stocks of Brazils still prevailing.

Almonds, Formigetta	0 15	0 15½
" Tarragona		0 15
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux		0 14
" Marbots		0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15½	0 17
Peanuts, roasted	0 09½	0 12½

Evaporated Apples. — Stocks of "evaps" are about cleaned out, and supplies are confined to the holdings of the wholesalers, who report that stocks are growing small.

Evaporated apples	0 12	0 12½

Beans.—Bean prices continue steady, with no new features to the market. Trade continues about the same.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

MANITOBA MARKETS

Pointers—

Sugar—Advanced.

Syrup—Continues moderate.

Coffee—Advanced.

Whole Peas—Very scarce.

Peaches—Advanced.

Winnipeg, March 16.—There is an active movement in the general line of groceries at the present time owing chiefly to the fact that traffic is good and dealers are replenishing their depleted stocks The continued reports of expected advances in many lines has increased the ordering and such lines as are advancing are quite scarce in the jobbers' hands.

Importers are turning their attention to the Western field and stocks in coop centres have been reserved for Western territory. Merchants everywhere are in splendid buying condition as they had a satisfactory turnover, and travelers report very bright prospects everywhere.

Sugar.—We quote the advanced price of a few days ago in the following list. Local dealers are of the opinion that the advances in the past are temporary, although the following figures may be held for some time. There was a brisk demand for sugar as soon as transportation opened up, and now dealers are pretty well stocked and the movement is light.

Montreal and B.C. granulated, in bbls	5 05
" " in sacks	5 00
" yellow, in bbls	4 55
" " in sacks	4 50
Icing sugar, in bbls	5 55
" " in boxes	5 75
" " in small quantities	6 20
Powdered sugar, in bbls	5 35
" " in boxes	5 55
" " in small quantities	5 90
Lump, hard, in bbls	5 85
" " in 2-bbls	5 95
" " in 100-lb. cases	5 85

Dried Fruits.—The feature of the dried fruit market is the continued scarcity of prunes and the advance in peaches. The stock of prunes in the city is very limited although merchants are fairly well stocked for the present. Peaches are quoted at about 16½c. which is a high figure. Dates are somewhat weak, but advances are expected shortly on all new imports.

Syrup.—There is nothing new to report in the syrup market. The trade is only moderate and the prices unchanged. Competition in the syrup market has had the tendency to cut prices. 2's $1.98, 5's $2.33, 10's $2.21, 20's $2.22.

Coffee.—We quote an advance in coffee. The primary price has been high for some time and the advance was not unexpected.

Coffee, standard Rio	0 15	Coffee, choice	0 16
		Coffee, extra choice	0 17

Beans and Peas.—There is a good demand at the present time for beans, although there has been a reduction made in the price. These two conditions seem to be consistent, but the reduction is due to recent reports of heavy stocks in the east and a slackness in the demand in the east. The outlet was the west where a good demand prevailed. Whole peas are very scarce in the west and wholesalers have trouble securing stocks, and they are paying as high as $2.30. The quotations to the trade to-day for whole peas is $2.35 per bushel. Split peas are moving well.

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs.	2 85

Tapioca and Sago.—The cereal market is rather quiet. Tapioca is quite unchanged both in price and demand, while sago is advanced ½c. Barley is moving well, and prices are held very firm at the following figures.

Pearl tapioca, per lb	0 06¼	0 06¾
Sago, per lb	0 05	0 06
Pearl barley, 98 lb. sack		3 55
Pot barley, 98 lb. sack		2 55

Cream of Tartar.—The recent advance of 2c per lb. is held firmly at the present time. The majority of stock is moving in 25 lb. pails, the price being 31½c per pound.

NEW BRUNSWICK.

St. John, N.B., March 15.—The markets have been rather quiet this week, no changes of any importance being recorded. The sugar market shows signs of strength which it is thought may mean higher prices in the near future. A quantity of Barbadoes sugar is being offered at 3½ cents per pound in original barrels. New fancy Barbadoes molasses is now quoted at 27 and 28 cents per gallon and it is expected that as the prices on the island are very firm there will be no lower prices this season.

With the advent of warmer weather the jobbers are pushing the sale of seeds and samples are now being sent out. Never in the history of the seed business, the dealers say, has timothy been as scarce and high as it is this season. Since the opening of the market in January there has been a strong advance and quotations now are $15 to $15.75 for standard grades.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Fussell & Co., London Eng., desire to draw the particular attention of dealers to the new line advertised in The Grocer viz., Fussell's Genuine Thick Rich Cream, which is better than "Devonshire Cream." To some perhaps the term "Devonshire Cream" conveys nothing, but to those who have ever been in the west of England, or for that matter any part of England, "Devonshire Cream" conveys a great deal. It is a very thick cream that makes a most excellent companion to any fresh, stewed, bottled or tinned fruits. Hitherto, except where one could get one's own fresh thick Cream, one has had to be satisfied with Evaporated Milk, (previously known as "Evaporated Cream;" the Canadian laws prohibit the latter title now). Fussell & Co., Ltd., of London, England, and of Norway, the well-known contractors to the British Government, have recently introduced into Canada their celebrated "Golden Butterfly" brand of Thick Rich Cream, which they justly describe as "better than Devonshire Cream." It is skimmed from the milk of cows grazing on the renowned high Norwegian pastures, and the article is itself untouched by hand throughout all its processes. It is packed in convenient key-opening tins, which being completely sterilized, keep the contents good for any length of time unopened in any climate. This article has never previously been put before the Canadian public, and is one that once used will be always used. Anyhow, retail dealers welcome its advent. If any dealer has difficulty in procuring the Cream, he may apply to any agent of Fussell & Co. in Canada.

F. W. Fearman & Co., Hamilton, have appointed Wm. H. Dunn, Montreal, as their selling representative.

The Johnson Richardson Co. regret that they are unable to show more clearly in their ad. this week, the highly artistic rosewood cabinet which now forms a part of the store equipment of many retailers throughout the country. Merchants who are not as yet acquainted with Dyola should certainly look into this matter.

JAPAN TEAS

	Per lb.	Per lb.
100 ½ chests Early May picked Japan Tea, extra good style and cup quality	at 18c.	Reg. price 20c.
50 ½ chests GOOD Japan Tea	at 17½c.	" " 19c.
CEYLON BLACK and GREEN TEAS	at 17½, 18½ to 20c.	

These prices are much less than present cost of importation. We will gladly submit samples upon application.

ROBERT SIMPSON & CO. IMPORTERS OF TEAS, COFFEES, SPICES AND WHOLESALE GROCERY SPECIALISTS

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MONTREAL

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By JOHN H. BLAKE

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Tea from Leaf to Cup
The Tea Marts of the Orient
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Where to Buy Teas
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Toronto, Winnipeg, St. John, N.B.

Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want advertisement Page of **THE CANADIAN GROCER.**



Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

THE YOUNG COMPANY, Limited

NORTH BAY - and - SUDBURY



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

OF IMPORTANCE TO RETAILERS

We beg to draw your attention to the fact that

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

has stood innumerable Government tests and ***not one*** sample has ever been found adulterated.

WHY?

1. **Our brands are made in the maple groves right where the sap runs from the trees.**
2. **Our sap is supplied by members of our Association, composed of farmers owning maple groves in the famous Eastern Townships, the finest maple district in Canada.**
3. **Each member has a personal interest in our packing absolutely pure maple products.**
4. **We have a reputation to maintain and therefore must discountenance adulteration.**

When you carry our lines only and push them your customers see that you are interested in ***quality*** goods only.



A Good Reputation Means a Lot to You.

The Maple Tree Producers' Association LIMITED

WATERLOO, QUEBEC

Montreal Office: 58 Wellington St. Toronto Office: 512 Dundas St.



Price of Cheese, Provisions, Eggs, Now and Year Ago

While echoing throughout the length and breadth of the land, goes "the high cost of living" cry, it is interesting to compare the price of pork products obtaining now with the quotations ruling a year ago. This is at least one line where the change in price has been beneficial to consumers, and the dealer with this argument behind him should be able to make sales easier. Prices ruling now and a year ago are as follows:

	Pound A year ago.	Pound Now
Long clear bacon, ...	14½	11½
Smoked breakf't bacon	18½	18
Roll bacon	14½	13
Light hams	16	15
Large hams	15½	14
Shoulder hams	13½	12
Backs—plain	18½	18½
Backs—peameal	19	19
Lard in pails	16½	12¾
Lard, compound	12¾	11
	1.59¼	1.44¾

Thus, it will be seen that if we had bought a pound of each of the above articles a year ago, it would have amounted to $1.59¼, while at present, the same goods may be purchased for $1.44¾. The reduction has amounted to about 9½ per cent. Live hogs, which a year ago ranged from $9.00 to $9.15, are now quoted at $6.90, while dressed hogs which brought $12.25 last year are now $9.25 to $10.00.

Eggs supply another illustration of a line which has been greatly reduced, and compares as follows:

	A year ago.	Now
New laid eggs.....	31	24
Storage eggs	28	16

Cheese is ½ to 1 cent higher than a year ago, some lines of poultry are cheaper and others dearer while honey shows practically no change. The comparison in butter is as follows:

	A year ago	Now
Fresh creamery	29	28
Creamery solids	26	25
Farmer's separator....	24	23
Dairy prints	22	20
Tub butter	20	19

These are statistics which might be turned to future profit by a good live dealer.

Mr. C. T. Hicks, the Paisley street grocer, Guelph, has several attractive delivery outfits for which he has taken a number of prizes.

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.

Mr. Geo. Williams, Guelph, is planning extensive improvements in his store on Windham street. He has just completed 29 years in business in this city.

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER





SAVINGS and GAINS for EVERYONE with BOVRIL



THE DEALER never finds Bovril "going bad." It will keep in all weathers, in all climates. As an article of stock it pays him, because he can make no loss.

THE CONSUMER gets only the strength of beef without bones and scraps to throw away.

BOVRIL HELPS THE DIGESTION OF other foods. It is a genuine tissue builder and because of its purity, strength and reliability holds its premier position.

Bovril will bear out our every claim to the consumer.



Write us for a prepaid parcel of attractive window cards.

BOVRIL, LIMITED
27 St. Peter Street - MONTREAL

A Phenomenal Development!

DO you realize that almost every week witnesses the birth of a new town in Western Canada, and still the people are pouring in? How about the grocery lines you make and ship? Are they being pushed adequately out West? We can help you to greater profit in this exceptional market because we have the experience, sound commercial knowledge, insight into Western conditions and financial standing that make for success.

We maintain large track warehouses at the five leading distributing points in Western Canada, and are thoroughly acquainted with the Western wholesale trade.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for full details mentioning what you have to ship.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell 12 articles instead of one.

E D S

"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves.

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly! In the case of "E.D.S." goods their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.



Made only by **E. D. Smith,** at his own Fruit Farms **Winona, Ont.**

Agents:—N. A HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N. S.; J. GIBBS, HAMILTON

"Simply Delicious"

Is the opinion expressed by the Epicurean Critic who has tasted

GUNNS MAPLE LEAF

Breakfast Bacon

Made under Government inspection in

THE HOUSE OF QUALITY

GUNNS Limited

Pork and Beef Packers,

West Toronto, :: Ontario

-L-A-R-D-

There is always a good demand for lard during the Lenten Season. Prices to-day are very reasonable and we think the market is now as low as it will go.

We will be glad to quote you prices for the finest pure lard in

350 lb. tierces in wood
60 " tubs " "
20 " pails " " or tins
10 " " " " " "
5 " " " tins
3 " " " "
2 lb. and 1 lb. cartons

F. W. Fearman Co. LIMITED

HAMILTON



Talking Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Egg Prices Fall Under Heavy Arrivals

Mild Weather Has Induced Larger Supplies and Quotations are Lower—Butter is Firm and Shipments are not Large — Montreal Provision Prices are Down—Market is Unsettled — Cheese Quiet but Firm.

The Lenten season seems to be having its effect on the provision trade and the amount of business passing is not as large as desirable. It is somewhat between seasons just now, most lumber camps having broken up, while the spring trade has not yet gathered headway. Railway construction camps have caused an increase in trade in some centres while at others many orders are being received from the mining camps of the north. However, prospects for trade this spring are bright and dealers are looking forward to a good season's busi-

The provision market still seems to be in an unsettled condition. While Toronto prices have been maintained, the market in Montreal has shown a number of slumps. Prices of live and dressed hogs have been dropping and this added to accumulation of spot stocks has caused the weakness. In the United States hog arrivals have not been quite as large as expected and prices are steady, but the future of the market is uncertain. In England, provision prices remain steady.

Butter continues firm and in some centres advances in price have taken place. There has been a good demand especially for the higher grades with quite a quantity of inferior being offered. The arrivals of late have been short both in dairy and creamery.

It was pointed out in our last issue that if milder weather continued there would be an increase in egg receipts which would have an effect on prices. This increase has materialized and prices have been reduced. The demand has been good but stocks seem to be increasing and if the weather continues fine, it is expected that prices will go still lower. It is pointed out, however, that the breaking up of the roads in the country may interfere somewhat with the delivery.

Although the trade in cheese is quiet, prices remain firm. Poultry is not brisk but there is a feeling that the market will soon show some improvement. Some shipments of storage poultry from Ontario to Nova Scotia have been made.

MONTREAL.

Provisions.—The market has shown a number of slumps again, the change being recorded at the very close of last week. Of late the price in live and dressed hogs has been dropping and this added to the accumulation of all lines of pickled and smoked meats on spot is accountable for the weakness that has prevailed. The demand for barrelled pork is lighter than usual and decided decreases have been made in this market. Pure lard is on the reduced list and hams and bacon are also down. At the reduced prices of the latter an improvement has been reported in the amount of business passing and not a few orders have been closed for Easter demand. The season is one of the influences on the market and it will be a few weeks before that cause is removed. In the meantime the trade are wondering whether to buy or wait for further reductions.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11
" 5 " " " "	0 11½
" 3 " " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11
Pails, tin, 20 lbs. gross, per lb	0 10½ 0 10½
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10½
One pound bricks	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	23 00
Bean pork	17 00
Canada short cut back pork, bbl. 45-55 pieces	23 50
Clear fat backs	25 00
Heavy flank pork, bbl	22 50
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Boiled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 12½
Medium sizes, 18 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 15
Hogs, live, per cwt	7 25 7 50
" dressed, per cwt	8 25 10 00

Butter.—The market is firmer, although prices show no further change. The supply is reported to be decidedly limited and with a good demand still passing, and with no prospects of it diminishing, the situation becomes more interesting to those with stocks of butter on hand.

New milk creamery	0 27 0 27½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—The receipts of eggs continue to be liberal and with the increased supplies there is a corresponding reduction in prices. Demand is good and business is favorable but stocks seem to keep increasing. From 23 to 25 cents is the range now quoted for fresh eggs, and the tendency is lower. With the breaking up of winter and the country roads, the farmers' marketing is bound to be hampered, and the receipts of eggs may show some effect, but it is not expected to make very much difference.

New laids	0 23 0 25
Selects	0 23
No. 1	0 20

Cheese.—The position of cheese is firm and steady but there have been no changes in the quotations. Stocks are not very heavy and demand is normal. Trade, on the whole, is rather quiet.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

Poultry.—There is nothing new to report in regard to poultry. Receipts are not heavy and prices are normal. The feeling is, however, that this market will soon begin to flourish.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Honey.—Honey is quiet and is likely to remain so. The trading is limited, is along well defined lines, and is without any special feature.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—Although trade in provisions is a little quiet at present, allowance has to be made for the fact that the Lenten season switches trade from this line to a certain extent. Dealers are looking forward to a good season, as prospects appear to be bright. Live hog prices show little change from a week ago, but dressed hogs are now quoted at $9.00 per cwt. Provisions on the whole appear to be steady, with the exception of smoked meats, which show a slightly easier feeling. Smoked breakfast bacon is now quoted at 16 to 17½ cents per lb.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 16 0 17½
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½ 0 13
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 21
Fresh shoulder hams	0 13
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18 0 19
" pea meal	0 19 0 20
Heavy mess pork, per bbl	21 00 23 00
Short cut, per bbl	24 00 26 00
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 12 0 12½
" pails "	0 12½ 0 13½
" compounds, per lb	0 10½ 0 11
Live hogs, at country points	6 90
Live hogs, local	7 05 7 10
Dressed hogs	8 50 9 00

Butter.—The firm feeling continues in butter and has resulted in slightly higher prices in some cases. Farmer's, separator and dairy prints have both advanced from one to two cents per pound, while some firms are asking higher prices for creamery also. The arrivals of butter have been none too large, while a percentage of shipments are lacking in quality. There has been a good demand, but for only the higher grades, so that the firmness is noticeable in this line. The short arrivals some time ago resulted in quantities of storage being taken up, so that it is believed that present storage stocks are not large.

	Per lb.
Fresh creamery print	0 27 0 29
Creamery solids	0 24 0 26
Farmers separator butter	0 24 0 25
Dairy prints, choice	0 21 0 22
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 16 0 17

Eggs.—With the continuance of the mild weather, arrivals have been larger, and this seems to have had a decidedly bearish effect on prices. There has been a big rush of eggs to the market, and prices have declined 2 cents on the dozen, now being quoted at 21 and 22 cents. The demand is good, and prices will probably tend to enhance this. If the fine weather continues, dealers look for a further reduction and a plentiful supply for Easter requirements. Storage eggs are nearly a thing of the past on this market.

New laid eggs	0 21 0 22

Cheese.—Stocks of cheese are low, and the market is quite firm, and advances over present quotations are looked for in

some quarters. Trade in this line is normal.

New cheese—		New twins.....	0 13½ 0 13¾
Large.....	0 13½ 0 13¾	Stiltons.....	0 14½ 0 15
Old cheese.....	0 14 0 15		

Poultry.—The demand for poultry is not large, but prices remain firm at present quotations.

Chickens, dressed.....	0 16 0 18	Geese, dressed..	0 13 0 14
Ducks, dressed .	0 14 0 15	Hens, dressed..	0 13 0 14
		Turkeys, dressed	0 20 0 22

Storage, 2 cents lower.

Honey.—Trade in honey is only normal, with an occasional briskness in business noted by some firms. Prices are unchanged.

Clover honey, extracted, 60 lb. cans.....	0 10½ 0 11
" " " 10 lb pails.....	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen.....	2 00 2 50
Buckwheat honey, lb.....	0 06½ 0 07

Michigan Butter Men Reaching Out for Sarnia Cream

By F. C. Slater.

The milk and cream industry in the Sarnia district received an impetus with the enactment of the American tariff law of August 5, 1909, whereby the duty on cream was reduced to five cents per gallon.

Prior to this time no cream was exported from this district to the American side, but immediately thereafter large quantities were gathered in the boundary territory of Ontario and exported to a creamery at Port Huron, Mich.

From the date of the passage of the tariff law to the close of December, 1909, 23,223 gallons were exported. For the year ended December 31, 1910, 112,268 gallons were sent to Michigan, for which the Dominion farmer obtained, on an average, 70 cents per gallon, aggregating $122,168. The average test of butter fat was 27 cents per pound. It cost the creamery 3 to 5 cents per pound butter fat for transportation and duty to bring the cream to its factory. The Port Huron creamery plans to largely increase the business for 1911 by putting two or three cream express cars into service, whereby the cream can be gathered more quickly and systematically along the railroads for 70 or 75 miles from the border, these cars to go out in the evening and return loaded in the early forenoon of the following day. In expectation of this increased service, the farmers of this section have shown their intention of enlarging their herds. It has been estimated that the number of cows milked for this purpose will be nearly doubled by spring.

THE WEEK'S TRADE CHANGES.

What is Happening Among the Grocers Throughout the Dominion.

Ontario.—The grocery and bakery store of E. C. Armand, Arnprior, Ont., was damaged by fire.

Frederick Granger, grocer, Richmond Hill, Ont., has assigned.

Isaac Bundy has sold his grocery store at Tillsonburg to H. Fell.

George Lamotte, grocer, Strathroy, Ont., has sold to J. E. Redlow.

W. W. Ames, Olinda, Ont., has sold his general store to J. H. Clark.

Martin Cochenour & Co., general merchants, Newmarket, Ont., assigned.

P. R. Elliott, general merchant, Comber, Ont., has sold to G. R. Dodgson.

F. R. Hare, grocer, St. Catharines, Ont., has sold to Bentham & Bradley.

Philip St. Arnaud, grocer, Victoria Harbor, Ont., has sold to M. E. Asselin.

A. E. Manning, grocer and butcher, Toronto, has sold to Robt. Hawkisston.

J. H. Simard, general merchant, Ste. Anne Des Plaines, Que., has assigned.

C. O. Gervais & Bro., grocery store, St. Johns, Que., was damaged by fire.

Quebec.—L. Dumais & Co., general merchants, Matane, Que., have assigned.

J. W. Plante, general merchant, St. Guillaume D'Upton, Que., has sold to J. C. Manseau.

The general store of the estate of Aylmer Place, Millington, Que., has been sold to W. R. Ball.

Maritime Provinces. — Duncan Carmichael, general merchant, Whycocomah, N. S., deceased.

D. S. Betz, St. Johns, N. B., succeeded by F. H. McNair.

C. L. Syphers has purchased a general store at Blackville, N. B.

Thomas Robinson, general merchant, Harvey, N. B., deceased.

Western Canada.—The general store of Knight & McDonald, Basswood, Man., was destroyed by fire.

W. H. Tucker has opened a grocery store in Winnipeg.

Sterling B. Verza is opening a grocery store at Regina, Sask.

Krocker, Friesen & Co., general merchants, Herbert, Sask., have been succeeded by Krocker & Co.

Wm. Mahoney, grocer, Winnipeg, has sold to Stewart & Schwalm.

C. A. Maddin, general merchant, Beausejour, Man., succeeded by Madden & Son.

Huscroft Bros. have opened a grocery store at Creston, B. C.

Wm. Fleming, grocer, Vancouver, B.C., has sold to J. Gavin.

T. R. Spears, grocer, Vancouver, B. C., has sold to T. M. Pease.

H. B. Margenson, grocer, Vancouver, B. C., is discontinuing business.

A. R. Bell, Evesham, Sask., has sold his general store to Jos. Wyman.

Husband & Beaucamp, grocers, Prince Rupert, B. C., have assigned.

Porter Bros., general store at Broadview, Sask., was destroyed by fire.

W. Kilkenny, general merchant, Broomhill, Sask., has sold to G. H. Knight.

RICE-KNIGHT



LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate **such a light?** The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

RICE-KNIGHT, LIMITED
TORONTO, CANADA

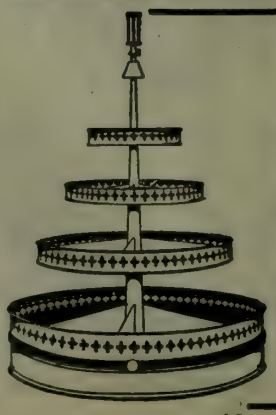
There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price, will be your favorite.

Special Agents: . E. CLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg



Increase Your Sales and Profits on Vegetables

¶ You can do both with our **Vegetable Display Stand,** because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois

GILLETT'S PERFUMED LYE

CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name **"Gillett's."**

Like all good articles, which are extensively advertised, **Gillett's Lye** is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.



Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.



E.W.GILLETT COMPANY LIMITED

WINNIPEG. TORONTO, ONT. MONTREAL.

There is no Profit in Keeping Books

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, **anything**, is by the use of

The McCaskey Gravity Account Register System

which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over sixty thousand in use. Ask any user or write

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

90-98 Ontario Street, - Toronto, Can.



Made in Canada

FIRST AND STILL THE BEST

Of All Clark's Prepared Foods

the two that are having unusual present popularity are

Clark's Pork and Beans

and

Clark's Chateau Brand Concentrated Soups

In ordering your supplies you are safe to add extra quantities of these.

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties.

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. J. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto

Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

AGENTS for British Columbia and Alberta:

DONNELLY, WATSON & BROWN, Vancouver & Calgary

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada

Hamilton, - Ontario

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following Agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Wheat Prices Continue at Low Level

Flour Prices Still Show no Change—Trade is Not Brisk—Export Enquiries Out of Line With Present Prices—Damage by Hessian Fly in States Said to be Small—Normal Trade in Cereals—Prices Remain Unchanged.

Canadian wheat prices continue at low water mark, but flour prices still show no change. First patents Manitoba are quoted in Montreal at $5.60, and in Toronto at $5.40 per barrel. Local trade is not brisk and export enquiry has not been heavy, many of the bids being considerably out of line with values quoted here.

United States wheat prices advanced at the end of last week because of rumors of damage to crops by the Hessian fly, but when investigation proved the damage to be insignificant there was a reaction in value. When the advance took place, United States millers asked higher prices for flour, but buyers paid not the slightest attention, as they did not seem to want flour at any price. So it would appear that flour prices will react also.

It will be the same old battle between the bulls and bears as the season advances, and the crop prospects become known. The Hessian fly was the beginning of the battle on the part of the bulls. The appearance of 16 Hessian fly eggs on a stalk of wheat near Canton, Ill., not only offset the bearish nature of foreign reports, but advanced prices one cent. No doubt this little insect will be used to good advantage if at all possible, there being no excuse for stories of damage by drouth, and none from alternate frosts and thaws. Other factors having apparently been exhausted during the past few years, this insect was turned loose in the wheat arena to aid in the movement for higher prices.

The total world's shipments of wheat last week were 12,320,000 bushels, as compared with 12,362,000 last week and 11,408,000 bushels last year. The visible supply of wheat in Canada is 9,390,000 bushels, against 9,539,000 last week, and 8,101,000 last year.

A normal trade is passing in cereals. Rolled oats remain unchanged in price, with oats slightly easier. It is the Plate oats that are keeping prices down in the English market, but it is felt that shipments from the Argentine will decrease in a few weeks' time and that there will then be a chance for the shipment of Canadian oats. The visible supply of oats in Canada is 6,659,000 bushels as compared with 5,045,000 bushels a year ago.

MONTREAL.

Flour—The local market shows no changes as far as prices are concerned. The demand is steady and a moderate amount of business is passing. Export enquiry has not been heavy and the bids were considerably out of line with the values here. The situation is rather interesting just now. In the United States millers are looking for higher prices for flour because wheat has strengthened and at the same time the amount of wheat carried over is reported to be the heaviest in years. There are no surface indications here that suggest any movement.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 50

Cereals—A steady business is moving in cereals but the market is generally rather quiet. Demand is good yet and no particular feature is manifest.

Fine oatmeal, bags	....	2 25
Standard oatmeal, bags	....	2 25
Granulated " "	....	2 25
Rolled cornmeal, 100-bags	....	1 70
Rolled oats, bags, 90 lb	....	2 05
" barrels	....	4 40

TORONTO.

Flour—Both flour and wheat are on the same level as a week ago, flour at $5.40 for 1st patent and No. 1 northern Manitoba wheat at 97½ cents. The continued low price of wheat has induced some dealers to hope that lower flour values are warranted, but as the flour trade is not particularly brisk, being confined mostly to the delivery of contracts, it is probable that no change will take place. Ontario wheat continues at a low level, hovering between 80 and 81 cents, with trade in Ontario flour none too brisk, although there was an increase in the export trade at the first of the month.

Manitoba Wheat.

1st Patent, in car lots	....	5 40
2nd Patent, in car lots	....	4 90
Strong bakers, in car lots	....	4 70
Feed flour, in car lots	3 00	3 20

Winter Wheat.

Straight roller	4 25	4 45
Patents	4 80	5 00
Blended	4 60	4 90

Cereals—There has been no change in cereal prices during the week. Trade remains about the same and the approach of spring will not add to its chances of improvement. A decided briskness in cornmeal is noted by the mills now and again.

Rolled oats, small lots, 90 lb. sacks	....	2 05
" " 25 bags to car lots	....	1 95
Standard and granulated oatmeal, 98 lb. sacks	....	2 25
Rolled wheat, small lots, 100 lb. brls	....	2 75
" " 5 brls. to car lots	....	2 63

The business of Charles Abbott, a Toronto grocer and butcher, has been turned over for winding up, to an assignee. Mr. Abbot disappeared on Feb. 28 last, and it is reported he went to New York.

Frasers, Limited, have been incorporated in Montreal, with a capital stock of one million dollars to carry on a wholesale grocery, provision and wine business.



Mooney's Perfection Cream Sodas

are known for their lasting crispness. They ALWAYS reach you in perfectly fresh condition because we make it a point of honor to ship only stock that will increase the goodwill of our customers.

The MOONEY Biscuit & Candy Co. LIMITED

FACTORIES AT Stratford, Ont. Winnipeg, Man.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Lesson Learned About "Quality" In our Foodstuffs

Vancouver, B.C., March 16.—"I was recently struck by a couple of lines in The Canadian Grocer's advertising section," remarked a dealer this morning to the Grocer representative. "The postman had thrown my copy face down on the counter, and on the back page I read the testimony of one of the big advertisers. It was: 'I like your paper all the more, because in every issue you advocate dealers handling quality goods.' I guess nearly every dealer has found that it really does pay to keep the best and satisfy the customer. Bargain qualities may go for a while, but the man who eats is heard very often to say that he does not care what he pays as long as he gets what he wants good. Even when eggs are over five cents each, the demand is greater than the supply. It is then, in fact, that the demand is greater in proportion, for being inclined to try cheaper eggs because of the very high price the customer often gets a tainted one. The principle applies to every line. And generally the profit is at a higher percentage than on the cheaper goods, which is an item to take into consideration besides getting a good name for one's store.

"With the older merchants this is well known about the Klondike trade. It is an old story now but it is always a fine lesson. When the rush started, Vancouver, being the nearest point, had the advantage. Everything available was shipped — eggs of unknown age, butter that had secured strength with time, and such like. It was figured out that the men in the north would be glad to get anything. Although prices were very high there, the best was demanded, and Canadian trade lost out. Three years after it was difficult to place a consignment of Canadian perishables in Dawson, simply because of the record. The United States dealers saw what was required, met the demand and Seattle got the biggest part of the trade, and that out of Canadian territory.

"I think The Canadian Grocer should make those words a permanent fixture in a prominent part of the paper."

CUTTING IN SUGAR.

Considerable of This Being Done in Central Ontario City.

Peterboro, Ont., Mar. 16. — This city has seen a great deal of cutting in sugar lately, some of the retailers selling at cost and even under. One or two of them, some time ago, advertised the cut price and were apparently selling sugar at a loss considering cost and freight, and expense of doing business.

This caused considerable talk among the trade, on sugar, but the majority of retailers refused to sell at prices which would mean losses to them.

"I find that the majority of my customers," remarked one dealer, "do not ask for the cut price. Some, of course do, but the majority do not care to deal with a merchant who has a tendency to cut prices; I don't believe the better class of householders care to have the neighbors see the delivery wagon of a price-cutter call—it looks too cheap. I do not think either that much permanent trade of a good character is gained by price-cutting and I for one will never do business on that plan."

Those who have been cutting claim they are selling quite a bit of sugar and no doubt they are. At present one dealer is quoting the best grade of granulated at $4.53—the exact cost laid down here.

WILSON'S FLY PADS



By far the best fly killers made.

By far the best advertised fly killers.

By far the most profitable well advertised goods sold by Grocers.

LEITCH ANCHOR BRAND OAK LAKE

Poor Bread?

There's a remedy—no necessity of being content with a dead, tasteless loaf, or even ordinarily good; you should have beautiful bread, and

Anchor Brand Flour

will produce the results so much desired —always and all ways

Good Bread

Manfd. by
Leitch Brothers Flour Mills,
Oak Lake, Manitoba.

7

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious
Appetizing
Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO

TILLSON'S Pan-Dried OATS

A FOOD—NOT A FAD

have won their way into thousands of Canadian homes, because of their delicious flavor and health-giving qualities. They are the breakfast cereal "par excellence," and are prepared solely from the finest oats in the world—CANADIAN OATS—the entire process being one long tale of care, skill and cleanliness.

Tillson's Oats, by reason of their generous consumer and billboard advertising, are so well and favorably known as to be in constant and increasing demand.

Are you fully ready to meet this demand? Better send along an order for Tillson's to-day.

Canadian Cereal & Milling Co., Ltd.

HEAD OFFICE:
LUMSDEN BUILDING
Toronto



Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.

Practical Methods of Retail Stores

New Brunswick Man Who Believes Dealer Should Know Goods Thoroughly—How Brantford Dealer Made Seeds Profitable Side Line—Chatham Grocer Makes Specialty of Telephone Customers—Montreal Dealer's Method in Getting Rid of Dogs.

Learned From Manufacturer.

St. John, N.B., March 16.—A local dealer, who is convinced that a grocer must understand his goods before he can sell them properly, recently related how he went about the introduction of a new line of goods into his business.

"I decided to push the sale of a new line of goods that was being placed on the market," he said, "because it paid a good profit. I thought there was a good chance to extend sales in this line. However, before I put in a stock, I went to both the wholesaler and the manufacturer and learned everything possible about its manufacture and different uses, and, as a result, when the shipment arrived, I was enthusiastic about it. I instructed my clerks, and as a result when they introduced it to a customer, they could talk so well of the article and its qualities that they rarely failed in making a sale.

Now, if I had placed that line in stock without first studying it, very likely the first shipment would be still on the shelf, while at the present my sales in that line are quite large and still growing."

Seeds as Side Line.

Brantford, Ont., Mar. 16.—A local grocer says that he pushes seeds every year because, in addition to the reasonable profit which is reaped directly, it also serves to draw other trade to the store. He always gets in his supply of seeds early and begins to display them at the beginning of the season,, that he may be the first to interest the farmer in this line. He places them in a prominent part of his store, so that they will catch the eye of customers. From the first he has made quality, the feature of his seed trade, and the keynote of his advertising and sale talks, and the result has been an increase in trade each year, as the farmer will continue to buy seeds from the merchant whom he can depend upon to supply the best only. This merchant, by display, both in the store and window, advertising in the local paper, proper sales talk and the handling of only the best seed, has built up a very profitable side line in his business.

The Telephone Customer.

Chatham, Ont., Mar. 16.—"Treat the telephone customer just the same as you would a man who comes into the store," is, in brief, the idea of Geo. S. Bartlett, of the King Edward Grocery, who makes a feature of the handling of telephone orders.

"We always make it a point to send just what is ordered," said Mr. Bartlett the other day. "We never substitute—not in the least. It is better to say, out and out, that an article is not in stock, than to send something "just as good" that, you know very well, the customer will regard as inferior. If we haven't the article asked for we say so and usually sell something else—but we always let the customer know.

"And we never promise to send a thing up by a certain time unless we know it will reach the place by that time.

"Many a time I've had this experience. A customer will ask me to deliver an order by half past five. 'Make it six,' I say. 'Why don't you say you'll get it up by half past five?' he asks; and I answer: 'Because I can't promise. I do promise to have it up by six, and I may have it there by half past five.' In that way there are no come-backs, no complaints. Fair dealing is something which all customers appreciate; and telephone customers particularly appreciate it."

Mr. Bartlett features the telephone number in all his newspaper and other advertising. It is a particularly helpful item in regard to the fresh fruit and vegetable business, another feature of this store; for telephone customers, noticing an advertisement of something of this sort just in, instinctively feel the need or ordering immediately.

Selling Power of Comparison.

North Bay, Ont., Mar. 16.—A local grocer recently made window display of baking powder. In the foreground was a very badly baked cake, with a show card on which was inscribed: "She did not use Blank's Baking Powder." Back a little and raised above the window floor was another cake on which the cook's best efforts had been expended and which bore a card "She used Blank's Baking Powder." Around these exhibits were three pyramids of baking powder on the centre of which was a card with the words: "Of all sad words of tongue or pen, the saddest are these: 'It might have been."

Cash Arguments in Alberta Town.

Viking, Alta., Mar. 16.—Hilliker Bros., general merchants, who recently adopted the cash system, are determined to stick to the principle if they can, and also to hold the business of Viking in the confines of Viking. They use the news columns of the local paper freely to attain their desire. Recently an issue of the newspaper came out, containing a story in which the merchants pointed out that the reason so many of the good folks of Viking sent away for goods, was the delusion that they saved money by so doing. They urged, that, now they were **selling for cash** they could sell as cheap as the cheapest." They urged customers to bring along their catalogues to their store and compare prices. And the dealers laid emphasis on the point that **customers did not have to pay for goods a week ahead, but just at the time they bought them in Viking.** Lack of carried accounts supplied them power to save to their customers.

Handles Potatoes by Weight.

Halifax, N.S., March 16.—Handling potatoes by weight only is the method which has been adopted by a prominent merchant of this city to set at rest the almost continuous grumblings of his customers.

"All the tubers that come in and go out of my store are weighed" said he, "so that I pay for exactly the quantity I get and my customers for the weight they receive. I think it is the best plan. When I bought and sold by the bag, I was continually receiving complaints from customers who imagined, rightly or wrongly, they were not getting full value for their money. Now all potatoes are weighed when received, and a slip bearing figures denoting the weight, pasted upon it. Complaints never come any more."

Getting Rid of Dogs.

Montreal, March 16.—There are a great many stores which have signs on the doors, "No Dogs Allowed Inside." "Some days ago," remarked a Montreal dealer, while waiting on a man customer, "I kicked a canine intruder gently from between the counters in my store and, while finishing what I was at, told the man about the progressiveness of certain cities in this regard. I expressed my approval of the idea and said that, if ladies really could see what miscellaneous dogs did in grocery stores where food was necessarily exposed for sale, they would be the most scrupulously careful to leave their dogs at home or outside.

"Just as the man left I saw a lady sitting near who looked a trifle grave. She would not have attentions from me. When she rose to go I saw the dog followed her. Then I understood. But I noted that she returned in a few days—without her dog—and permitted me to serve her. I was able to conclude, therefore, that maybe my little talk in her hearing had not been entirely lost."

Spring is the Cleaning Season

BON AMI

Is the Best Cleaner

Bon Ami

Will do 50% more work, or last 50% longer than an equal weight of any other cleanser or polisher.

It is the cheapest.

Get One Case Now from Your Wholesaler

CAN BE HAD FROM ANY WHOLESALER FROM OCEAN TO OCEAN

Cases of 3 doz. $1.19 per doz., or $14.28 per gross

F.O.B. wholesaler's shipping point

Lots of 5 gross $13.40 per gross

Delivered to any railway station from Halifax to Vancouver

Terms: Net 30 Days

HUDON, HEBERT & CO., Limited

MONTREAL

Established A.D. 1839

WHOLESALE GROCERS AND WINE MERCHANTS

The Most Liberally Managed House in Canada

TOMATOES

Two cars extra Fancy for this week's shipment, price will be $3.00.

STRAWBERRIES, PINTS AND QUARTS
ORANGES
GRAPE FRUIT
LEMONS
BANANAS, etc

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

HALF MOON
NAVELS

See them—try them—buy them. The best in Toronto No trouble to identify. Can't put any substitutes on you—each orange is marked with the "HALF MOON" sticker, right on the orange. Great opportunity for ambitious grocers to create a high class, exclusive, profitable, orange clientele.

Get a box to-day

From

WHITE & CO., TORONTO

J. J. McCABE, Agent
TORONTO

Trade is Improved by Milder Weather

More Business in Both Fruits and Vegetables—With Approach of Spring Grocers Have Chance to Increase Sales—Imported Tomatoes Lower—California Celery Going — Florida Crops Attracting Attention.

The milder weather which has prevailed in most centres has had the effect of stimulating trade in both fruits and vegetables, and business will probably continue to improve as spring draws nearer. It is pointed out that as the weather becomes milder, people frequent the streets more and the merchant should take advantage of this to increase sales in fruits and vegetables by proper display of these lines in his windows. They sell better in this way than over the phone or by order.

The reduction which has taken place in imported tomatoes has put them on a better selling basis and an improvement in sales is noted. They are now low in comparison with prices at this time last year. Orange shipments have shown a decrease on account of the rains in California, and prices show steadiness. The fruit arriving now is showing a little waste and it is only a question of a few days until the oranges will have to be brought in in iced cars. All California celery is now in and attention has been turned to Florida crops.

Marmalade oranges, after a fairly satisfactory year, have been pretty well cleaned off the markets.

MONTREAL.

Green Fruits—The evidences of business in new green fruit are becoming more apparent and the real opening of the season is rapidly approaching. Apples are still demanding considerable attention on account of their scarcity and consequent high prices. A steady trade is passing in oranges, and lemons are also receiving their share.

Apples, bbl.	6 50	8 00	
Spies	7 00	8 00	
Bananas crated, bunch	1 75	2 25	
Cranberries, bbl.	10 00	11 00	
Cranberries, bxs.		2 75	
Cocoanuts, bags.	4 25	4 50	
Grape fruit, Flo.	3 50	4 00	
Malagas keg		7 50	
Almerias, keg		8 00	
Lemons	2 50	3 00	
Oranges—			
Cal. navels		3 00	
Valencia	4 00	4 25	
Mexican	2 00	2 25	
Bitter	2 50	2 75	
Tangerines	4 75	5 00	
Pineapples—			
Floridas, case	4 50	5 00	
Strawberries, Florida, qt. box	0 40	0 50	

Vegetables—Trade is still confined to certain lines, and as yet there is but little to report. Prices are holding steadily and it is this steadiness that characterizes the entire movement in this department.

Beets, bag		1 00	
Carrots, bag		1 00	
Cabbage, doz.	0 50	0 60	
Cabbage, bbl.	1 00	1 50	
Celery, crate	5 00	5 25	
Cauliflowers, Cal., half crate	1 75	2 00	
Cucumbers, doz.	2 75	3 00	
Garlic, 2 bunches		0 25	
Green Peppers, small basket		1 25	
Leeks, doz	1 75	2 00	
Lettuce—			
Curly lettuce, box	1 60	2 40	
Florida lettuce, hamper		3 75	
Boston, box	2 25	2 50	
Onions—			
Spanish, ½-cases		2 00	
Red, bags 100 lb., per lb		02½	
Potatoes, bag		1 20	
New Bermuda potatoes, bbl		9 00	
Sweet potatoes, basket	2 00	2 25	
Sweet potatoes, bbl		3 75	
Parsley, crate		3 00	
Parsnips, bag	1 00	1 25	
Radishes, dozen bunches	0 60	0 75	
Spinach, bbl	4 50	5 00	
Tomatoes, crate	3 50	4 00	
Turnips, bag	0 75	0 90	

TORONTO.

Green Fruits—There has been a noticeable increase in the fruit trade since the arrival of milder weather, and dealers are looking for trade to improve considerably. The feature of the market is the reduction in the price of tomatoes. These have decreased $1 per case within ten days, and are now quoted at $3.50 to $4 per case of six baskets. They are of good quality, and dealers report them as selling well, as they are now as low as the Florida article dropped last year. There is a good demand for lemons, which are arriving in good quality and are steady at present quotations. Likewise oranges, as shipments have been somewhat affected by the wet weather in California. Strawberries are selling fairly well considering the price, which still remains high.

Apples, bbl.	3 50	6 00	
Apples, box	1 75	2 00	
Bananas	1 50	2 00	
Cocoanuts, sack	4 00	5 00	
Grapes—			
Malaga, bbl.	7 00	12 00	
Almeria, bbl.	5 00	7 00	
Grape Fruit—			
Florida, per case	3 50	3 75	
Jamaica, case	2 75	3 00	
Lemons—			
California		3 50	
Messina	2 75	3 00	
Limes, box		1 25	
Oranges—			
Tangerines, a strap	5 50	6 00	
California, half strap	1 50	1 75	
Marmalade	2 50	2 75	
Navels	2 85	3 00	
Mexicans	1 75	2 00	
Pineapples crate	4 00	4 50	
Strawberries, bx	0 40	0 45	
Tomatoes, case of 6 baskets	3 50	4 00	
Rhubarb, doz		1 40	

Vegetables—Dealers report that the trade in vegetables is fairly brisk and will undoubtedly improve as the weather grows milder. Shipments of California celery have been cut off on account of the rains in that state, but the Florida product is arriving freely. Sweet potatoes are in shorter supplies and $2 per hamper is asked for them, while Ontario potatoes are moving quite freely at $1 per bag. Spanish onions are moving none too briskly, they being affected to a certain extent by the arrival of home-grown on the market.

Beets, Louisania doz		1 00	
Canadian beet, bag	0 60	0 75	
Cabbage, case— Canadian	0 75	1 25	
Cabbage, per 100	3 50	5 00	
Carrots, Canadian, bag	0 50	0 60	
Carrots, Louisania, doz		1 00	
Celery, dozen	0 30	0 40	
Celery, California, case	4 50	4 75	
Celery, Florida, case 8's, 6's, 4's	2 50	3 00	
Cucumbers, Boston, doz	2 25	3 00	
Endive, 12 heads		1 00	
Lettuce, Canadian, head		0 40	
Boston head lettuce, doz		1 25	
Boston head lettuce, hamper	2 50	2 75	
Onions— Spanish, large		3 00	
Spanish, ½-cases		1 50	
Yellow, per bag	1 75	2 00	
Potatoes, Ontario, bag	0 90	1 00	
Sweet, hamper		2 00	
Parsley, per doz		0 75	
Parsnips, bag		0 60	
New turnips, per 11-qt. basket		0 50	

J. S. Davidson and F. McKinnon, Sudbury, Ont., have united their stores and forces. The business will be carried on in the premises occupied by F. McKinnon. This move was made with a view to the saving of expenses.

J. M. Bothwell, of Barrie, who for the past forty years, has been conducting a grocery business on the one stand, is retiring from business. The stores will be remodelled.

Cranbrook, B.C., may soon have a wholesale grocery establishment.

PROSPECT OF THE CANNED GOODS MARKET.

(Continued From Page 30)

used them, they will come back for more. It should be impressed upon the customers that only the best goods are used in canning, and that methods, strictly sanitary, are employed in their preparation. Sometimes it is well to choose one brand and sell that one exclusively, so that the quality of that particular brand can be forced home day after day. If possible, it is often wise to secure the full supply of each line from one factory, that the quality will be more uniform. Well advertised brands are easier to sell, but higher prices should not be paid only because that particular brand is well known, if another brand of equal quality can be bought at a lower rate. Thoroughly convinced that the quality of the goods he sells equals any other a merchant should have no difficulty selling any brand.

The Care of Canned Goods.

Care should be taken, other conditions being equal, to select brands with attractive labels as these are really important in making the sale. Instances have been reported where the sales of otherwise appealing goods, were hampered by an unattractive label. And in storing the goods, care, much care, also is required. It does not suffice that the boxes of canned goods be piled away in one of the darkest corners of your basement. Canned goods need light and air. Also a dealer should not pile his goods on the shelves, up against the wall. That hinders the passage of air. And he should not allow his goods to remain in the original box in which they came to him, if there exists in his mind the slightest idea that all was not well within. What would the dealer think of the housekeeper who stored away her preserves in a musty part of her cellar, and tolerated the presence of a broken sealer or container, dripping a pasty, sticky mass over the balance of iher little stock? That's the way it often is. If a can gets wet and is not wiped dry the chances are the can is going to rust up, and the label turn up at the corners, and be discolored. All these little things count. The age of stocks should also be kept in mind, because there are some who profess that where goods have been on the shelves for more than five or six months the product within stands in danger of spoiling. It is simple business to be careful.

Fancy Florida Tomatoes
$3.50 per Crate

The quality is fine this year and advise the trade getting started.
Crates weigh about 30 lbs. net. Cost say 12½c. lb. delivered.

PINEAPPLES — Season approaching. Fancy 24's and 30's, this week $4.00 crate.

FISH FOR LENT—Every kind of seasonable fish at reduced prices.

SPECIALS—1 car Qualla Salmon, Case lots, 7c.
1 " Frozen Haddock, " " 3¾.

YOU CAN'T AFFORD TO PASS THEM.

WHITE & CO., Limited
WHOLESALE FRUIT, FISH and PRODUCE
TORONTO - - Branch at HAMILTON

FINEST QUALITY

FLORIDA
TOMATOES and CELERY

Prices Very Reasonable

Send us Your Orders

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

It's mighty nice to handle our Lemons.

Everybody is satisfied---Wholesale---Retail---Consumer. Our lemons are carefully cut, handled with gloved hands, are immediately wrapped to prevent absorption of the acid by the action of the air. Ask for Follina's Lemons and see that you get them.



W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



Weather Conditions Affect Fish Trade

Slight Reduction in Volume of Business Due to High Temperatures—Real Success of Trade Dependent on Weather — Good Steady Trade Looked For—Frozen Fish Quite Plentiful, and Salt Fish Scarce—Oyster Trade is Light.

In the fish market this week there is no very material difference to reier to. The weather has had a rather adverse effect on the demand for fish, the change to comparative mildness being not at all desired. The supply of frozen fish of all kinds is plentiful and the various conditions are tending to bring about lower prices. The volume of business has shown a slight reduction recently but the trade anticipates a good steady business through the rest of the Lenten season. In spite of the heavy demand that has been felt it is reported that stocks of frozen fish are pretty heavy yet.

Salt fish is scarce and many lines are entirely off the market. In the smoked lines there is an active demand for fillets and haddies; kippers and bloaters are also moving rather freely.

The volume of the oyster business is also lighter. The trade is fair but the demand is falling off and the season shows signs of waning. Lobsters continue scarce and are quoted a little higher. The supply is from hand to mouth and for this reason a high price is obtainable. The real success of the Lenten trade in fish is largely dependent upon the weather and probabilities are anxiously scanned. In the meantime the retailer should not forget this trade. Only two of the six weeks have passed as yet and there are still opportunities for new business.

QUEBEC.

Montreal.—Fresh frozen fish is still inclined to be easy and prices are correspondingly light. Demand is good but the milder weather is not looked upon favorably by the trade. Should it continue it will prove a drawback to the lines of frozen fish. Salt fish is still very scarce; some lines, such as sea and lake trout, green cod, green haddock, etc., being reported off the market by some of the houses. There is a steady demand for smoked fish with supplies apparently sufficient for the trade. Oysters are unchanged in price but conditions indicate a falling off in the demand. Lobsters are scarce and are bringing a stiff price.

FRESH

Steak cod	0 04	0 05	Haddock 0 05 0 06

FROZEN

Codfish	0 03	0 03½	Salmon, B.C., red 0 08 0 (8½
Dore, winter caught per lb.	0 07½	0 08	Gaspe salmon per lb. 0 20
Haddock	0 3	0 03½	Qualla sa'mon 0 07 0 07½
Halibut, per lb.	0 07½	0 08	No. 1 Smelts, boxes, 10 and 15 lbs. each. 0 07
Pike	0 05	0 05½	
Steak cod	0 04½	0 05	No. 2 Smelts, boxes, 5 and 5 lbs. each. 0 03
Mackerel	0 1	0 12	
Mullets (carp)	0 03	0 04	Whitefish, large, lb. 0 07½ 0 08
Flounders, brl	2 00		Whitefish, small. 0 06 0 07

SALTED AND PICKLED

Green cod, small		Lake trout, half bbl.	6 00
in bbls., per lb.	0 (3½	Salmon, B.C., red, bbl	14 00
Labrador herring, ½ bbl	3 50	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 50
Labrador sea trout, half bbls	7 50	" " ½ bbls	9 00
No. 1 mackerel, pail..	3 00	" " trout, 300 lb.	22 00
½ bbls..	5 00	Salt eels, per lb.	0 07
No. 1 pollock, bbl	6 00	Salt sardines, 30 lb. pls	1 00
Scotia herrings, No. 2, bbl.		Scotch herring..	6 00
		" keg	1 00
		Holland herring, ½ bbl	5 50
		" keg	0 75

SMOKED

Bloaters, large, per box, 6os		1 20
Haddies	0 06½	0 08
Herring, new smoked, per box		0 25
Kippered herring, per box, small		1 00

SHELL FISH

Shell oysters, bbl., choice	12 00	13 00
AAA shell Oysters		10 00
Lobsters, live, per lb.		0 35
Oysters, choice, bulk, Imp. gal.		1 40
bulk, selects		1 80
Solid meats—Standards, gal., $1.85; selects, gal., $2.		

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	6½, 7, 9, 10, 11
Shredded cod, 2 doz. in box, per box	2 20
Skinless cod, 100 lb. case	6 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 00

ONTARIO.

Toronto.—The fish trade although affected to a certain extent by the milder weather during the past week, is keeping up well under the circumstances with fresh frozen fish still enjoying a good trade. Oyster business is at a low ebb but dealers appear well satisfied with the season's trade. There are practically no sea herrings offered here, while Labrador herring are about cleaned up. In the opinion of a local wholesaler Toronto dealers gauged the requirements in fish for this market to a nicety this year and that if trade continues as expected for the remainder of the Lenten season stocks will be pretty well cleaned up. Prices show very little change this week.

FRESH CAUGHT FISH

Steak cod	0 06	Haddock	0 06 0 07

FROZEN LAKE FISH

Goldeyes	05	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 08
Lake superior herring	0 03½	Smelts, extra	0 14
Pike	0 05	Tullibees	0 06
Pink sea salmon	0 08 0 09	White fish, winter caught	0 09
Round red "	0 09	Yellow pickerel	0 08½

OCEAN FISH (FROZEN)

Flounders	0 05	Mullets	0 04
		Bluefish	0 11

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Oysters, extra selects, gal	2 25
Shredded cod	2 25	Oysters, selects, gal	1 85
Bloaters, box	1 25	Oysters, standard, gal	1 65
Cod, Imperial, per lb.	0 06	Pickled lake herring, 100 lb. kegs	3 80
Fillets, per lb.	0 12	Quail on toast, per lb.	0 17
Haddie, Finnan	0 07½		
Kippers, box	1 25		

NEW BRUNSWICK.

St. John.—There has been a marked improvement in the fish situation here. A few weeks ago the dealers were viewing the outlook with considerable alarm, but during the last week the weather has been very mild and the fishermen have been able to get out regularly. In consequence receipts have been very satisfactory. Cod and haddock are in good supply and some fresh caught halibut have been received from Nova Scotia. Herring and gaspereau are plentiful, and in frozen fish, shad and mackerel are offered, as well as British Columbia salmon.

Dry fish continue scarce and high. Medium cod are now quoted at $6.75 per 100 pounds; pollock are offered at $4.50; No. 1 Labrador herring are $3.25 per half bbl. and medium smoked herring, 22 cents per box.

NOVA SCOTIA.

Halifax.—Halifax dealers report a demand for all the fish marketed. Only a limited supply of fish is coming in and the dealers are kept at their wits' ends filling the orders. There are no lobsters on the local market, and very few are being exported to the United States.

The coming season promises to be a brisk one in the fish business. Some dealers are quoting prices, and purchasing before the fish are caught. All the catch of the French fleet fishing out of St. Pierre, Miquelon, which will number about fifty sails, has been purchased by three large French firms. The average price is $3.85 per quintal dried salt bulk. This is an increase of 45 cents per quintal over the price paid last year. No price has yet been fixed for the catch by the shore fishermen.

Despite the presence of ice some of the fishermen on the Newfoundland coast are already at work and fish are reported plentiful. About 20 bankers are fishing at the La Poile grounds and are said to be making good catches. Of course it will be some time before the weather is sufficiently favorable for the curing of these fish.

Very few fish are left in the warehouses for export, and the local stocks of mackerel have been cleaned up. Since the Lenten season opened, grocers report a good demand for canned salmon.

TRADE NOTES.

Frank Graham, Richmond Hill, Ont., has sold the Lorne store to Will C. Savage.

Frank Heath, general merchant, Mount Brydges, Ont., has sold to F. Toles.

Hellard Bros., grocers and butchers, Kirks Ferry, Ont., have dissolved partnership, Harry J. Hellard continuing.

Alphonse Beaubien, grocer, Montreal, has assigned.

Mrs. H. L. Batchelder, general dealer, Boynton, Que., has assigned.

Wiggins & O'Connor have opened a grocery store in New Westminster, B.C.

M. McLeod, general merchant, Erickson, B. C., succeeded by McLeod & Harrison.

The grocery store of W. L. Sandhoff, Vancouver, B. C., was destroyed by fire.

Le Page Bros., general merchants, Rapid City, Man., have sold to John B. Wilson.

FISH FOR LENT

Fresh Haddock	Fresh Whitefish	New Haddies
" Halibut	" Pickerel	" Fillets
" Salmon	" Pike	" Kippers
" Smelts	" Codfish	" Bloaters

Large Frozen Sea Herring — Boneless and Prepared Codfish
Skinless Codfish in 100 lb. cases — Labrador Salmon in Tierces, barrels and half barrels
Salted Eels — Sea Trout
Fresh Oysters in Bulk and Shell — All Kinds and Varieties in Season

Fresh Fish Every Day in the Year.

Price List sent on Request. ***Prompt Service.***

"THE LARGEST FISH WAREHOUSE IN CANADA."

LEONARD BROS.,

Branches—
MONTREAL
ST. JOHN, N.B.
GRAND RIVER
GASPE, QUE.

PRODUCERS, CURERS AND EXPORTERS

20, 22, 24 & 26 YOUVILLE SQUARE
MONTREAL.

P.O. BOX 639.

5 LONG DISTANCE TELEPHONES.

The Finest Fish Obtainable



Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When next ordering, be sure and get the name right

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N. B.



AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton Alta.

ITEMS FOR BUSY DEALERS.

Little Jottings of Interest to Busy Retailers.

Twenty grocers in the city of Olean, N.Y., have a co-operative bakery which supplies these grocers with bread. So far no attempts have been made to supply other stores.

Grocers in Iowa and some of the other States of the American union have adopted the plan of selling banans by the pound. They claim this method is popular with consumers.

The world's production of tea is about 1,200,000,000 pounds annually. Of this, China produces 600,000,000; India, 262,000,000; Ceylon, 191,000,000; Natal, 2,000,000; Japan, 63,000,000; Java, Formosa and all other countries, 82,000,000 pounds. Thus it will be seen that 455,000,000 pounds are produced in the British Empire.

In a few years the production of raw cocoa beans has increased from 75,000 to 205,000 tons, while the nine leading consuming nations advanced their requirements 60 per cent. from 1903 to 1909.

A new substitute for butter has been placed on the market in Western Bohemia. It contains no animal fats, but is manufactured from cocoanut oil, the yolk of eggs, and a small proportion of cream. Cocoanut oil has been used for some time in Europe in the manufacture of oleomargarine under various names, but in combination with lard or other animal fats.

New York wholesalers, it is said, have decided to sell beans and peas by the hundredweight instead of bushel. All beans and peas will also be sold net weight and the following sets of tares was adopted: on cotton, seamless sacks, ¾ pound; one-bushel pockets, 3-8 pound; imported beans, jute sacks, 220 pounds, 2 pounds; California lima, ½ pound.

A co-operative society of consumers has been formed in Allentown, Pa., with a capital of $300,000 for the purchasing and selling of groceries at "a reasonable price." All prices charged will be the regular market prices, but all profits will be turned back to the members every three months. Over 100 families have already joined.

DEMONSTRATE FOOD VALUES OF CHEESE

University Students Caged by United States' Department of Agriculture, and Dieted on Product—Results Show Green Curds as Digestible and Nutritive as Riper Cheese—A Comparison With Meats.

Washington, D.C., March 16.—For several weeks the Department of Agriculture "caged" a number of Wesleyan University students and others and fed them on cheese for the purpose of demonstrating the food value of this American product. The preliminary experiments indicated that the welsh rabbit was a much-maligned institution. Secretary of Agriculture Wilson has issued a formal bulletin, giving the results of the experiments and singing the praises of American cheese.

The fact is brought out in the report that many of the volunteers who were "caged" and stuffed with cheese were Wesleyan University students at Middletown.

"The work at Middletown," says the report, "was planned to include green and ripe cheese, or cheese as soon after it was made as it was possible to ship the samples to Middletown, and cheese in all stages of ripening, up to the point where it was becoming unfit for consumption."

A total of 184 cheese experiments were made at Wesleyan and 65 human subjects, the most of them college students, availed themselves of an opportunity to fill up on free cheese. Each undergraduate who applied got at least a three-day diet of cheese, but one subject liked it so well that he submitted to fourteen experiments of three days each, a 42-day "cheese debauch." The department's report says that the students ranged from the ages of 19 to 32 years.

How Diet was Arranged.

The Wesleyan students were not held down absolutely to cheese. They got a few slices of bread with the crust removed, some bananas, and now and then, as a treat, a dose of charcoal. The charcoal was taken in capsule form and everything else possible was done to make the tests novel and pleasing. For instance, the students were not compelled to bite into a lump of the cheese, for it was cut into small pieces and then run through a finely graduated meat chopper.

"The results show," says the report, "that there is little or no difference in the comparative digestibility of cheese at different stages of ripening. The perfectly green curd was evidently as digestible, and so far as nutritive value was concerned, was as good a food as the cheese at any stage of ripening."

On the whole, the health of the cheese eaters, so the department says, seems to have been as good while they were on this cheese and banana diet as when they were eating a more varied and attractive fare.

Food Value and Cost.

Secretary Wilson says that a pound of cheese has nearly the same food value as two pounds of fresh beef or any other fresh meat. It is worth as much or more than a pound of ham, and is more digestible, and is equal to two pounds of eggs and three pounds of fish.

In price good cheese costs about a third more than round steak, and twice as much as the cheaper boiling beef, and costs practically the same per pound as smoked ham or bacon.

NO PAY FOR HOLES.

Mrs. Newed—I would like a pound of your best cheese.

Grocer—Yes, ma'am.

Mrs. Newed (examining it)—Why, this cheese is full of holes.

Grocer—Yes, ma'am; that's the way it comes.

Mrs. Newed—Well, I don't want any of it. I'm not going to pay for a pound of cheese that contains a half pound of holes!—Exchange.

Dicker & Co., Aurora, Ont., have purchased the business of T. H. Broad, grocer, of that place. Mr. Clarence L. Dicker managed the latter's business during the last two years. Mr. Lewis Wise, formerly with Towns & Co., has joined the new firm.

The members of the Toronto Retail Grocers' Association have arranged to hold an evening's entertainment on Wednesday, March 22, at the St. Charles. In addition to a program there will be a dinner. The secretary is C. F. Thorne, 107 Nassau Street, and the president, W. C. Miller, Yonge street.

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Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

MAPLE SUGAR
We handle only Pure Unadulterated Maple Sugar
Write us.
WOODMAN & McKEE
Coaticook - - - Quebec.



ES, Mr. Jones, I want those over there. I guess my wife forgot to give you the order. I told her to ask you for the best fillets and, of course, she, like every wise one, knows that

Boutilier's Smoked Fillets

are the best. I have come to the conclusion that the name BOUTILIER is analogous to perfection. "I always like quality goods and deal only with the man who stocks them."

Don't forget the Ocean Brand Three:—

Haddies Kippers Bloaters

FROZEN COD

FROZEN HADDOCK

If your wholesaler cannot supply you, write us direct.

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FISH - FISH

To clear out our stocks we have cut prices very fine.

WE WANT YOUR TRADE

And we feel sure it will be to our mutual advantage.

SPECIAL PRICES

PREVAIL IN OUR PRICE LISTS NOW.

Have you received one?

The F. T. JAMES CO., Limited

Church and Colborne Sts. TORONTO

The Grocer's Encyclopedia—Eastern Fig

Conditions Under Which Little Food Fruit of Mystical East Grows and Ripens—The Care of—Picking and Packing for Market—Place of Fig in Life of Eastern Countries—Its Growing Sale.

If people would but recognize the medicinal value of the fig and its marked food values, a much greater quantity would be consumed than is now the case. Just now there is a fairly active demand but dealers say it is almost altogether due to the fact that the price is down pretty low and that as other lines of dried fruits are high in price, the call has merely swung fig-ward.

It is a pity that more figs are not used in Canadian households. Probably one reason is the deeply-rooted Occidental idea that all things are dirty that come from the far east. And yet that is not applicable in this case. The fig has always been a great factor in the life of the easterner, and its important place in the life of the nations is evidenced by the illuminating references that are frequently made to it in the pages of Holy Writ. Great care is exercised that it may be packed sweet and clean and the westerner may well dismiss from his mind all thoughts of uncleanliness when thinking of this fruit. Maybe some day some traveler from the far east will explain how welcome was the flesh of the fig to him, as he sat at rest under the spreading palm after a tiresome journey over the blistering desert or plain.

He would partake probably of what is called in this country, the Eleme fig. These are large, and hand picked, and are sold to the retailer at the present time at prices ranging from 8 to 12 cents, according to size. These are packed in small boxes and are called "Elemes," the Turkish word for hand picked.

Then there are the other more ordinary grades which come packed in bags, mats and tapnets and which are lower in price. In gathering these a sheet is held under the tree and the branches shaken to make the ripe fruit fall. A bruised fig is not fit for curing. A bath of strong potash lye is prepared and when boiling hot, the figs are dipped into it by means of a wicker basket for the space of two minutes, and then again dipped in clear water. After dripping, they are ready for drying, either in the sun, or in ovens or machines.

The fig is a native of the Mediterranean region, but is now grown in all warm countries. There are about three hundred varieties—green, white, yellow, brown and black. The fig tree grows 15 to 30 feet high with dark green leaves, rough above and downy beneath. The tree bears fruit in June and September with a later imperfect crop in December.

Figs are medicinally, a mild laxative. The pulp of the fig contains over 60 per cent. of sugar, and three pounds of fresh figs are required to yield one pound of dried fruit.

The cheaper kind are commercially known as "naturals." They are liable to be affected with "fig smut," a reproductive parasite which commences work in the interior of the fruit and soon converts the whole into a sooty mass. However, more care is being taken yearly in the preparation of this fruit, and the quality of the cheaper figs is gradually improving.

SHOW CARD PHRASES.

Just off the farm; these eggs.

Fresh from the hive; this honey.

Not how cheap, but how good, is our motto.

The label on this can looks nice but you ought to see inside.

Easy to cook, delicious to eat.

Cheapness does not always mean a bargain; consider the quality.

This coffee makes the meal a success.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

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Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
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CANNING MACHINERY CO.,
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Offices Throughout the Civilized World
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Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.
Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, General Manager Western Canada
TORONTO

Black Watch
The Big Black Plug Chewing Tobacco

"A Trade Bringer"
Sold by all the Wholesale Trade

"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
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MAPLE SUGAR

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Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

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THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

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It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

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MacLean Publishing Co.

143-149 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3	" "	1 25
¼-lb. tins, 4	" "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	
1 "	16 "	$6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER



Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ¼-lb	1 40
" ½ oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons— Per doz	No. 12, 4-oz., 6 dz 0 70
No. 1, 1-lb., 4 doz 2 40	No. 12, 4-oz., 3 dz. 0 75
No. 1, 1-lb., 2 doz 2 50	In Tin Boxes—
No. 2, 5-oz., 6 doz 0 80	No. 13, 1-lb., 2 dz. 3 00
No. 2, 5-oz., 3 doz 0 85	No. 14, 8-oz., 3 dz 1 75
No. 3, 2½-oz., 4 dz 0 45	No. 15, 4-oz., 4 dz. 1 10
No. 10, 12-oz., 4 dz 2 10	No. 16, 2½-lbs. 7 25
No. 10, 12-oz., 2 dz 2 20	No. 17, 5-lbs. 14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		
Strawberry	1 95	Peach	1 80
Raspberry	1 95	Pear	1 70
Black currant	1 95	Jellies	
Red currant	1 75	Red currant	2 00
Raspberry & red currant	1 95	Black currant	2 15
Raspberry and gooseberry	1 80	Crabapple	1 45
Plum jam	1 55	Plum	1 70
Greengage plum, stoneless	1 75	Grape	1 85
Gooseberry	1 75	Marmalade	
		Orange Jelly	1 55
		Green Fig	2
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

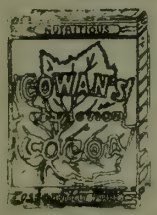
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½s and ¼s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½s, ¼s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

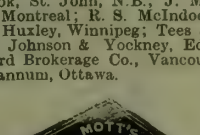
Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocalate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 [illegible]	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

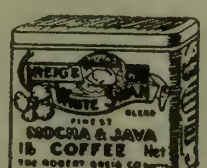
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

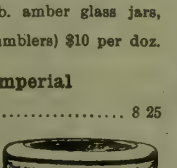
Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 gross	0 95 dozen
Medium, cases 1 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ¼-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

CHATEAU BRAND CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant Lasting Polish

--Quick--



There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

USE
NEW BRUNSWICK
"KRAFT"
WRAPPING PAPER

ASK YOUR WHOLESALER

The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

Silent Salesman Refrigerator
One of the Famous Arctic Line

Very attractive and specially adapted for the grocer Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario



GOOD STOCK!

To hold only good stock is the aim of every up-to-date Grocer.

"KIT" COFFEE

is good stock.

EASY to make.

ECONOMICAL in use.

EXCELLENT in flavor.

For full particulars apply to

KIT COFFEE COMPANY
Govan, - Glasgow, Scotland

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents: ALFRED B. LAMBE & SON, TORONTO. J. HUNTER WHITE, ST. JOHN, N.B. CECIL T. GORDON, MONTREAL



All Wood Vinegar Pumps

are money savers for

Grocers and Dealers in Acids

Walter Woods & Co. **Hamilton and Winnipeg**

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.



Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb. $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

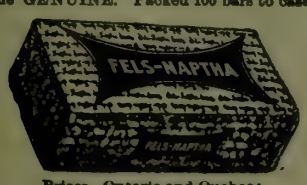
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 11
Tubs, 60 lbs	0 11
20-lb. Pails	2 25
20-lb. tins	2 15
Cases 3l-lb	0 11½
" 5-lb.	0 11½
" 10-lb.	0 11½



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 30 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz, in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

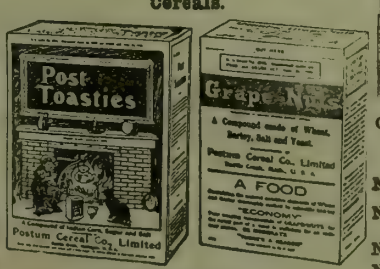
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Cereals.



Grape Nuts—No. 22, $3 00; No. 23, $4.50
Post Toasties—No. T3 $2.85.



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 70
Silver Cow Milk	4 55
Purity Milk	4 25
Good Luck	4 00

Mustard

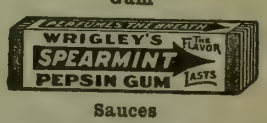
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

			Per case
No. 1,	cases 60 1-lb. packages	1 case	$2 85
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

LASCELLES DE MERCADO & CO.

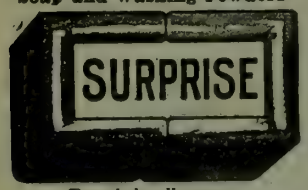
General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



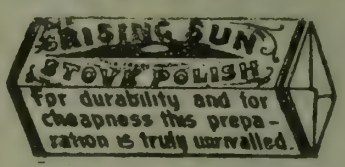
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 55
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blu Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

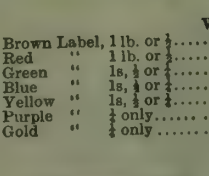
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



	Wholesale	Retail
Pink Label, 1's and ½'s	30c	40c
Gold Label, 1's and ½'s	35c	50c
Lavender Label, 1's and ½'s	42c	60c
Green Label, 1's and ½'s	50c	75c

Canisters—	Wholesale		Retail	
Gold Tins, 5's	35c	$1.75	50c	$2.50
Gold Tins, 3's	35c	$1.05	50c	$1.50
Gold Tins, 1's	36c each		50c each	
Gold Label, ½'s	18c ea.	36 lb.	25c ea.	50 lb
Red Tins, ½'s	35c ea.	70 lb.	50c ea.	1.00 lb
Red Tins, ¼'s	18c ea.	72 lb.	25c ea.	1.00 lb

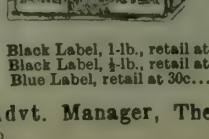


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retai
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 25
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

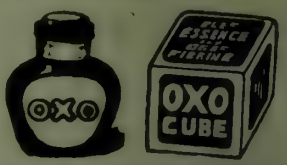
Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Oxo



Oxo in Bottles—1-oz., $2 per doz.; 2-oz., $3.50 per doz.; 4-oz., $6.50 per doz., and larger.
Oxo Cubes—Tins of 4, 95c. per doz.; tins of 10, $2.40 per doz.; tins of 50, $11 per doz.

CORNEILLE DAVID & CO.



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

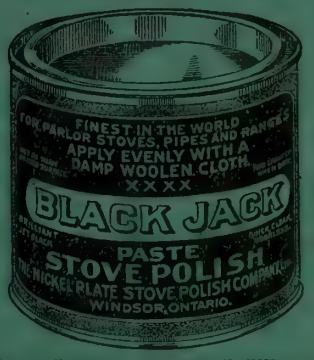
SEE THAT YOU GET THEM.

BLACK JACK

QUICK

CLEAN

HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

SNAP



SELLS

SOONER or LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public, so cute and discerning, says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

SNAP LIMITED, MONTREAL CANADA

WARNING!

Crescent 

Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Assuredly the best brands of

SALT

from purest brine.
Made by most
up-to-date methods.

SOLD BY

Verret, Stewart & Co.
LIMITED
MONTREAL

F. C. Harkness (Dir.)
511 Union Bk Bldg

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The First Step in the Distribution of Goods is to Get Them ON the Dealer's Shelves; the next

step is to get them OFF. To try to get them OFF before you get them ON is contrary to sound business principles.

Once the goods of a manufacturer have secured a place on the dealer's shelves, the more assistance that manufacturer can render the dealer in getting them into the homes of consumers, the greater will be the ultimate results. The Canadian retail dealer is a salesman capable of both creating demand for worthy goods and increasing the demand for staples. That's why his interest in a particular article is a valuable asset to the manufacturer of that article.

It has been proven by many manufacturers that one of the best methods for obtaining the dealer's interest is talking to him regularly through his trade paper—the paper out of which he makes HARD CASH and the one on which he can rely.

The Canadian Grocer is such a paper. Would you like absolute proof of this?

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO MARCH 24, 1911 No. 12



Your customers want something to keep from taking cold this changeable weather, and you can just fill the bill by selling them

Robinson's Patent Barley

It is an equally efficient food for infants and invalids, and you can recommend it without hesitation. Stock "Patent Barley"—it's right in your line, and there's no reason the drug-store man should have a monopoly of this quick-moving product. Remember the name—Robinson's.

Agents for the Dominion of Canada

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

"CROWN BRAND" CORN SYRUP

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

DO NOT GAMBLE WITH QUALITY



IT is the Quality of a Product that is interesting your trade more and more every day, but if you are willing to take a gambler's chance and stock a product just because it is a few cents cheaper than the standard Product of Quality, you will be the loser in the long run.

ON the other hand, if you will just pause to consider this question of quality and then use your own good judgment, you will arrive at the Only Conclusion, that

IT PAYS TO PAY FOR QUALITY

MACLAREN'S

IMPERIAL PRODUCTS



NOTHING BETTER

MADE TO STAND THE TEST OF QUALITY

MacLaren's Imperial Cheese
MacLaren's Imperial Olives
MacLaren's Imperial Honey
MacLaren's Canada Cream Cheese
MacLaren's Imperial Dessert Jelly
MacLaren's Imperial Prepared Mustard
MacLaren's Imperial Peanut Butter
MacLaren's Pimento Cheese

FOR SALE BY ALL FIRST-CLASS JOBBERS

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

New York Chicago Detroit
Toronto and Montreal

"Just as Good" Means Absolutely Not as Good!

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with something "Just as good" when she knows exactly what she wants and has come to your store to get it.

Let us not go back to the dark ages of Trade Deceit, friend, but rather let us keep on the sunny side of a woman's good-will. It pays to give a customer exactly what is asked for and with no cross looks. "Just as Good" means absolutely not so good and the whole world knows it!

Give them what they ask for!

The "Thistle" Brand of Fish. Frequently the ever-increasing demand for Haddies, Kippered Herring and Herring in Tomato Sauce, packed under the "Thistle" label, exceeds our ability to supply all. This is an eloquent tribute to quality, friends!

Griffin & Skelley's Asparagus As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

Macaroni made by P. Codou As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that famous maker "Codou."

Arthur P. Tippet & Co., Agents

MONTREAL *TORONTO*



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

White Beans

Can give best quotations.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

WE SELL
McKay's Bowmanville Celebrated POT AND PEARL BARLEY
MARKET ADVANCING. OUR PRICES ARE RIGHT.
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

SPRING HOUSE CLEANING

It is always time for special activity in household requirements.
There'll be the demand—See that you are prepared to meet it.

WE HAVE THE STOCK THAT'S RIGHT—AT RIGHT PRICES

BRUSHES

SCRUB, SHOE, STOVE, KALSOMINE, WHITEWASH

BROOMS, MOPS, CLOTHES PINS

Special quotations on 6 doz. lots of BROOMS, freight prepaid to your station

COTTON — CLOTHES LINES — SISAL

WASHBOARDS

LIGHT IMPROVED, SOLID BACK GLOBE, NICKEL PLATE, BRASS KING, GLASS KING

PAILS — WOODENWARE — TUBS

The "MADE IN CANADA" kind that gives satisfaction to both seller and user.

SPECIAL QUOTATIONS ON LOTS PREPAID FROM FACTORY

ALSO A FULL STOCK of every well-known brand of SOAPS, WASHING POWDERS, METAL POLISHES, Etc.

WE ARE QUOTING SPECIALLY LOW PRICES ON ALL LINES. SEND US YOUR ORDERS.

EBY-BLAIN, Limited Wholesale Grocers TORONTO

A Safe Investment

BORDEN'S

EVAPORATED MILK

PEERLESS BRAND



The Original

When the Grocer buys a Stock of Peerless he has made a safe investment.

No worry about Quality.

Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.



Unsweetened

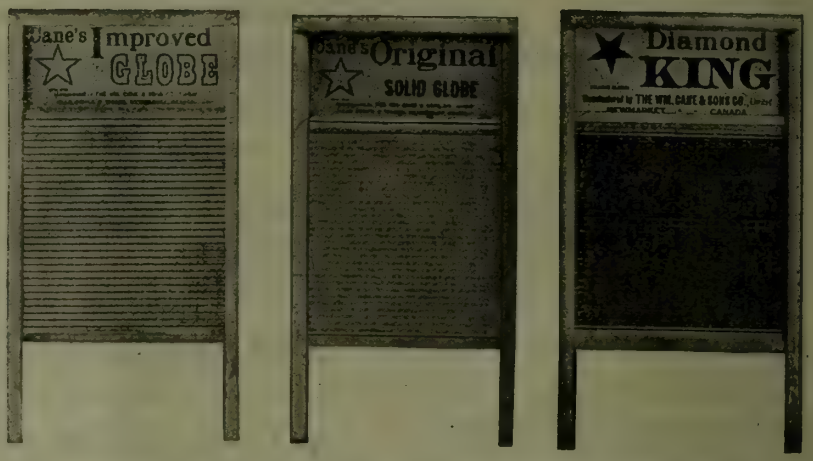
BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:— MONTREAL TORONTO WINNIPEG and VANCOUVER.

Because They Appeal to the Users, CANE'S WASHBOARDS are a Profitable Line for the Dealer to Push

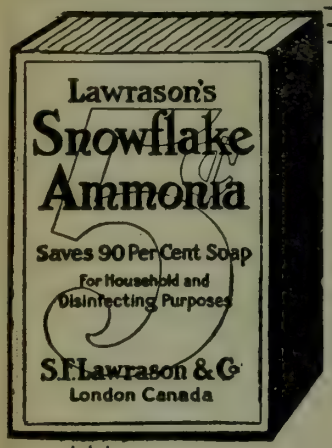


A CANE Washboard adds to the life of clothes. The shape and corrugation have been studied to give the greatest efficiency.



Plenty of selling points with CANE'S WASHBOARDS. Each one has special features and the materials and construction are perfect. All sizes and prices to suit every trade. **Write for Catalogues and Prices.**

The Wm. Cane & Sons Company
LIMITED
NEWMARKET - - ONTARIO



YOUR SALESMANSHIP

finds a grateful backing when you are selling

Lawrason's Snowflake Ammonia

The first package makes certain the sale of a second. Lawrason's will do everything that any ammonia powder selling for twice the amount will do.

SNOWFLAKE AMMONIA IS GUARANTEED. To make clear to you how positive we are of the qualities of Snowflake we offer a guarantee of **$500.00** for our statement of its worth.

5 cents for a Giant Package.

S. F. Lawrason & Co. - London, Canada

SIMCOE BRAND



SHREDDED PINEAPPLE

A quality line of the greatest service to the cook in the preparation of novel and tasty dishes.

Why not acquaint the housewife, anxious to try a new dish, with the possibilities of Shredded Pineapple? Here are a couple of tried-out recipes to recommend to her, and we shall be glad to send you others on request.

Simcoe Shredded Pineapple is a perfectly pure form of this luscious fruit, being prepared solely from the choicest selected Bahama Pines with the best granulated sugar.

Try a can of Simcoe Shredded Pineapple yourself. It is the surest way of getting you enthusiastic about it. Put up in 2's tins.

Your wholesaler has a special price for quick delivery. Order to-day.

Dominion Canners Limited

Hamilton Ontario

PINEAPPLE PIE.

Empty a can of Simcoe Grated Pineapple into dish. Beat the yolks of two eggs, add to them a teaspoonful of butter rubbed smooth with a cup of sugar, stir in a cup of milk and beat in the grated pineapple. Pour immediately into an open crust and bake in a moderate oven. When done, spread with meringue made by beating the white of an egg stiff with a tablespoonful of powdered sugar. Return to the oven long enough to brown lightly.

PINEAPPLE AND PEACH GLACES.

Drain the liquor from a can of Simcoe Peaches. Chop fine and empty into a dish with a can of Simcoe Shredded Pineapple. Cover with a cup of granulated sugar. Stand for an hour, and pour over them the liquor drained from the fruits and enough water to make a full pint-and-a-half of liquid. If not sweet enough, add sugar. Stir in the juice of a lemon, and the unbeaten white of an egg, and freeze.

ALWAYS IN THE SPOTLIGHT

KNOX GELATINE



Because of Advertising and Quality

Our persistent, extensive advertising keeps people thinking about KNOX GELATINE. Its purity, quality, and the fact that it makes two full quarts of gelatine per package keeps people buying it. The good profit keeps grocers pushing its sale. Do YOU realize that KNOX GELATINE is the one to push, both because it pleases your customers and pays you?

CHARLES B. KNOX CO. - Johnstown, N.Y.

Branch Factory: Montreal, Canada

Mr. Grocer :—We have something new for you. Something you can strongly recommend to your customers. They always like "something good." Let them see that you are carrying lines that appeal to any palate.

ANTIPASTO

ANTIPASTO is a deliciously appetizing dish composed only of selected tunny fish, stuffed olives, truffles and mushrooms, and is packed in pure olive oil.

Only 22c. per tin. ***Sample tin 10c. each.***

Packed in Sterilized Tins about 1 lb. each.

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Below are a few of our lines that we manufacture:

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve, Damson (English) Raspberry & Gooseberry Peach Cherry Gooseberry Red Currant Jam. Green Plum Plum Pear Jam Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

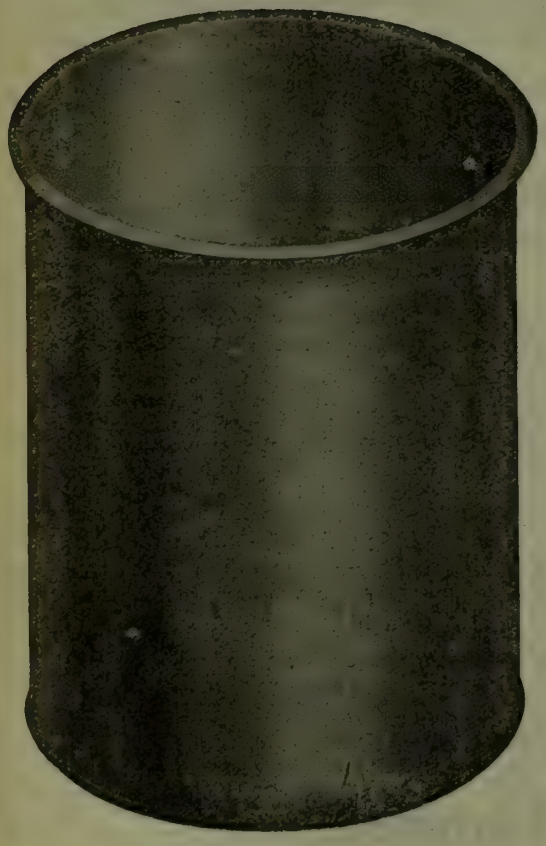
Pure Fruit Preservers. **Hamilton, Canada**

PERRIN'S

LEMON  NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



Reproduction of 4-col. Newspaper Advertisement.

Action All Along the Line!

Biscuit business is booming for the dealer who is pushing McCormick's "Maple Leaf" and "Lemon Cream" Biscuits.

The advertising and the quality of the goods have created a demand greater than we hoped for and it has taken some hustling on our part to satisfy everybody. But now that we have caught up, we invite every dealer to "come in" and make new friends and steady customers by putting in a supply of each kind.

These two tempting, fairy-like sandwiches have a charm wholly their own, and are so delicately fragile and delicious in flavor that they are fast taking the place of heavy desserts.

Your trade will want them. Order from nearest point.

McCORMICKS

Factory:
LONDON, CANADA.

WAREHOUSES:
MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY

FOR SAFE EGG DELIVERY

Designed and manufactured especially to protect eggs during vehicle delivery.

STAR EGG CARRIERS AND TRAYS

Stop Breakage **Stop Miscounts**
Save Time **Save Money**



Made in one and two dozen sizes.

The carriers are made of strong white wood and will stand hard usage for years. The trays which hold the eggs in the carrier during delivery serve also as a dish in which to leave the eggs on your customer's table. The STAR EGG TRAYS are the best ever for your ad. Find out about it. Ask your jobber and write us. There's a lot in our booklet "NO BROKEN EGGS". It's free to you.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

CANADIAN GROCERY TRADE NOTICE

FUSSELL'S CREAM

BETTER THAN DEVONSHIRE CREAM

The Canadian Law now requires CREAM to be so labelled, to contain not less than 18 per cent. of milk fat and to be quite free from preservatives or thickening matter. We have for many years been recognized throughout the markets of the world as by far the largest packers of REAL CREAM under our celebrated "GOLDEN BUTTERFLY" brand (registered). This article IS VERY RICH IN MILK FAT, IS PERFECTLY PURE and in every way complies with the requirements of the Inland Revenue at Ottawa, by whom our samples have been favourably reported upon. Remember it is not condensed nor is it a substitute, it is just PURE RICH THICK CREAM in its truest sense—BETTER THAN DEVONSHIRE CREAM. It is being WELL advertised in the press, and is being most favorably reported on by the trade.

Prices, samples, advertising material and full particulars of our various packings can be obtained from any of the below mentioned addresses:—

The W H. ESCOTT CO., 137 Bannatyne Avenue East, Winnipeg, for Manitoba and Saskatchewan.
The HARRY HORNE CO., 309 King Street West, Toronto, for Ontario.
W. A. SIMONDS, St. John, N.B., for New Brunswick.
ALEX. MARSHALL, 144 Water Street, Vancouver, for British Columbia and Yukon.
C. FAIRALL FISHER, 22 St. John Street, Montreal, for Quebec.
R. B. COLWELL, 265 Barrington Street, Halifax, N.S., for Nova Scotia.
McKELVIE & CARDELL CO., LTD., Edmonton, for Alberta.

Or we shall be happy to hear from you direct.

FUSSELL & CO., LIMITED

LONDON, - - - : - ENGLAND

You show good judgment when you recommend

Shirriff's True Vanilla, for your customers would prefere to use Shirriff's if they realized its superiority over extracts that are Vanilla in name only. After they have flavored their sauces, puddings and cakes with Shirriff's True Vanilla they will feel very grateful towards you indeed.



Shirriff's True Vanilla is the REAL thing. It is made from the finest Mexican first-quality Vanilla beans. It is aged until its strength surpasses all others. Shirriff's has a wonderful delicacy of flavor and richness—a rare bouquet. Every bottle you sell of

Shirriff's TRUE VANILLA

brings you a good profit—the same holds true on each and every one of the more than ninety flavourings which comprise the line of Shirriff's Extracts. If you believe in supplying your customers with goods of the best quality—and we believe you do—you'll give Shirriff's Extracts good space in your store.

Imperial Extract Co.

TORONTO CANADA



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbit, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N. S.; F. H. Tippet & Co., St. John, N. B ; C. E. Jarvis & Co., Vancouver, B.C.



WHAT'S THE TROUBLE?

You ought not to have the slightest hesitation in deciding what brand of Maple Syrup and Sugar you are going to stock this season. You know perfectly well that you cannot afford to sell your customers "concoctions" and guarantee their purity.

"PRIDE OF CANADA"

(NEVER FOUND ADULTERATED)

Maple Syrup and Maple Sugar

is GUARANTEED ABSOLUTELY PURE

You are taking no risk in selling it, and every pint you sell is putting you in strong with your patrons who will freely recommend you to others.

Be Wise

HELP THE "FOR PURER MAPLE" MOVEMENT, WE ARE HELPING YOU. OUR MOTTO IS YOUR MOTTO---Let it be "We will please our customers. We will only sell Pure Maple Goods."



A Good Reputation Means a Lot to You.

The Maple Tree Producers' Association LIMITED

WATERLOO, QUEBEC

Montreal Office: 58 Wellington St. Toronto Office: 512 Dundas St.



Important Announcement

We have now completed the reconstruction of our Montreal Factory

Formerly the Acme Can Works

and have equipped it with an entirely new outfit. We are now ready to produce tins and boxes of every description, both plain and decorated. Our new plant with the latest devices and a staff of skillful workmen make this establishment one of the most complete in Canada.

Packers' Cans

and a large variety of other containers for both dry and liquid goods, can be obtained from our Ontario Factory at Hamilton

Formerly the Norton Manufacturing Company

With these two factories in operation we can fill your orders promptly.

ALLOW US TO QUOTE YOU PRICES

AMERICAN CAN COMPANY

MONTREAL HAMILTON

DON'T CRY OUT

OVER LOST OPPORTUNITIES

There are unique profit possibilities AHEAD for every grocer who is featuring

BJELLAND'S

SMOKED HERRINGS IN BOUILLON



Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.

Ask Your Wholesaler

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON :: :: ONTARIO

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Spring is the Cleaning Season

BON AMI

Is the Best Cleaner

Bon Ami

Will do 50% more work, or last 50% longer than an equal weight of any other cleanser or polisher.

It is the cheapest.

Get One Case Now from Your Wholesaler

CAN BE HAD FROM ANY WHOLESALER FROM OCEAN TO OCEAN

Cases of 3 doz. $1.19 per doz., or $14.28 per gross

F.O.B. wholesaler's shipping point

Lots of 5 gross $13.40 per gross

Delivered to any railway station from Halifax to Vancouver

Terms: Net 30 Days

HUDON, HEBERT & CO., Limited

MONTREAL

Established A.D. 1839

WHOLESALE GROCERS AND WINE MERCHANTS

The Most Liberally Managed House in Canada

Tartan BRAND

FISH FOR LENT

Have your stock ready for the demand. We have complete list of fish in brine, salted and dried, including—

Labrador Herring	Codsteak
Holland Herring	Acadia Cod
Milchers Herring	Boned, Skinned Cod
Sea Trout	Quail
Mackerel	Best Value.

SPECIAL ATTENTION TO MAIL ORDERS.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

You Can't Go Wrong

If you are featuring—

'Banner' and 'Princess' Brands Condensed Milk



These Brands are prepared solely from the richest country milk, with no addition but that of pure cane sugar. Give them every prominence: they are real business bringers, and profit producers?

In the line of Unsweetened Milk, you should stock and recommend "ST. GEORGE" EVAPORATED MILK.

GET DETAILS AND PRICES.

J. Malcolm & Son
St. George, Ont.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.

Here's a Line For Profit!

For distinctiveness and excellence of flavor and for purity and quality of contents, no line you handle will give you greater satisfaction than

Sweet Pickles

Sterling BRAND

Sweet Pickles

They're warm favorites among Sweet Pickle Eaters, and are a proposition worth handling.

Be well prepared to meet the demand for "Sterling" Pickles.

The
T. A. Lytle Co.
Limited
Sterling Road, - Toronto



Taylor's

Soap Eggs

An Easter Novelty that will hatch you profits

First quality soap, delicately perfumed, popular price. The seasonableness of this novelty appeals to your customers and it means brisk selling and a quick turnover.

Broken Gross, ...	$5.40
1 Gross	$5.00
5 Gross	$4.80 per gross.

Order quickly, either direct or through your wholesaler.

N.B.—Easter is only three weeks away

John Taylor & Co., Limited, Toronto, Ont.

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

FIGURE IT OUT!

It is not a difficult matter to figure out the big advantage accruing to every Saskatchewan Grocer who deals with our houses at Regina or Prince Albert.

The cost of your goods is very largely increased by freight charges, and you can reduce freight to a minimum by buying from us.

We import largely, pack many lines under the famous "Trian" label, and as we represent all the leading manufacturers on the market, we can supply your wants promptly and fully.

Prompt Service Guaranteed
Wrire Us To-day for Full Particulars

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. - Fort William, Ont. - Kenora, Ont.
Prince Albert, Ont.

DON'T TAKE OUR WORD FOR IT!

Just write for Inland Revenue Bulletin No. 208 which certifies

"Canada First" Evaporated Milk

to be absolutely pure, and to contain the very highest percentage of genuine food values.



You will never have complaints if you are handling "Canada First."

MADE IN CANADA BY CANADIANS

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED

HALIFAX NOVA SCOTIA

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

Donald says:

Quaker Brand

Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum,** and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS

P.O. Box, 2360. MONTREAL

The Chief Competitor

Of Prepared Foods is Home Cooking

¶ **Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked.**

Most women who are prejudiced against goods in cans and bottles have simply tried the wrong kind.

¶ **The only way to build up a good business on prepared foods is to sell a quality as good or better than can be made in the home.**

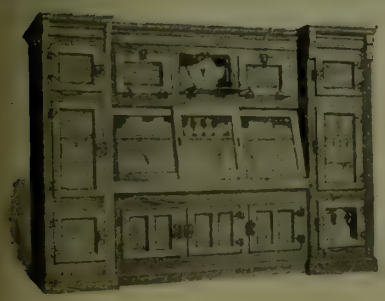
HEINZ 57 VARIETIES
PURE FOODS PRODUCTS

are made of the best materials money can buy. They are prepared in model kitchens by methods which are the result of forty years' experience and endeavor to improve the best home ways of food preparation.

¶ **The housewife may be able, in some instances, to prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer, or better.**

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products



Aubin's Patent
Cabinet Refrigerator

is the most up-to-date. It is specially constructed, each section having a separate ice chamber

Dry Air Ventilating System

Best of insulation. Made in 10 sizes.

C. P. FABIEN, - Montreal, Canada

Highest Awards—Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

TORONTO REPRESENTATIVES:

Stewart & Co., - 122 Wellington Street West.

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering.

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited

206 Papineau Ave. - - Montreal



THE TRADE MARK OF QUALITY

ATTENTION
TO OUR NEW LINES

Sweetheart Brand Jelly Powder

FINEST FRUIT FLAVORS
A MOST DELICIOUS DESSERT
ONCE USED ALWAYS USED

I X L Spice & Coffee Co.,

London, Ontario



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

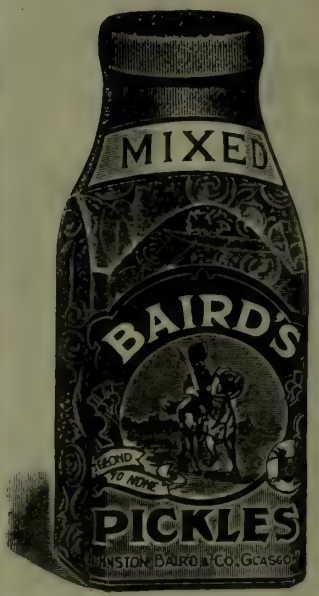
The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

The Favorite Pickle



BAIRD'S

SECOND-TO-NONE

PICKLES

The Perfection of Quality.

Johnston, Baird & Co.

Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.



A Triumph of Roasting and Blending

No trouble or expense has been spared to make

RIDEAU HALL COFFEE

a brand to please the palates of your most particular customers. You can recommend "Rideau Hall" with confidence, and you will find that selling this brand leaves you a good profit.

Packed in one lb. and 25c. tins only.

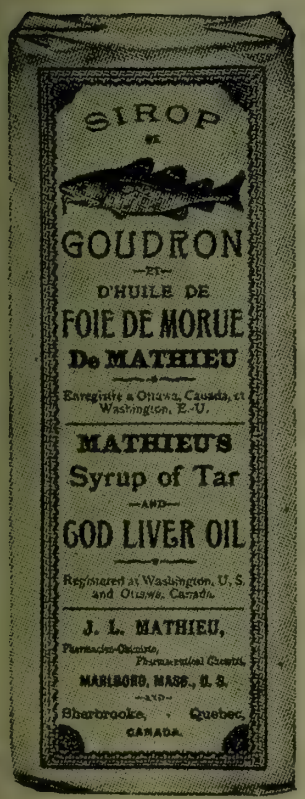
Gorman, Eckert & Co., Ltd, London,

IS IT NOT A BIG CONSIDERATION

and of great value to have satisfaction guaranteed in your Sugar Business ?

ST. LAWRENCE GRANULATED

absolutely pure cane sugar, and satisfaction guaranteed to every consumer. : : :



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

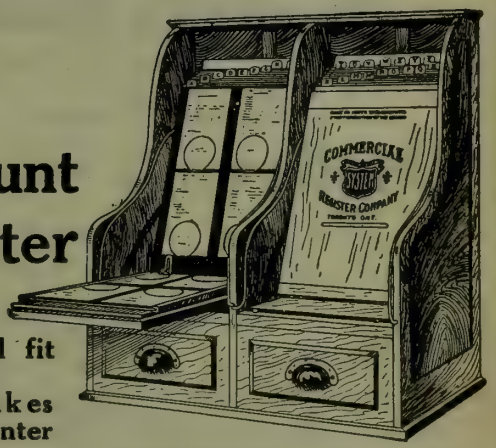
J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

HOLBROOKS

of BIRMINGHAM, ENGLAND

Sole Proprietors of

The "HOLBROOK" Brand Norwegian Smoked Sardines

in Pure Olive Oil.

The "OLAF" Brand Norwegian Smoked Sardines

in Pure Olive Oil.

And Sole Manufacturers and Proprietors of

Holbrooks Worcestershire Sauce

Canadian Offices: 40 SCOTT ST., TORONTO, ONT.

Manager, H. GILBERT NOBBS.

STOCKS HELD BY AGENTS IN EVERY PROVINCE.

Mr. Grocer! The coin that's getting away will make you rich!

Forgotten charges, disputes, errors, poor collections—all mean LOSS! There IS a way to stop that loss.

Allison Coupon Books

point the way. They enable you to realize every possible penny of profit from your business.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want advertisement Page of **THE CANADIAN GROCER.**



THE KING OF ALL SEEDS

Steele, Briggs' **"LION" RED CLOVER**

SUREST - PUREST - BEST

ALSO

Steele, Briggs' **"ERMINE" TIMOTHY**

These two brands represent the best values produced in seeds. Ask your merchant for these brands. He'll have them. If he hasn't, send to us direct.

STEELE, BRIGGS SEED CO. LIMITED

TORONTO, HAMILTON AND WINNIPEG

JAPAN TEAS

are the best value on the market to-day.

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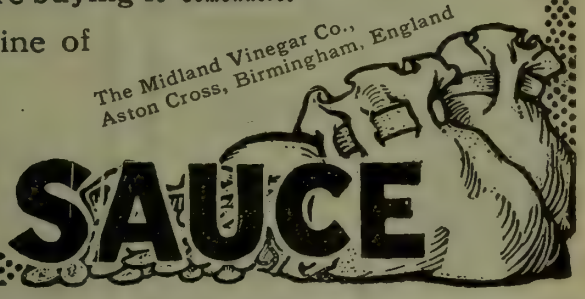
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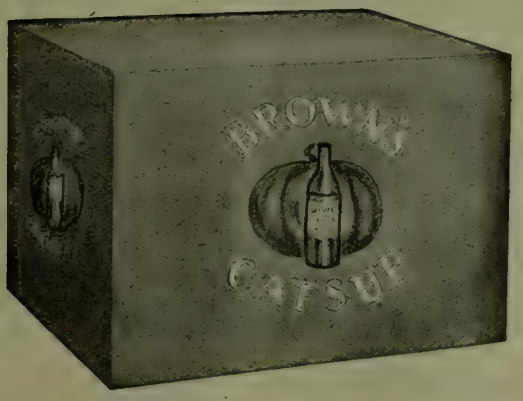
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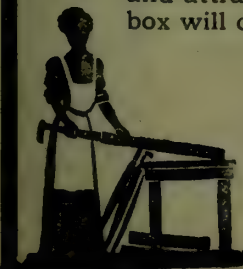
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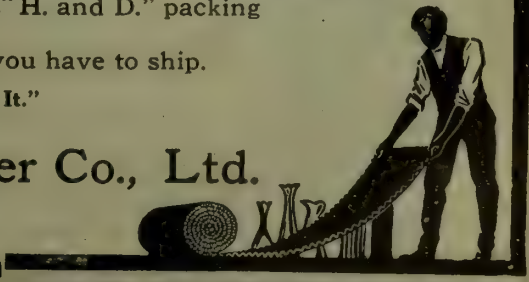
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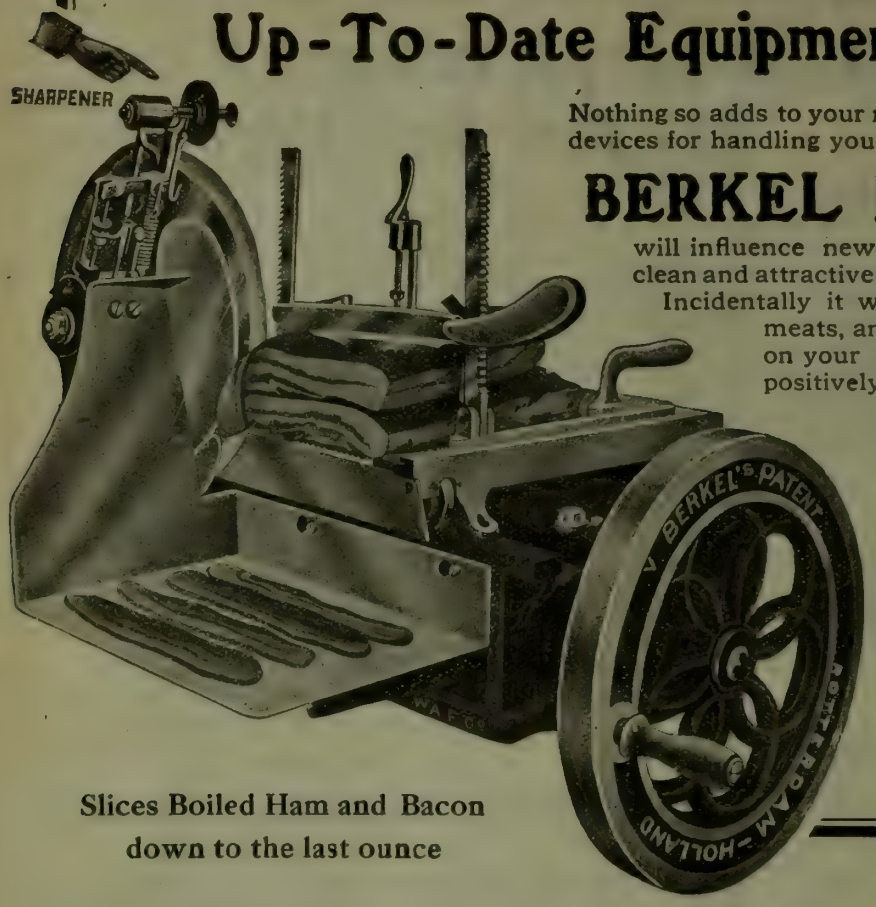
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Where Canada Stands in Coffee Trade

Peculiar State of Affairs in World Crop—Big Sale for April—How Canadian Demand Increased From Insignificance to Splendid Total—How Growth Came About—The Possibilities for the Future.

In a cool corner of the wide-spreading verandah of his bungalow many a Brazilian planter is meditating at this moment on the amount of money he will realize on his crop of coffee. In the mirror of fancy each one looks cheerful.

In the privacy of his office many a coffee broker speculates at his desk on the day when the jobber—his customer—will be forced to re-enter the market. And, as he thinks, he smiles.

That, roughly speaking is the world situation; the planter gleefully rubbing his hands in anticipation of larger returns; the broker, building castles on the probability of jobbers having to buy on a rising market. The Canadian position is somewhat different.

Here the dark shadow of the Brazilian planter is not cast. Brokers are not worrying much whether or not he realizes his anticipated profits. The invisible supply is the one weighty factor. This consists of the stocks held by wholesalers all over the country. The best posted broker in the trade cannot predicate with any certainty the stocks withdrawn from the visible supply and now lying in the warehouses, but there are some who believe that they are not large enough to suffice for more than another two months, and that there then will come a great rush to market to replenish stores. But no one knows what is working in the mind of the wholesaler—the man who gives to the retail dealer his supply of coffee. He is not telling whether he has sufficient holdings to carry him for four months, or only for two. He is saying nothing, and every now and then, he sends into the big importer an order for a meagre consignment. He is buying only from hand to mouth and seems content. What has he got; is the one question; what is he waiting for, is another. The answers would decide the market, but the answer is not forthcoming.

Big Coffee Sale.

On April 1st next, 600,000 bags of Brazil coffee will be sold. The distribution will be as follows:—New York, about 300,000 bags; Hamburg and Bremen, 125,000; Havre [illegible] Marseilles 5,000; Antwerp, 25,000; Rotterdam, 20,000; Trieste, 12,500. This coffee will be disposed of at the best price it will bring. On April 22nd, three weeks later, another 600,000 bags will go on the market. These, however, are to be sold at a limited price,—in this case, not less than 75 francs, on a basis of "good average Havre types, for spot coffee." The equivalent of 75 francs on the good average Havre basis is about 13.83 cents for Santos No. 4, and 13.65 cents for Santos No. 5. According to an official cable, which George Musson, Sr., of Musson & Co., Toronto, received recently, announcing the sale, the reason for the setting of the limited price for the second half of the 1,200,000 lot was that the valorization committee have a firm offer on that basis for all of the 600,000 bags, remaining unsold at that price on the 22nd of April next.

What Jobber Awaits.

Now it is just possible the Canadian jobber is awaiting the verdict of the world on that large supply of valorization coffee before he commits himself to any heavy purchasing. Apart from that the sale will not affect him directly because, as will be noticed by a moment's consideration of the ports at which this coffee is to be unloaded, the holding countries will be the United States, France, Germany, Holland and Austria, with the first three far in the lead in point of bulk. On coffee from any of these countries, the Canadian importer would have to pay a duty of 10 per cent. so, for that reason the sale will have no direct effect. But the selling of that stock may establish a new market price. However, it is not even known whether the Canadian jobber can stay out of the market long enough to see the result.

Any big broker in Canada will tell you that to-day the market is dead. At the same time he will add that the demand is constantly increasing. More and more coffee is being bought every day throughout the length and beadth of our land from retail dealers. With no purchasing of consequence by jobbers since last December is it not reasonable to assume that the staple is now approaching the fork in the road, and safe to predicate that something definite will result right speedily?

A Manufacturer's Opinion.

Let us turn for a moment to a survey of recent coffee history as given by a big manufacturer. Said he: "The crop of 1910 was, approximately, 14,500,000 bags, while the demand can be estimated to be at least capable of taking up 16,500,000 bags. As you see there is a shortage of 2,000,000 bags. Some place the demand higher by 1,500,000 bags. The situation in Canada is peculiar. The jobber has been out of the market for nearly three months and we have no means of finding out just what his, the invisible supply, is. Last October when Santos 4's were quoted at 10 cents he bought freely. Later on, in December, when the crop shortage had caused the price to rise to 12½ cents, he became a little frightened and bought more. Not a man has bought coffee since. Now generally speaking, the wholesaler keeps about four months ahead of his demand, but I believe the invisible supplies held in the warehouses of the wholesale dealers of Canada will not suffice to keep the retailers going for more than two months. Since December Santos 4's, for example, have gone up four cents a pound. That is a good reason why the wholesaler keeps out of the market it seems, and it is taken for granted he won't come in until he has to. It is also probable that when he does come in to buy it will be in a higher market. The world's supply is short; the demand is big, and growing bigger; which all seems to point to dearer coffee. In Canada there will be little effect, directly, from the sale of 1,200,000 bags of valorization coffee in April. None of it will be sold in Great Britain or Canada, but the manner in which the world absorbs it will have an effect upon the trade in Canada. The market cannot be fixed here until the wholesaler shows his hand."

Growth of Canadian Trade.

Primarily the Canadian was not a coffee-drinker, and it is interesting to trace the growth of the trade in this country. The people of German and Dutch descent formed the nucleus. These used to buy their Rios and Santos from the retailer green and roast it themselves Gradually the demand widened, and kept on growing with every foreigner that came to our shores, because the man from other lands is generally a coffee drinker. The trade kept on increasing until now it has reached a consumption of one pound and a quarter per head of population, representing at the present, on a population of 7,500,000, an annual consumption of 9,875,000 pounds. The United States people who, every year pour into our western plains are adding to the demand. In fact it is now a moot question whether the coffee houses of the west are not greater than those in the east. But with all that our coffee-drinking is insignificant beside the tremendous demand of the Dutch and Americans. In the latter country it is estimated that the consumption is more than 14 pounds per head of population, and that it is still growing.

Call for Good Coffee.

That, however, is hardly the point. The demand in Canada is thriving. It is not moreover for cheap coarse coffee that the people call; it is for the higher grades of mild smooth stock. So that the coffee trade of to-day is worth tremendously more than that of a few years ago. Even the dealer in the counties where the German strain is strong, has felt the change. The sturdy stolid citizen from the Fatherland, who once was devoted to his coarse Rio, bought green in the store and roasted in his oven at home, has turned his call over to better and more expensive goods. It was a natural evolution with him, and yet it served to show that people of Canada needed little urging to purchase high grade stock.

And even though the price of his drink is forced higher the Canadian is not going to stop his coffee supply. It seems probable the price will go up, unless something startling happens soon. The crop is short, and as the crops of the last few years have also not exceeded the demand, there can hardly be any great reserve stored anywhere. But if it does go up it will not be any great increase, and this the Canadian has become accustomed to for years. Coffee has come to stay, and every year is sure to show a greater demand. There are great possibilities for the trade, and Brazil, Colombia, Venezuela, Mexico, Guatemalo, Java, Sumatra, Central America, and Arabia—sun-kissed countries of the southern seas—are all sending their best to make the conquest sure.

Selling Talks to Swell Coffee Trade

Some Reflections on the Value of Studying Human Nature When Boosting of Coffee Sales is in View—Hints That May Be of Some Use in Your Own Case—Coffee Windows.

Drinking your beloved coffee in the morning Mr. Dealer, have you never felt called upon to declare to Mrs. Dealer: That talk about coffee being a harmful drug is all bosh.

Surely you have, for it is almost a fetish with most Canadian women to insist that coffee—the inspirator of the fagged brain—should not be drunk too often, meaning thereby that one cup a week is sufficient.

Didn't you think too, that you were perfectly justified in defending your coffee even from your wife? Didn't you FEEL, that the drink was not harmful, while it tasted most wonderfully good?

Well then why not take that breakfast table argument to the counter with you, when you are facing a customer who does NOT drink coffee. Why not arouse in her a desire for coffee through the simple channel of your own keen appreciation of it. It can be done. Be intelligent and tactful always, but convince her beyond the shadow of a doubt that YOU can drink coffee steadily without injury to your constitution; then enlarge upon its stimulative properties, and the battle is won. It isn't particularly hard, is it?

Where Sales are Sales.

That is one way to sell coffee, and it is only one sale. Let us assume for a moment you sold her a coffee you had been drinking but which was not quite good enough to meet her taste, even though she was but a beginner. You did not make the best of that sale, in fact you lost upon it, because very probably she would decide to quit coffee before she finished that one supply. But supposing you knew your customer and gauged to a nicety her required standard? You made a devotee of coffee, then. That was Salesmanship.

And again it is helpful in selling coffee for the retailer to be able to tell what a beautiful drink some particular blend of bean makes and how to make it. He isn't talking of possibilities there, he is stating a fact he himself has proved. Sometimes too, it is a good thing for a dealer to get from a customer, when she is good enough to tell him the coffee was good, the method she adopted in getting that result. That might prove valuable because some other woman may have made a failure of preparing the same coffee. It's better to be able to advise some new manner of boiling coffee when a customer comes in with a complaint than to say: Well, I don't see how that is, Mrs. So and So takes it and she likes it. Give a practical answer. It may be just what she is needing.

Coffee always is coffee and those who once commence its use will generally continue to do so unless there is some physical reason against it. And, in that event there will be no force in your arguments as far as that customer is concerned.

Some Selling Points.

These are some of the things to be borne in mind when coffee is to be sold. A consideration of them may be of value. But still there are tricks and tricks peculiar to the locality, that only the dealer knows anything about. There are some folks to whom you can enlarge on the advantages of getting coffee fresh every few days, ground in your own mill. Others again want only the blended ground, product in tins, while others call for the bean alone. The dealer knows how to handle these classes of customers. Now, this article is designed to help those merchants whose coffee trade is not large. It needs special attention and a lot of hard work but good results will follow in the wake of patient effort. Coffee will not build a



A Suggestion for a Coffee Window Display.

trade in itself. If you want to prove the truth of this just stock it and let it lie, you won't find many even asking about it. But you can by individual calculated effort build up a remunerative trade, and your window will be one of your biggest assets. And handle good coffee even if you are compelled to stock up with a little of the coarser goods.

A Montreal Instance.

In a Montreal store the other day, there was a small but nicely arranged coffee display on the front counter. A customer entered and having given an order for a few groceries, the clerk enquired, Now, what about some coffee, Mrs. Customer? We have an excellent brand here, and picking up a package he dwelt upon its good points and told the customer just how it should be prepared in order to give the best flavor. As a result of the salesmanship of this clerk, a pound was purchased which probably will result in other sales.

New Brunswick Window.

A St. John, N.B. merchant made a striking display last week in one of his show windows by moving his electric coffee grinder into the window and surrounding with it with bags, filled and empty, and an attractive card, announcing—"Quality" Coffee, 33 cents per lb. The bottom and sides sides of the window were covered with white paper, while the bright red coffee mill and bags of the same shade, made a pretty contrast. Empty bags were tacked flat against the back and sides of the window, while the filled bags were placed on the floor of the window, below the mill which was raised about 12 or 15 inches. The change was only a temporary one but it made a very neat appearance and had the effect of drawing considerable attention to the coffee department of the store.

In an adjoining window, several dozen "stair whisks," with long handles were shown; a timely suggestion for the spring cleaning. A third window featured marmalade oranges. All had attractive cards of uniform size and lettering and they could not fail to be effective.

The window given in connection with this article also supplies an idea. It could be elaborated or changed to suit individual requirements and bring results. The suggestion in it is to show all classes of coffee. There are the beans in the foreground with the word "coffee" picked out in sugar. On either side of the mill are piles of cans while the ground coffee is seen pouring out of the mill. The show cards of course, give opportunity for originality to suit local needs.

Remember that quality in this, as in every other staple, is a strong selling point and that it keeps on selling for you.

There are stores, to reach which, you will go five blocks out of your way. Find out why you like them and apply the principle to your own store.

A Few Suggestions for the Grocery Trade

Veteran of the Counter Gives a Number of Little Things Which Have Returned Him Dividends in Practice—The Rejuvenation of Currants, Raisins, Prunes and Onions—Care of The Basement.

By J. M. Donovan.

Many are the tricks of the grocery business. Some of them are small, some of them are smaller, but nearly all of them, when practiced properly return dividends to the practicer.

To old grocers, who have gone through life gathering knowledge from bitter experience, this little chapter of recipes will hold nothing that is new or strange; to young men, starting in the "mill" with but little equipment, they may be of some value. Anyway I give them for what they are, and if anyone in carrying out their spirit should discover an advantage, then they shall have served their purpose.

To Rejuvenate Currants.

To make any priced currants look to be of a better quality, remove a portion of them to another box from the original case, rolling out all lumps between the hand while doing so; then make a mixture of two parts of dark molasses to one of water. Three tablespoonfuls of this mixture will suffice for a quantity filling an ordinary raisin box. Do two or three of these boxes at once; the results of this will surprise any one.

For prunes that are very dry and are becoming white, soak for a while in hot water mixing up occasionally until you feel them getting soft. Remove them from the water into a box, make a mixture as above for currants and scuffle it well through them. It will make them look like new with but a little labor.

For Shrivelled Raisins.

Raisins that are shrivelled and becoming sugary can be treated as the prunes, but they must not be left long in the water, and must be squeezed well and placed on a cloth for 2 or 3 hours. They can be left on the cloth over night when they will become as it were "fatter" then throw them into a pan or box and mix well through them a little corn syrup (the molasses being too dark for raisins); place back into their original box; do this a week or so before you need them as by that time they have more of their natural consistency.

Sprouted onions, after the bulb becomes soft, are a total loss, unless made use of in the following manner. Bed them in sand or sifted coal ashes placed in a shallow box and place in a locality where the sun shines some part of the day. If the dealer does this carefully he has an opportunity to make some profit on what might otherwise be a loss, as many of the onions throw out four or five sprouts.

Save your zinc lined tea chests (which have a covered end if properly opened) for rice, tapioca, beans, barley, etc., which will provide against loss from mice or rats. Sprinkle a little red pepper occasionally on the floor and on the shelving where flour and meals are kept and it will banish mice and rats from that quarter and save a lot of bother and expense.

Sprinkle slacked lime-dust around the cellars, under boards, boxes and barrels that are going to remain for a time. Also sprinkle slacked lime-dust on the bottom floor of your refrigerator. It will keep out the small red ants.

A pail of lime and water standing on the cellar floor will keep the cellar sweet and free from must.

Remove slats from your refrigerator in the fall on which the ice is kept. Leave same out during winter. Thoroughly wash drip-pan and dry and then smear over with good clean lard.

LOOK FOR CHEAPER EGGS AND POTATOES

W. C. Miller Expresses Opinion at Monthly Meeting of Toronto Retail Grocers' Association—The Question of Cheap Soap and How Hamilton Men are Solving It—A Five-Pin Tournament.

Toronto, March 23.—The spread of the cut price in the grocery trade of this city provided one of the chief topics of conversation at the regular monthly meeting of the Toronto Retail Grocers' Association in the Temple Building on Monday night.

President W. Miller, who occupied the chair, introduced the subject. In a moment the whole gathering warmed to the task and all the alleged bad phases of the so-called evil were freely bandied about. Soap was the principal item, but sundry jelly powders and marmalades also came in for passing attention.

J. C. Beaumont mentioned the names of several grocers, who, he said, were selling soap at 6 bars for a quarter, and other members presented similar testimony. President Miller then informed the meeting that a similar condition obtained over in Hamilton, but that, over there, the trade were lining up, and were trying to reach a mutual understanding. W. S. Fry then pointed out that certain soap makers were reducing the size of the bars to such an extent that some grades of imported goods were actually cheaper. This he thought should be taken up.

Methods of increasing the dealers' profit on various grocery items were also discussed, but no decision was arrived at.

The talk turning, President Miller said, anent eggs: "I had a country storekeeper come into my store the other day who wanted to know how much I paid for eggs. I didn't want to commit myself all at once."

"He told me," continued Mr. Miller, "that the commission men were offering only 16 cents, f.o.b. This means

that eggs will be laid down in this city at 16½ to 16¾ cents a dozen, and it looks as though we are going to have cheaper eggs."

"I sold them for 28 cents on Saturday," broke in R. Matthews, "but they were country eggs." "So did I," said C. F. Thorne, "but I was offered some for 19 cents." "I paid 20 cents for mine," said the president, "but they came from the country and were worth it."

"I think potatoes are also going to be cheaper," continued Mr. Miller. "Good Delawares are being talked about, around 95c to $1.00." "I hope they do get cheaper," said a member.

It was decided on motion of R. Davies to hold a five-pin tournament in April. Mr. Davies' scheme would make all the contestants "scratch" men, the fee $1.00 per member. It was his desire to hold the meet on the first Thursday in April, but the meeting seemed to favor leaving the matters of date and entries to the executive.

Secretary Thorne was instructed to send a letter of condolence to the widow of the late F. S. Roberts, one of the veterans of the Association.

W. S. Fry was welcomed to the Association and gave a brief speech in reply. The names of two other grocers were proposed for membership.

Arrangements were completed for the annual banquet of the association which was held in the St. Charles last night, and a report of which will be given in The Grocer of next week.

One of Port Arthur's Grocery Stores

Port Arthur, March 23.—The illustration given below shows the interior of a store that is a monument to ambitious energy, intelligently applied. This city, with her twin, Fort William, can give many an example where abundant reward has followed the perseverance of her citizens, but probably in none of them would the case be so complete as this one.

Six years ago James D. Campbell and George Gibbon were grocery clerks in this city. Fired with ambition and the desire to get on, they both had been frugal, and on coming one day to count their resources found they had money, sufficient in their opinion, to venture into business for themselves. They did so. Two doors to the south of the store shown they established their first business. They succeeded. As year followed year their business grew until a twelvemonth ago they found themselves in possession of money enough to buy the block containing their present store, which they did.

This establishment, as evidenced by the cut below, is most commodious. The main floor measures 90x20 feet, and is well lighted. Below stairs there is a basement clean, and dry, 90 feet long and 42 feet wide. Here is stored the stock they use in the retail and jobbing trade. The members of the firm are classified as keen buyers and many have been the times, according to those in touch with them, when good judgment has added considerably to the firm's bank account, Campbell & Gibbon are said to have plenty of capital, and their credit is good. Because of these things the firm has often been enabled to take advantage of favorable swings in the markets.

A strong feature about the business of this firm is that it is conducted on a regular steady profit basis. Competition has been of the keenest, but it is said of Campbell & Gibbon that never have they condescended to cut prices to hold their trade. They held to this principle because firmly convinced the public is not unwilling to allow the merchant a reasonable profit provided the service and treatment that dealer accords is good.

Port Arthur and the district round about is making rapid progress, but such merchants as Campbell & Gibbon will always keep abreast of the times. Last year their turn-over was in the neighborhood of sixty thousand dollars.



INTERIOR VIEW OF CHEERFUL PORT ARTHUR STORE.

There doesn't seem to be any waste space in this establishment, and note how neat and clean everything in it appears. Observe the silent salesmen, cash register and computing scale. The metallic ceiling also adds brightness to the whole interior.

Real Hints for Retail Advertisers

Things the Retailer Might Do Well to Consider—Place Held by Location of Store in Campaign—Tremendous Importance of Keeping Everlastingly at It, Once Started—Value of Being Able to Speak Truth.

By Henry Johnson, Jr.

I am in receipt of a note asking me: "Can you tell me through your columns or otherwise what you recommend in the way of advertising for corner grocery and market?"

Such a question covers the whole ground of business structure and goes into greater details than my friend probably thought of when he wrote. It would have been easier had he stated whether his store is new or old-established; whether he has long been located in his present stand or is new to the location: and how much he wants to spend regularly for his printed matter. I differentiate printed matter from advertising, or rather, set it aside by itself, because, as I shall hope to show later on, that is only a part of the campaign.

Advertising Complex.

Advertising is a much more complex matter than most grocers think. Many believe that, when they print a few circulars or a "card" in the paper and pay the bill, therefore they have advertised. Such is not the case. They have no more advertised than the summer boarder who hoes a few hills of potatoes for pastime has farmed. And I might say at the beginning that, unless my friend is ready to build up his business on a basis of true advertising, he might better let it alone entirely and keep his money. Which is not saying, on the other hand, that the proper way need be expensive, for it can be just as expensive or economical in expenditure as any man's resources may render desirable or necessary.

Spirit of Personality.

Advertising is the public policy of any business. To a certain extent we all advertise. Many who never advertise by the use of printers' ink advertise much better and more forcibly than many others who spend large sums for printed publicity. To advertise successfully and profitably a grocer must run the spirit of his own personality into every detail of what his business says, or does. He must offer his wares largely, or in limited circles, in a straight-forward manner, and then—most important point—he must back up every assertion made in his own store by his own methods. Coming right down to it, advertising is the whole business structure. Maybe I can do better in the way of making my meaning clear by getting down to facts.

The Endless Chain.

This is a "corner grocer." There's an excellent point to start with. Is it central? Do the principal thoroughfares of the town lead to it or toward it? In this case, there is an excellent opportunity to say: "All Roads Lead to Smith's," and, if all roads lead there, 'tis well to think what good things can be had at the end of the journey; which, again, will presuppose good service in the handling of these things; also, naturally, fair prices and prompt delivery. You will see that the entire argument holds together so logically that we must work carefully so we may lead the customer on to find one good thing following another until she not only comes, but sees and is thereafter ours.

Sequel of Advertising.

But suppose my friend's store is on a side street, or a corner somewhat out of the beaten track. What then is the advantage of the "corner?" Is it readily reached by those who find it inconvenient to go down town? and, after they get there, do they find things so good that they need go no further? and, after that, do you deliver so much more promptly because of your proximity that they do not miss the big, down town stores? All these points can be made excellent ammunition in your advertising, provided, always that you do just as you say, Your money spent advertising will work you positive harm if, after customers respond to your invitation to call, they find you sitting indifferently on the counter, hardly willing to bestir yourself when they ask for goods. An advertiser is expected to be a hustler. If he's not, he'd better not try to advertise.

Keep Pounding Away.

Now, what has my friend determined he can afford to spend. For let me say to him one thing as impressively as I may; that he can look for no permanent success as an advertiser unless he is prepared to set aside an appropriation of so much per week which he will spend continually and forever. Let him make it small as need be to start with, feeling sure that he is able to invest that much every week. Then let him go on unflinchingly spending that sum each week, through thick and thin, never planning to change the amount until such time as he can INCREASE IT. Continuity is the main thing in publicity—next, of course, to knowing your business, doing the square thing and telling about it right.

I have been in business here for 32 years. I have run my business alone for over 17 years. The business has been advertised more or less continually for 54 years. Yet recently the advertising was dropped for six months. I started it again ten weeks ago, spending $8.50 per week on my newspaper ads, and the effect is just beginning to be felt. This shows me, as I knew before I started the campaign, that continuity gives nearly all the value to printed publicity.

How to Advertise.

What form my friend's advertising shall take is a matter about which we must take thought. If he's centrally located and has a clientele who read the daily papers, he can use space in papers to advantage. If his is a "neighborhood" store, he must use circulars and letters, together with personal solicitation. His personal solicitation must be by telephone, of course, for the merchant must never be away from his place of business. It is the greatest mistake in the world for a man to think anything important enough to take him out of his store. But whatever form it takes, let it be CONTINUOUS, UNREMITTING, EVERLASTING. Let no thing interfere with its continual issue, every week, without any chance of failure. Neglect or put off some other things, defer other jobs, but let the ad. be written and carefully printed just at properly stated intervals, "if the heavens fall."

Monday Bargains.

I work special sales at reduced prices for Monday only. This because I have always found plenty of business to attend to at the end of the week. My effort has been to bring business my way on Monday, which is usually the slow day, and I figured that the advertising would eventually fetch enough orders to run us well over Monday into Tuesday, that Wednesday would care for itself and that the latter end of the week would be stimulated by the business of the former end. Such has been my experience. People do come, if you induce them to come with special prices on certain limited days. The same rent, the same help, the same light, fuel and insurance, will care for twice the trade properly distributed evenly throughout the week. And, as things grow, all you have in the way of added expense is help—all the other factors remain stationary.

Have the Stock.

To plan this way makes a merchant alert, enterprising, keen. He knows how to buy better and sell better. He knows how to offer goods attractively. He knows how to speak convincingly, because he believes it himself. A lady called at my store last fall on a Saturday morning. She wanted a few peaches—not a basket. I happened in the rush to be outside by the fruit display and heard her ask for the peaches. I grabbed a basket containing seven peaches, picked over from Friday, and selling regularly at 30 cents per dozen. One or two were slightly bruised. I said: "Here's what you want; just the nicest, few delicious peaches you're looking for. Ten cents." She bought and I hurried on. Later she came to my desk where I was taking 'phone orders "on the wing," and said: "I wish I could talk my wares the way you can yours. Mr. Johnson." I looked up at her with a smile and said; "Mrs. Bennet, it's all on the principle that 'THE TRUTH WILL PREVAIL.' It's no trick to talk goods when you have them of the right sort."

And there is the keynote of advertising. Have the stock; have the right prices and the service; tell about them. That is the whole tale. If my friend will send me some details, I shall take pleasure in definitely helping him along."

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED
John Bayne MacLean - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES

CANADA—
MONTREAL - Rooms 701-702, Eastern Townships Bank Building. Telephone Main 1255
TORONTO - - 143-149 University Avenue Tele, hone 7324 Main
WINNIPEG - - 511 Union Bank Building Telephone 3726
ST. JOHN, N.B. - - - W. E Hopper

UNITED STATES—
NEW YORK - - - - R. B. Huestis 115 Broadway, New York, N.Y. Telephone 2282 Cortlandt

GREAT BRITAIN—
LONDON - - - 88 Fleet Street. E C. Telephone Central 12960 E. J. Dodd

FRANCE—
PARIS - - - John F. Jones & Co. 31bis Faubourg Montmartre

Subscription, Canada and United States - $2.00
Great Britain, 8s. 6d. - - Elsewhere, 12s

PUBLISHED EVERY FRIDAY

COUNTED THE FISH.

Checking up invoices carefully is a trait in a retailer to be commended. Occasionally incidents come to light to prove the wisdom of the precaution.

Not long ago a dealer received a barrel of mackerel, guaranteed on the invoice as containing 325 fish. In accordance with his policy this grocer counted the contents of the barrel. It contained only 298, or 27 less than the invoice called for. Had he "gone it blind," and retailed the mackerel at the price he had fixed in his mind before the counting, that dealer would have lost $2.70 on the consignment.

It wasn't much, but it prevented a little leak and it is the little leaks that often lead to disaster. History records on many a page, how great catastrophes which occurred solely because some one neglected to remedy the small beginnings—the little things. Most things grow.

The Grocer is not insinuating that skippers are dishonest and that retailers need exercise constant vigilance to prevent themselves being "trimmed." But men make mistakes and the dealer by checking up the invoices every time provides a safeguard against himself being made the victim of the mistakes.

THE WINDOW NEGLECTED.

No retail dealer can hope to really succeed until he comes to a sense of appreciation of his display windows. It is idle for anyone to argue that the space enclosed by the plate glass window is not valuable. It is, real valuable; and yet there are a few merchants who fail to realize what the windows are for, and who deliberately fill them with the most uninteresting articles in their stock, in such a manner as to convey the impression that the storage of the goods was the only result sought.

There is some excuse for the country merchant, who, does not have a small army of interested spectators passing his store every day, if he does not dress his windows with an eye single to the selling of his goods, and yet with some striving after an artistic effect. There is none for the city dealer. In the larger centres men trained as window artists in all lines of endeavor, strive almost daily to outdo each other in putting forth displays that will catch the eye of the great public and draw customers to the counters within. The value of the window is constantly pressed upon him.

In the west end of Toronto, where usually one expects to find merchants using modern equipment and making fullest use of every advantage in floor and window space, location, and so on, there was to be seen the other day a window piled high with full bags of charcoal, the tied ends facing the street. The goods were piled so high as to shut out completely any view of the store within.

That merchant was NOT realizing on his window. The incident might have passed unnoticed had it not been that some little time ago the SAME window offered to public view a pile of apples, dumped most carelessly out of a barrel or bag.

THE EDITOR AND MAIL ORDER BUSINESS.

Usually when the inroads of the mail order houses upon the country trade comes up for discussion, the grocer in the smaller towns develops a tendency to attribute the whole blame to someone, anyone, rather than himself. He is unwilling to accept even a small share of the responsibility.

Editors of country weekly newspapers, and sometimes those in charge of the small dailies, are often made the butt of the dealer's invective, and are described as a "useless, boneless, money-grabbing lot."

It is always a lot easier to blame some one else for an undesirable state of affairs but it is not always fair to do so. In the case of the editor, the dealer will generally find him a man ready at all times, even at considerable cost to himself, to advance the interests of the community in which he labors.

These traits of human nature were aptly illustrated in a little incident which developed at a recent meeting of the Board of Trade at Sackville, N.B. An editor who was present informed the meeting that he had, with the idea of helping the merchants of the town, thrown open the columns of his paper at a low rate that the dealers could meet the competition of the department stores. The reception he received was not such as to induce him to err on that side of generosity again. The merchants would not use the space he offered on such liberal terms. They were prone to complain and loath to take advantage of any scheme designed to help them.

Mr. Dealer, the business of the Mail Order House is sure to expand as the population of the country increases. The voicing of reasonless, vindictive, general complaints, will never help you to head it off. YOU must DO something, and do it QUICKLY. Stand on your own feet and meet that competition, as best you can, for, like the poor, you will have it always with you.

TRUST THE PEOPLE.

The tendency of almost every general manager of almost every great corporation to-day is to take the public into its confidence. It doesn't matter that the public has in great measure forced the thing upon him; the point is that it is here.

It is only a rehash of the advice of the wise old man, who said: "trust the people, and they'll trust you;" it's only perhaps a breeze returned from the golden age; but it's here, and it's working.

Now if it is good for the big fellow to take the people into his confidence, it is good for the little fellow, in proportion. There are many ways of doing it. The dealer can do his talking through the newspaper, the dodger or through his window. He can evolve a policy that can be worked out systematically, a little at a time. He can talk about his goods—tell how much care he exercises that only the best goes on his shelves. He can tell how keenly he feels on the question of sanitary methods in his establishment.

There are, in fact, any number of things he can talk about. Any dealer who wants to use the suggestion can think out a list that would carry him around the year. It's a good idea—trust the people.

The delegates at the R.M.A. convention in Guelph last week endorsed a resolution requesting the Dominion officers of the association to get out a pamphlet setting forth the facts and arguments of the dealers' case against the mail order houses. It was suggested that these pamphlets should be turned over at the net cost price to the dealer, who, in turn would distribute them to his customers. There are possibilities in the ideas.

Practical Methods of Retail Stores

Montreal Firm Makes Business by Advertising Specialties—Care of Awning Proves Profitable—Dresden Dealer Opens New Department—Edmonton Retailer on Catalogues—Consideration of Customers—Building Business on Service.

Advertise Specialties.

Montreal, March 23.—Fraser, Viger & Company, Limited, of this city, claim to have achieved considerable success by confining their advertising to specialties.

They have been running ads. two columns wide in some of the local papers which show three distinct branches only.

First comes the announcement that they are entering the sixth week of an annual sale of seedless California oranges. The point is made of the fruit being much nicer and riper than when the sale opened. Next comes a long list of 25 cent. specialties covering such goods as tea, coffee, salmon, canned goods, cheese, vermicilli, and spaghetti, jelly powders, green goods, extracts, jams, nuts, marmalade, honey, candies, biscuits, and so on. They also announce that they have fresh every morning strawberries, mushrooms, lettuce and celery, sweet potatoes, grape fruit and other dainties.

The ad. is so arranged as to make reading and understanding easy. Everything is arranged in concise form so that the reader can pick out at a glance just what is wanted.

A Stitch in Time.

Vancouver, B. C., March 23.—"A stitch in time saves nine," is as true in the grocery business as any other, and particularly so in regard to fixtures around the store and the store itself," said a local merchant recently.

"A practical demonstration of this was made to me the other day. My neighbor and I both purchased a new awning for our stores, at the time, three years ago. Last fall during a heavy wind storm, the end piece on each awning was ripped about a foot. When the wind abated I sewed up the rip in my awning and made it as sound as ever. My neighbor neglected to do so. During a strong wind last week, the foot rip in his awning was extended around to the front, making repair almost impossible. I expect he will have to buy a new awning next year, while mine looks as if it would stand at least three years longer."

Opened Milk Department.

Dresden, Ont., March 23.—E. B. Madden of this place is one of those who believe that anything coming under the caption of table supply is within the legitimate province of the grocer. He has by pushing his conviction secured, he says, a measure of success that otherwise would probably not have come to him.

Recently he made a radical departure from the beaten path of Dresden trade by introducing a milk department in connection with his regular grocery business. When the idea came to him he entered into an arrangement with a nearby farmer whereby he secured a daily supply of pure wholesome milk. Cleanliness was insisted upon and the milk was to come to him in the regular pint and quart bottles.

Under the terms of the contract the farmer takes back all unsold milk each morning when he brings in his load, thus ensuring fresh milk to the customer and absolutely safeguarding the grocer against loss in the venture. Mr. Madden delivers milk to his customers only when it can go with an order of goods. For this reason he says he secures a good many orders for general groceries which otherwise might pass the door because people want the country milk, and buy the other goods to have it delivered.

Catalogues on Counter.

Edmonton, Alta., March 23.—"I always make it a strong point in my advertising," observed an Alberta country merchant the other day, "to impress the fact upon the people in this town that I can sell just as cheaply as can the big mail order houses in the city. This is not idle boasting, for I guarantee to sell goods at prices as low, quality considered, as any mail order house in this province."

"I never try to draw trade from customers by advocating loyalty to the town" he continued. "That is, I think of no value in keeping trade at home, at least when introduced by the merchant. It leaves the impression on the people that your goods are priced higher than are those of the mail order houses and that you are employing this method of getting their trade, so that instead of getting trade, it is more likely to work in the opposite direction."

"A method which I employ, and which I believe helps in convincing customers that we do not fear mail order competition," he continued, "is to leave the catalogue of a couple of those big concerns on the counter where customers may inspect them. "Sometimes on the outside I will paste a note 'we guarantee to give equal value on any article in this catalogue.'

The first thing in starting a campaign against the mail order evil, is for the merchant to thoroughly convince himself that his prices are as low as those in the catalogue. This is, no doubt, true in almost every store, where business is being conducted along proper lines.

Consideration of Customers.

Brandon, Man., March 23.—Consideration of the little things that go to make up the comfort of customers has resulted, it is said, in a grocer of this place extending his trade considerably with the farmers.

"It was borne in upon him last summer that he was getting only a small proportion of the farmers' patronage. He cast about for a reason. His investigations led him to the discovery that the trade he desired to secure gravitated to a nearby street, where ready at hand, there was ample accommodation for horses, and room where the "rigs" could stand while the occupants made their purchases. During the summer the grocer did nothing, but in the early fall he had erected a large shed. To all the farmers of the surrounding country he sent out a circular drawing attention to the shed, and to the fact that they were free to use it at all times. The circular also bore an attractive list of prices for staple goods.

The response of the farmers, was most cordial. It is said now that his trade has grown and that he has expressed himself as entirely satisfied with his investment.

Service His Watchword.

Toronto, March 23.—A young man with limited means, opened a store, a short time ago in a district chiefly populated by well-to-do people. It had always been taken for granted, in the trade, that when the residents of this locality desired goods they sent down town for them to one of the big establishments.

Speaking to him the other day, he said: "I found business here a great deal better than I had expected and already I have no doubt as to the future. GOOD SERVICE is my first thought always for it is my belief that the residents of this locality will deal right here if they are treated fairly and are not kept waiting too long for their goods."

This dealer had had his telephone number inserted in the check-printing device of his cash register, and, as he handed the check to a patron at the conclusion of a sale, he always quite courteously drew attention to the fact that the number of his telephone was on that card, and that he would appreciate their phoning when in need of anything.

The man who places confidence in no one may avoid some disappointments but he will live a lonely and suspicious existence. The basis of all business is confidence.

The Markets—Sugar Advance Probable

Raw Market Continues Strong—Demand for Sugar Keeps up Well—Strength Continues in All Lines of Dried Fruits—Primary Market in Candied Peel is Higher—Syrup Trade Continues Satisfactory.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS:—

Sugar—Firm, advance expected.

Dried Fruits—Quotations are high.

Montreal, Mar. 23rd.—The leading wholesale houses in the city report satisfactory conditions of trade, and there is unity in this regard, for not a discordant note of disappointment is heard. It is a very gratifying state of affairs and promises well for the entire year.

Sugar is on the high tide of trade just now and even with advancing prices the demand is heavy. This is somewhat unusual for this time of the year but the jobbers explain it by the present condition of the market. It is reported that retailers have advised buying owing to advancing markets and the run is still showing itself. Local jobbers state that the refineries have been behind with their deliveries, so heavy has been the demand. This is the general report showing that the tendency is general and that the total volume of the sugar trade has been at a high figure. Reports anticipate another advance and the market from a local standpoint is very firm. There is just the likelihood that this activity in buying may be followed by a slump but while it continues as at present there is nothing gained by looking for a reaction.

Owing to the scarcity of salted and pickled fish, the Lenten trade this year through the wholesale grocery houses has slumped badly. At the beginning of the season only a fraction of the required stocks could be secured and they were soon exhausted. This is a loss to the trade and may be more or less permanent as the tendency seems to turn more to fresh frozen lines. However, it is claimed by some of those in touch with demand that, if trade in fish shows a diminution it has been balanced by heavier demand in other lines.

One report states that some lines of jams are short, noticeably strawberry and raspberry. It is stated that it is next to impossible to secure stocks in these lines. The Canadian crop last year was short because there was not sufficient rain, whereas the Scottish crop was light on account of too much rain. At any rate one house reports a shortage of and at the same time says the demand is good.

There are interesting conditions to notice in dried fruits and canned goods. Otherwise there is no particular change to record this week.

Sugar.—Following last week's advance, sugar continues to show strength, Business has been brisk locally and refiners could hardly cope with the demand. Some state that the heavy demand is explained by the belief that prices were going higher and that the trade are beginning to be well supplied. Whatever the reasons may be, the demand has been good. The situation in the primary market seems to be strong. Local jobbers state that another advance is not unexpected, and some of them are looking for it.

Granulated, bags	4 50
" 20-lb. bags	4 60
" Imperial	4 35
" Beaver	4 35
Paris lump, boxes, 100 lbs.	5 40
" " " 50 lbs.	5 40
" " " 25 lbs.	5 50
Red Seal, in cartons, each	0 85
Crystal diamonds, bbls.	5 20
" 100 lb. boxes	5 30
" 50 lb. "	5 40
" " 25 lb. "	5 60
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	4 95
" " 50-lb. boxes	5 05
" " 25-lb. boxes	5 35
Powdered, bbls.	4 75
" 50-lb. boxes	4 95
Phoenix	4 50
Bright coffee	4 45
No. 3 yellow	4 35
No. 2 "	4 25
No. 1 " bags	4 10

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is no change in the markets. Enquiry for new molasses to arrive is good. Trade in syrup is very encouraging.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls.		0 03½
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.— Generally speaking dried fruits are in small compass. Prunes are scarce, and as will be noticed by a glance at the accompanying quotations, are dear. Evaporated apples are limited in quantity. Raisins and currants are also in smaller quantity and the whole dried fruit market is strong and advancing. Already reports are received in regard to the growing crops. From Smyrna comes the news that the weather is having a deterrent effect on the crops and higher prices are expected. On the other hand the weather conditions in Greece are reported favorable to the growing crop. Demand for dried fruits is good.

Evaporated apricots	0 18	0 21
Evaporated apple	0 14	0 15½
Currants, fine filatras, per lb., not cleaned		0 07½
" " " cleaned	0 08½	0 09
" Patras, per lb.	0 08½	0 09
" Vostizzas, per lb.	0 09½	0 10
Dates		0 06
Fards		0 11
Figs, 3 crown	0 03	0 03½
Figs, 4 crown		0 09
" 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
30-40	0 13½	0 14
40-50		0 13
50-60		0 12
60-70		0 11
70-80		0 10½
80-90		0 10
90-100		0 09½
100 and over		0 09
Bosnia prunes		0 11
Raisins—		
Choice seeded raisins		0 08
" fancy seeded, 1-lb. pkgs.		0 09
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.		0 09½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07½
" select, per lb.	0 08	0 08½
" 4-crown layers, per lb.	0 08½	0 09

Nuts.—The market is firm with a fairly good demand for this season. Stocks of Sicily filberts are reported to be smaller in the primary market than for many years. There is practically no change from last week's conditions.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb.	0 12	0 14
" Barcelona, per lb.		0 10½
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 16½	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32½	0 33
" 2-crown " "		0 31
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Corn, roasted		0 03
Corn green		0 07
Diamond G, roasted		0 08½
Diamond G, green		0 07½
Bon Ton, roasted		0 11
Bon Ton, green		0 10
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 37	0 38
Brokens	0 30	0 32
Grenobles		0 17

Coffee.—There is not a great deal of interest in coffee locally. One of the objections is the price and it is felt by jobbers that if this could be lowered there would be much more activity shown in regard to coffee. In the primary market interest is apparently tame and coffee is reported dull.

Mocha	0 22	0 30	Santos 0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo 0 20 0 25
Mexican	0 22	0 30	

Tea.—Japan tea is in good demand, enquiries being encouraging. Ceylons are firmly held and with little or no prospect of lower prices. The demand is only moderate. China greens seem to be rather neglected. Tea on the whole is strong and prices are firmly held.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons		0 05
Hyson		0 05
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Rice and Tapioca.—There is a good demand for rice but at former quotations. The market does not show any particular change.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ¼ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ¼ pockets, 12½ pounds	3 20
Tapioca, medium pearl	0 06½ 0 07

Peas and Beans.—There is a steady demand in this market but nothing eventful has been reported.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

CANNED GOODS

MONTREAL.—There is an extensive demand for imported canned peas. This has been assisted by the rather high prices ruling on Canadian canned goods. The imported variety, brought from Belgium for the most part, are quoted at $7.75 per hundred tins. It is stated that the trade in this line has been heavy of late. Canadian peas of the better qualities range from $1.15 to $1.25. Gallon apples are scarce and are quoted at from $3.20 to $3.50 a case. Even at that figure they are in fairly good demand but stocks are very light. There is nothing new in regard to tomatoes. It is claimed that the situation would have been more acute had not Ontario dealers imported stocks from the United States. It is believed that the supply is sufficient for all requirements but that there will be no surplus at the end of the season. The situation, it is claimed, was relieved by these importations. Canned goods are, altogether, in good demand now, but jobbers look for better conditions in the near future, for the reason that the supplies purchased by many retailers throughout the country last autumn are not yet exhausted, but that it is only a short time until these grocers will begin to replenish their stocks.

Apples, gal.	3 20	$3 50
Peas, standard, dozen	....	1 20
Peas, early June, dozen	1 15	1 25
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	....	1 00
Corn, dozen	....	1 00
Tomatoes, dozen (Ontario and Quebec)	....	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	....	1 90
Pears, 2's, dozen	....	1 55
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	....	1 67½
Plums, Lombard dozen	....	1 00
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 15
Other salmon—		
Humpbacks, dozen	....	1 40
Cohoes, dozen	....	1 60
Red Spring, dozen	....	1 90
Red Sockeye, dozen	....	2 10
Lobster—		
¼-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.50.		
1-lb. flats, dozen, $5.00.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 80
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 00
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	15 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 00
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—There is practically no change in canned goods since last week. Prices remain at about the same level with a normal trade passing, some firms noting an increase in the sales of canned fish and fruits. In peas and tomatoes, sales are not brisk, high prices having evidently curtailed consumption, while retailers are buying for immediate needs only. The fact that tomatoes can be brought in from United States markets and sold at present quotations will likely keep prices from going to any excessive limit. Some firms report that on account of the high price of gallon apples, sales have not reached the volume of other years.

VEGETABLES	Per doz Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 2's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 08
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 80
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			1 95
Chicken		4 00	
Turkey		4 00	
Ducks		4 00	
Cohoes, per doz.			1 77½
Red Spring, doz			1 87½
Lobsters, halves, per dozen			2 65 2 75
Lobsters, quarters, per dozen			1 60
Soup, 2's			1 90
Soup, 1's			1 40

ONTARIO MARKETS

POINTERS:—

Sugar—Strong, advance probable.
Evaps—Prices firmer.
Dried Fruits—Strength continues.

Toronto, Mar. 23.—Raw sugar has been steadily advancing, and a further upward movement in refined is not unexpected. The speculators seem to have the situation well in hand, for the time, and it looks as if refiners would have to get supplies. It is felt by some that a further advance may take place at any time. But the large European sugar crop has to be taken into consideration. The trade in sugar during he past month has been large and even at the present time is of considerable volume.

All lines of dried fruits continue strong with stocks of many lines notably light. These lines that are in fair supply are balanced up by shortage in others, so that strength is well maintained throughout the whole list. Prunes and evaporated apples are in small compass, with apparently no chance for improvement until the new crop. Candied peels are higher in the primary markets, reflecting some firmness in local prices.

It looked like a higher market in beans for a time, but recent arrivals have been heavier and the firmness is not so noticeable. Last year, prices advanced in the spring and the opinion has been expressed that farmers are this year holding off for higher prices. Differences of opinion prevail as to the amount of beans in the hands of the farmer.

The grocery trade on the whole continues normal. With the approach of spring, an improvement in trade is looked for in soaps, cleansers, starches and similar lines, but there will likely be no marked increase in demand until about the middle of next month.

Sugar.—Up to the time of writing no further change has taken place in refined, Toronto quotations being $4.60, but the raw sugar situation seems to be gradually growing stronger and further advances in price are looked for by some. European beet sugar has now reached the highest point in the campaign with 10s 8¼d being quoted, which is equal to 4.25 duty paid New York, while Cubas are quoted at 3.92. Sales to speculators for May shipment are reported at 3.95, indicating their confidence in near future prices. Java sugars which many expected might come in with lower quotations and break the market, have sold at ruling prices, and it now appears as if speculators had the situation well in control, at least for the present. One dealer said, "locally, it looks like one or two further advances with prices being maintained indefinitely, perhaps without a break for some time, but the fact should be remembered that when raws reach a high point, speculators may want to take their profits which may mean a reaction. However, nothing is certain in sugar, but a great deal depends on how well the speculator handles the crop."

Extra granulated, bags	4 80
" " 20 lb. bags	4 70
Imperial granulated	4 45
Beaver granulated	4 45
Yellow, bags	4 40
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 60
" " 50-lb. boxes	5 20
" " 25-lb. boxes	5 30
Powdered, brls	4 80
" 50-lb. boxes	4 90
" 25-lb. boxes	5 20
Red Seal, cwt	7 40
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 50
" in 50-lb. "	5 60
" in 25-lb. "	5 80

Syrups and Molasses.—Trade in table syrup is favorable. Some increase was noticed of late in the movement of old maple syrup but the arrival of the new stock on the market will restrict its sale somewhat. The molasses situation

shows no change with prices moderately steady.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 35½ lbs. ea.	1 75
" 25 " "	1 30

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	5 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls.	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 46 0 52
Muscovado	0 30

Dried Fruits.—The market for dried fruits continues strong, with stocks gradually growing lighter and prices firming up. Down through the whole list there is not a single line that shows any break in the firmness, noticeable for some time back, and no improvement can be looked for in the situation until the new crop arrives. Peaches are in larger supply proportionately than most of the other lines, but this is balanced, by the scarcity of other lines, particularly prunes, in which the situation is gradually growing more acute. Cooking figs are going out more freely, being the only low priced fruit on the market. Currants, although trade locally is quiet, still continue strong.

Prunes—	
30 to 40, in 25-lb. boxes	0 13½ 0 13½
40 to 50 " "	0 12½ 0 13
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 09½ 0 10
90 to 100 " "	0 09 0 09½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 25
Candied Peels—	
Lemon 0 09 0 11	Citron 0 15 0 17
Orange 0 10 0 12½	
Figs—	
Elemes, per lb.	2½ " 0 11½ 0 12½
1½ inches 0 08 0 10	2½ " 0 11½ 0 13½
2 " 0 08½ 0 10½	Umbrella boxes 0 12 0 14
2½ " 0 09½ 0 12	
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 09 0 09½
Currants—	
Fine Filiatras 0 07½ 0 08	Vostizzas 0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 08½
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. "	0 07 0 07½
Sairs	0 04½
Dates—	Package dates,
Hallowees—	per 1 lb. 0 06½ 0 06½
Full boxes 0 05 0 05½	Fards choicest 0 10 0 10½

Tea.—The better grades of tea are the least affected by market fluctuations. The advance in prices have been confined for the most part to the lower grade teas which have been steadily rising in value. One dealer said: "I do not expect to see a 25 cent tea on the market in a short time. Lower grade tea values have advanced so much that the present 25 cent teas are in most cases of much inferior quality to the 25 cent tea of a few years ago, for, as values advanced, lower grades had to be substituted to maintain prices at 25 cents. One particular tea, an extremely low grade which used to be bought a few years ago at 4½d, is now worth 8d, and many others have advanced nearly as much."

Coffee.—Prices of coffee show no change this week. A fair amount of trade is being done with an increasing demand for the better grades. Speculative coffee continues to waver in value but the statistical position is still strong. Willett and Gray's Journal says, "the available stock of Brazil coffee in New York to-day is only 590,000 bags, in New Orleans 125,000 bags, afloat from Santos and Rio for New York, and New Orleans 260,000 bags, making a total of 975,000 bags. In ordinary times this would barely suffice for sixty days' distribution. Looking at the impoverished condition of interior supplies, if normal trading returns, which it surely must do soon, these million bags would disappear from the American visible supply within two months. The country cannot continue to abstain from the markets and the above coffee or some other must be found for trade purposes."

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 18	Java, roasted	0 27	0 32
Santos, roasted	0 21	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22

Spices.—Trade in spices continues as usual for this time of the year. The second picking of cloves in Zanzibar is now coming on and it looks like a short crop. A feature which would indicate that prices of cloves and cream of tartar will eventually be higher is that primary quotations for these lines are at present higher than spot quotations, and the latter will have to be increased before the heavy season for sales of these lines arrives.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs.	½-lb. tins
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	
Curry powder			0 25		
Ginger	0 22	0 24	0 26	0 80	0 90
Mace			0 80		2 75
Nutmegs			0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmerio			0 15		
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—A fair trade is passing at unchanged prices. The market in rice is steady. While the bulk of the trade in this country is confined to the lower grades of rice, dealers report an increase in the sales of higher grades within the last year or so, particularly Patna and Japan.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	Per lb.			
				3 00
Rice, stand B.	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 05	Medium pearl	0 05½ 0 06
Java	0 06	0 07	Flake	0 06
Carolina	0 10	0 11	Seed	0 05½ 0 06

Nuts.—There has been no change in the nut market. Stocks of Brazils on hand at present are light. Prices in general are steady.

Almonds, Formigetta	0 15 0 15
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 13
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 2½
Brazils	0 15½ 0 17
Peanuts, roasted	0 09½ 0 12½

Beans.—Trade continues normal. The firmness in beans is not so noticeable this week. Offerings are more liberal, the farmers having evidently been holding for higher prices, as last spring beans made a big advance in price and holders evidently thought the same thing would occur this year. Differences of opinion exist as to the amount of beans in the country.

Prime beans, per bushel	1 90 2 00
Hand picked beans, per bushel	2 05 2 15

Evaporated Apples. — With what should be the best selling season for evaporated apples just coming on, stocks are found to be extremely light and holders are gradually asking higher prices.

Evaporated apples	0 12½ 0 13

Seeds.—Wholesale seed men are already commencing to ship seeds out, as many retailers start showing these lines of seed early in the season, as by getting the farmer interested early in the season, they are more liable to get their trade. Timothy has reached the highest point in many years. Some retailers held off at the opening of the market, hoping that something might cause prices to break, but there has been nothing but strengthening of prices, with the outlook that the strength will be maintained. Supplies are short and timothy being a line which the farmer can hardly do without, everything points to strength. Being over twice the price of last year, it is no doubt that farmers will cut down their timothy needs as low as possible. Red clover and Alsike which show no great change from last year in price have been ordered freely this year on account of the high price of timothy, while alfalfa or lucerne is increasing in demand as the farmer begins to learn more about it.

MANITOBA MARKETS

POINTERS—
Canned Goods—Scarce and high.
Sugar—Still firm.
Apricots—Advanced.
Coffee.—Easier.
Evaporated Apples—Out of stock.

Winnipeg, March 23.—There is a great scarcity in the leading grocery stocks in the western country at the present time. Manufacturers and importers find it difficult to supply the demand of the wholesalers and jobbers, and merchants are clamoring for a wide range of stock. All the local wholesale houses are communicating for fresh supplies, and relief is expected in about ten days. The condition is not looked upon as serious, as it is believed there are plentiful stocks in crop centres, and it is just a matter of time in having transportations made. The cause of the scarcity is that merchants have been stocking heavily since the weather has been favorable, and wholesalers have been shipping very freely during the past few weeks since transportation became normal. Every item in the following list is more or less scarce in local wholesale houses.

This has also tended to strengthen the market and higher prices are being paid for many lines. It may well be expected, however, that the advances in most cases will only be temporary as prices will revert to normal figures as soon as supplies come to hand.

Sugar.—The price is still high on all sugars, and there is little hope of any reduction in the immediate future. The demand is excellent for all lines, and refineries everywhere seem to be taxed to supply the demand. As far as local merchants are concerned all are well stocked and only special orders are being received.

Montreal and B.C. granulated, in bbls	5 10
" " in sacks	4 35
" yellow, in bbls	4 70
" " in sacks	4 65
Icing sugar, in bbls	5 90
" " in boxes	5 90
" " in small quantities	6 25
Powdered sugar, in bbls	5 80
" " in boxes	5 70
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Dried Fruits.—Apricots have been advanced to 16½c. and peaches are strong at 10½c. The prune market is bare, and prices have been advanced considerably. This is one of the lines that is very much needed everywhere in the West, and wholesalers are endeavoring to purchase stocks in the crop centres. The ordering in apricots is very liberal despite the advanced price, and new stocks are coming in large quantities.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 07½

Prunes—

25lb.bx, 90-100, lb	0 09	Prunes, 50-60 "	0 13
" 80-90 "	0 11½	Prunes, 40-50, lb	0 13½
" 70-80 "	0 12	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 12½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09 3-5	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Syrup.—The market continues weak in syrup, and there has been no change for some time. The ordering is good, as syrup is always popular on the Western market. There is a large quantity of cane on the market in crop centres, and this is the sole reason of the weakness in the general market of the cane products. Prices are as follows:—2's $1.98, 5's $2.33, 10's $2.21, 20's $2.22.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Coffee.—There is a temporary weakness in the coffee market, due to a cause quite unknown here, but the price is still firm, and to all appearances prepared to go higher if necessary. The demand is always good, and the consumer apparently is willing to pay high prices for the product.

Coffee, standard Rio	0 15	Coffee, choice	0 16
		Coffee, extra choice	0 17

NEW BRUNSWICK MARKETS.

St. John, N.B., March 23, 1911.—While there were few changes last week in the markets, prices are decidedly firm with an upward tendency. Some dealers are looking for higher prices in sugar and molasses to come almost any time. Flour is reported weak. Clear pork is a little lower but domestic mess is unchanged. American clear pork is now quoted at $22.50 to $24. There has been a pronounced advance in the price of olives. This is attributed to the fact the last year there was a shortness in the crop. Queen olives that are usually sold for $4.50 are now quoted at $5.75.

NOVA SCOTIA MARKETS.

Halifax, March 23.—Eggs are in good supply, but there is no demand. The prices quoted are 26 and 27 cents for fresh laid stock, but the dealers are not buying. The weather is now becoming very mild, which fact is favorable for laying, and a "break" in the market may come at anytime.

Butter prices are a shade firmer, with the demand fair. Some small tubs of fresh dairy are coming in, but the quantity is so small that it does not affect prices. It is believed there is still a lot of winter butter in the farmers' hands.

Potatoes are selling at one dollar per bushel in some parts of Nova Scotia and they are even scarce at that price. As the stocks held by the dealers are pretty well cleaned up, they are now importing from Maine and quite a few are coming from the Island. The price here rules about 80 cents per bushel, though for extra choice stock some of the jobbers are paying a little more.

There is a fairly good demand for green fruit, such as are on the markets. Outside of California seedless oranges, and lemons, the quality of the fruit is only fair. Celery was a scarce article this week, the usual supply not coming to hand.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Sandbach, Parker & Co., Demerara, British Guiana, was established as long ago as 1782, the name and style of the firm at that time being McInroy, Sandbach & Co. It was, however, not British Guiana in those days, the colonies of Demerara, Berbice, Essequebo, which now constitute British Guiana, not having been finally ceded to Great Britain by the Dutch until the early part of the nineteenth century. For the whole of this period Sandbach & Co. have been largely interested in the mercantile life of the Colony, especially the sugar industry, and have always been prominent in all movements tending towards the progress of British Guiana and the West Indies in general. The English house of Sandbach, Tinne & Co., is situated at 3 Cook street, Liverpool, and the partners of the firm have long been associated with the mercantile and charitable life of that city. Their name is known in mercantile circles throughout the world, and in shipping circles, their clipper-built sailing vessels, which were engaged in the passenger-carrying trade between England and Demerara, and in the carriage of coolie immigrants from Calcutta to the West Indies, before and after the advent of steam, will not yet have been forgotten. The present partners are John Ernest Tinne, Evelyn S. Parker, and John A. Tinne, and the resident representative in Demerara is C. G. A. Wyatt, who will be well known to numbers of Canaidans who have visited Demerara. The firm is keenly interested in fostering trade between England and the British West Indies and Canada, and appreciate very much the preference extended during recent years to their produce by the Canadian Government. They recognize, along with most thinking people in the West Indies, that the best interests of Great Britain's tropical possession in this part of the world will be best served by a closer commercial alliance with Canada. A lot is hoped for as the result of the report of the recent Royal Commission, and the action that is to be taken with regard to same is awaited with great interest and some anxiety. To take care of their growing business with the Dominion, Sandbach, Parker & Co., in 1909, opened a branch office in Montreal, under the name and style of the West India Company, Limited, and the management of this office will be always found ready and willing to give Canadians any information in their possession regarding business or other matters connected with Demerara and the West Indies.

J. W. Gorham & Co., 251-253 Holly street, Halifax, N. S., have been appointed special agents for Nova Scotia of James Epps & Co., Ltd., cocoa and chocolate manufacturers, London, Eng. J. W. Gorham & Co. will be pleased to receive any inquiries for Epps' lines.

Easter is only two weeks away. John Taylor & Co., Toronto, soap manufacturers are offering an appropriate novelty for this particular season. It is "Egg Soap" and in size and appearance is made to represent the common ordinary egg so much sought at this time of the year. Their advertisement in this issue gives particulars.

The Quaker Oats Company have devised a unique idea to push the sales of Quaker Oats for 30 days from March 15th to April 15th. Not only are they making a special reduction of 10 cents per case on both size packages of Quaker Oats but they are editing a paper which is being sent daily to over three hundred salesmen, which contains all the news of the campaign and editorials from each member of the staff on how to secure more business on Quaker Oats. It also gives a record each day of the most notable achievement accomplished by any salesmen the previous day. They are conducting a particularly widespread campaign on advertising; not only are all the leading magazines carrying their advertisements, but wall signs and bill boards are being put up at a rapid rate. The company is sending a post card to every retail grocer in both city and country and will send buttons, window streamers and display cards to any grocer who will use them. This is one of the largest campaigns this company has ever originated and bids fair to outrival any of its predecessors.

86 86 86 86 86 86 86 86 86 86 86

Located in the best wheat growing districts of the Canadian North-West are

86

Grain Elevators owned by the Western Canada Flour Mills Company, Limited.

To the average reader, 86 elevators may seem a large number, but, in fact, all are necessary to the selection of the choice wheat needed to produce

PURITY FLOUR

This careful selection of wheat, backed up by the most advanced, up-to-date process of milling, enables us to turn out this high-grade flour of uniform quality throughout each crop year. When once used, your customers will easily understand why PURITY Flour makes

"More Bread and Better Bread"

PURITY Flour will build business for you.

WESTERN CANADA FLOUR MILLS COMPANY, Limited

Toronto, Montreal, Ottawa, St. John, Goderich, Winnipeg, Brandon, Vancouver

86 86 86 86 86 86 86 86 86 86 86

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

5% TO 10% SAVED

GROCERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU?

Get in touch with us to-day; trade with us to YOUR advantage.

Our goods are at your door and our prices are right.

THE YOUNG COMPANY, Limited
NORTH BAY - and - SUDBURY



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

The Real Reason

Get right down to the real reason for every great success and it is quality in one form or another. Nowhere is this more often demonstrated than in the grocery store. **RED ROSE TEA** is a fine example. It came into the Ontario market about ten years ago when the field was overcrowded with different brands. To-day it is a leader with only enough opposition to make good healthy competition. The basis of this success has been the quality of the tea and the quality of the service both to merchants and consumers. The quality of **RED ROSE TEA** does not vary. You are always sure it is the same "Good Tea."

The grocers who are using Red Rose in their homes believe most strongly in its quality ; their confidence makes it easy to increase their sales. They know it pays to recommend

Red Rose Tea

Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

Earned $39.50 in 3 days

The above statement indicates what a representative of the MacLean Publications earned in three days, from March 7th to March 10th.

He hustled, indeed he did! But it was worth his while.

We want men of this calibre to act as circulation representatives, to take the exclusive charge of all our business in their respective localities.

We want men and boys who are live, hustlers, straightforward, and of good character.

If you have the ability to deliver the goods, to get results, to make good on a proposition like this, write us at once.

The MacLean Publishing Co., Ltd.
143-149 University Avenue, Toronto.

THE SONG OF THE WHOLESALE BUYER.

The agents and commission men
Come crowding in the door,
They sometimes hand you out a bunch
Of talk that makes you sore.
From sunrise until close of day
They come each mother's son,
Whene'er we want to punish them,
We introduce a pun.

The man who sells us teas comes in,
He is an awful teaze;
The coffee man is coughing, though
We never heard him sneeze;
The gent who pushes candied peel
Is candid I don't think;
"Old Pickled Goods" gets pickled
Though he never takes a drink.

The whiskey drummer comes along,
With whiskers on his chin;
Officious is the talk of him
Who sells fish by the tin;
A seedy individual
Sells bird and cotton seed;
The hops are purchased from a man
Who hops, he does indeed.

The currant salesman interrupts
The current of my thoughts;
The character who offers figs
His figures all are noughts;
The traveler who talks canned corn
Has corns upon his feet;
The beet man beats them all, for he
Is seldom off the beat.

The guy with orange marmalade,
An orangeman is he;
The salt man ain't a salt, because
He never sailed the sea;
The prices they are raisin'
On raisins every day;
The saucy chap that sells us sauce
Has saucer eyes, they say.

The savory is sold by one
Who savours of the barns;
The fellow with the spices has
A spicy lot of yarns;
The sage is handled by a sage
With thin and hoary locks;
A funny looking butter-in
Quotes butter packed in crocks.

The mustard man was in the war,
But mustered out was he;
The prune man was a gardener,
And learned to prune a tree;
The cereals are advertised
In serial magazines;
The agents in our sample room
Are crowded like sardines.

By an Employee of Perkins, Ince & Co., Toronto.

GOOD ENOUGH.

Rummaging about in the barn one afternoon a farmer and his son came upon a nest containing a dozen or more eggs. It was an old nest and so were the eggs.

That night the son was astonished to see the old man trudging down the road with the house egg basket on his arm.

"Where are you going father?" asked the boy.

"Oh! just over to Brown's store with these eggs," answered the elder.

"But you know those eggs are mighty old," persisted the other.

"Yes, I know," returned other, witheringly, "but I'm only going to trade them for a little tobacco; they're good enough for that."

The C. E. Plain Company, Limited, has been incorporated at Toronto to carry on the business of general commission merchants and cold storage warehousemen. The provisional directors of the company are Norval Robert Hodgson, Edwin Fay Holcomb, and William Young Denison. The head office will be located in Ottawa.

Messrs. H. Irvine & Son, of Drayton, Ont., will move soon into their newly erected store, which is said to be up-to-date from top to bottom and equipped with the latest improvements.

It is announced that a reward of $100 is being offered for information as to the whereabouts of Charles Abbot, a Toronto grocer, who disappeared from that city Feb. 28 last.

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

53 Highest Awards In Europe and America
WALTER BAKER & CO.'S
CHOCOLATE & COCOA


Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

The name of Fels-Naptha soap is a familiar and welcome one to women everywhere.

No retail grocer can afford to neglect an opportunity to put Fels-Naptha before his customers.



Manufacturers and Shippers

of Eastern Canada, Europe and the U. S. A., who wish to get in right with the hustling, booming West, should avail themselves of the facilities and service we offer.

We have large track warehouses at the five main distributing points in Western Canada, and from these centres we cover the territory in an aggressive and thorough manner.

May we push the sale of your grocery lines in this territory? We have an unrivalled connection among the whole wholesale trade of Western Canada and enjoy the highest financial standing.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for Full Information

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

For the Social Evening or Party!

E D S



NOW is the time of year when social festivities are in full swing and the very best and most suitable liquid refreshment for you to recommend and handle is

"E.D.S." BRAND GRAPE JUICE AND RASPBERRY VINEGAR

Like all products made under the "E.D.S." label their purity is guaranteed, and in point of flavor they will be found very refreshing and thirst-quenching.

Send along a trial order, and be convinced how easily these lines will sell. Write us to-day.

Made only by **E. D. SMITH,** at his own Fruit Farms, Winona, Ontario

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

"Simply Delicious"

Is the opinion expressed by the Epicurean Critic who has tasted

GUNNS MAPLE LEAF

Breakfast Bacon

Made under Government inspection in

THE HOUSE OF QUALITY

GUNNS Limited

Pork and Beef Packers,

West Toronto, :: Ontario

-L-A-R-D-

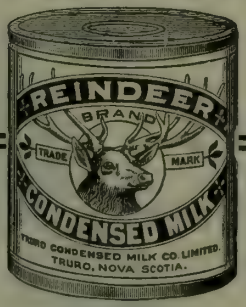
There is always a good demand for lard during the Lenten Season. Prices to-day are very reasonable and we think the market is now as low as it will go.

We will be glad to quote you prices for the finest pure lard in

350 lb. tierces in wood
60 " tubs " "
20 " pails " " or tins
10 " " " " " "
5 " " " tins
3 " " " "
2 lb. and 1 lb. cartons

F. W. Fearman Co. LIMITED

HAMILTON



Reindeer Milk Builds Sturdy Little Folks

Reindeer Brand Condensed Milk is best for babies, not merely because we take every precaution for safety at our own factories, but also because it is produced on cleanly, inspected farms, from healthy cows.

Reindeer Brand Condensed Milk

"good enough for children," is good enough and pure enough for any purpose.

The Truro Condensed Milk Co., Limited

TRURO, N.S. HUNTINGDON, P.Q

Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Eggs are Lower with Brisk Demand

Heavy Arrivals Cause Further Reductions in Egg Prices — Reasonable Prices Bring Large Demand — Butter Steady — Provision Situation a Little Easier—Trade Rather Quiet, But Good Spring Trade Expected—Cheese Firm.

The hog movement in the Western States at the first of the week was even larger than expected and provisions were consequently weaker. While last week the arrival of hogs on the Chicago market was slightly less than the previous week, they were in excess of a year ago. In Canadian markets, the situation is a little easier, while the English market is barely steady.

The supply of hogs in both Canada and the United States is greatly in excess of a year ago. In the latter country the hog supply is reported to be large and a steady battle is going on between American packers on one side and American hog producers on the other. The first named are endeavoring to break prices, but whenever they do this, producers hold back supplies and bring the market up again. A much lower range in prices of hogs for 1911, than prevailed in 1910, is looked for. In Canada, the price of live hogs is already about $3.00 lower than was quoted a year ago, when prices reached the high water mark.

Eggs, as predicted last week, have become easier throughout the country due to increased arrivals at most centres. The demand has been good, stimulated to a high level by reasonable prices, which has encouraged the housewife into their plentiful use. Some dealers are looking for still lower prices with the arrival of the warm weather and it is also pointed out that once the hens start laying in the spring they generally keep it up for some time.

Butter remains steady with quotations in most centres showing no change. An increase in arrivals is noted. The demand, as during the past three weeks, has been good.

Cheese is an article that seems to have been steadily shaping for higher prices, on most markets. While the demand is not extremely heavy at present, stocks are small, and prices will likely continue steady. New cheese will come on a market well stripped of stocks and opening prices will likely rule rather high.

The provision trade continues moderately active, the Lenten season and the presence of such lines as fish and eggs at reasonable prices, detracting somewhat from its usual line, but dealers are not discouraged and look for a brisk spring trade to open up soon.

MONTREAL.

Provisions.—The market has been rather quiet during the past week. Demand is lighter than it has been and the situation is generally easier. The market reports from United States centres show an increase in spot stocks and future prices are a little easier. Locally the supply of live hogs is temporarily short.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11¾
Cases, tins, each 10 lbs., per lb	0 12¼
" " " 5 " "	0 12¾
" " " 3 " "	0 12¼
Pails, wood, 20 lbs. net, per lb	0 12¼
Pails, tin, 20 lbs. gross, per lb	0 11¾
Tubs, 50 lbs. net, per lb	0 12
Tierces, 375 lbs., per lb	0 11¾
One pound bricks	0 12
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11
" 5 " " " "	0 11¼
" 3 " " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11
Pails, tin, 20 lbs. gross, per lb	0 10¼
Tubs, 50 lbs. net, per lb	0 10¾
Tierces, 375 lbs., per lb	0 10¼
One pound bricks	0 11¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	23 00
Bean pork	17 00
Canada short cut back pork, bbl. 45-55 pieces	23 50
Clear fat backs	25 00
Heavy flank pork, bbl	22 50
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Boiled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 12½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 15
Hogs, live, per cwt	7 25 7 50
" dressed, per cwt	8 25 10 00

Butter.—The market is steady at the former figures. Prices are considered firm owing to the diminished stocks of butter that have been held in storage. There is already some new milk creamery butter on the market but receipts have been small. It is practically assured that there will be no held-over stocks by the time the new make is arriving in liberal quantities. Just now prices are firm.

New milk creamery	0 26 0 27½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Cheese.—Stocks of cheese are light and it is a question whether there is enough for local requirements. Jobbers intimate, however, that there is sufficiebt to go around. Prices are firm. The most of the stocks held now are for export and of colored cheese there is acarcely any left. It is colored that the local trade ask for. The total exports of cheese to date amount to about $20,000,000.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

Eggs.—The market is down to 22 cents this week, thanks to the heavy receipts Demand is good but supplies seem to keep ahead of it. The lower prices are welcome and it is expected they will not long remain at this figure. In the meantime business in eggs is brisk.

New laids	0 22 0 23

Honey.—The market shows no changes. Prices are steady and the same may be said of demand.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry. There is nothing of unusual interest in this market yet. Demand is steady but there are no exceptional features to note.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 15		

TORONTO.

Provisions.—Trade in provisions continues quiet, with prices showing little change. The Lenten season is probably having some effect in curtailing the use of pork products, while the plentiful supply of such commodities as eggs and fish at reasonable figures is also responsible for a share of the depression in business..

Live hogs are quoted at a reduction this week, in sympathy with the easier feeling that has been noticeable for some time back. As a rule, provision prices are moderately steady. Heavy mess pork and short cut are slightly easier, due to slack demand.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 16 0 17½
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½ 0 13
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18½ 0 19
" pea meal	0 19 0 20
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	24 00 25 00
Lard, tierces, per lb	0 11½ 0 11¾
" tubs "	0 12 0 12½
" pails "	0 12½ 0 13½
" compounds, per lb	0 10½ 0 11
Live hogs, at country points	6 65 6 75
Live hogs, local	7 05 7 10
Dressed hogs	8 50 9 00

Butter.—Under the pressure of more liberal receipts than for some time back, the firmness in butter is not so noticeable this week, but prices remain steady at present quotations. There is a good demand, especially for the better grades. Dealers are not looking for any marked change in butter prices, but, of course, the market will be controlled by supply and demand.

	Per lb.
Fresh creamery print	0 27 0 29
Creamery solids	0 24 0 26
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 21 0 22
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 16 0 17

Eggs.—The further reduction in egg prices which we forecasted in our last issue has materialized and quotations this week are 19 to 20 cents. Arrivals have been large, but demand has also kept up as the hens seem to have started in earnest, and dealers are looking for some further reduction in prices if present conditions continue.

New laid eggs	0 19 0 20

Cheese.—The firmness in cheese, noted last week, has turned into an advance in price, as expected. Large new cheese have been raised to 13¾ cents and stocks are light, while twin cheese, which are in very limited supply, are quoted at 14 cents, with some firms asking as high as 14½. The new cheese will come on a pretty bare market, and opening prices are likely to rule quite high.

New cheese—		New twins	0 14
Large	0 13¾	Stiltons	0 14½ 0 15
Old cheese	0 14 0 15		

Honey. — Trade in honey continues slack at unchanged prices and the arrival of new maple syrup on the market will not help the situation at all.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 06½ 0 07

Poultry. — Prices in poultry hold steady with only a normal amount of trade passing.

Chickens, dressed	0 16	0 18	Geese, dressed	0 13	0 14
Ducks, dressed	0 14	0 15	Hens, dressed	0 13	0 14
			Turkeys, dressed	0 20	0 22

Storage, 2 cents lower.

THE MANCHURIA WALNUT.

This Has Just Been Introduced on Eastern Canadian Market.

Toronto, March 23.—One of the new items on the local grocery market is the Manchuria walnut which was introduced a few days ago. This nut figured fairly prominently on the Winnipeg and Vancouver markets last Christmas, but has just made its way here.

The story of the discovery of the Manchuria walnut so far as this continent is concerned is an interesting one. Two years ago two young Californians were out in Manchuria and observed that. while the walnut grew quite extensively there, it was not exported. They sent a trial shipment to the United States and it took so well that they have gone into the business of exporting walnuts.

Last year they directed considerable attention to Western Canada, and the Christmas markets in Vancouver, Winnipeg and other cities were supplied with the Manchuria nut.

The eastern markets are now being given attention.

The Manchurian walnut has a little different flavor from the French nut, it being a little more bitter in taste—a characteristic which some people favor.

"INSPECTION AND SALE ACT."

Bill of Interest to Many Dealers Discussed in Senate.

Sir Richard Cartwright has introduced into the Senate, at Ottawa, a bill to amend the Inspection and Sale Act as regards the weights of a bushel and a bag of certain articles. The act has at moment of writing been received from the committee and will receive its third reading shortly.

The bill provides that "A bag of any article mentioned in this subsection shall mean, unless a bag by measure is specially agreed upon, that number of Dominion standard pounds of such article which is shown in this subsection opposite the name of such article.

Description of article.	Weight in Dominion standard pounds.
Artichokes	75
Beets	70
Carrots	70
Onions	75
Parsnips	60
Potatoes	80
Turnips	70

Also that "A barrel of potatoes shall mean, unless a barrel of specified size, kind or content by measure is specially agreed upon, one hunhred and sixty-five Dominion standard pounds of potatoes."

RICE-KNIGHT



LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light? The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

RICE-KNIGHT, LIMITED
TORONTO, CANADA

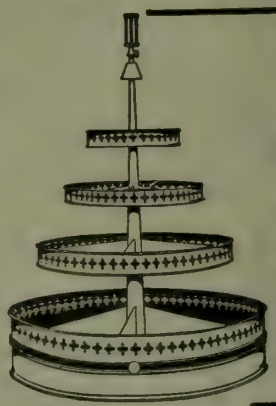
WILSON'S FLY PADS



By far the best fly killers made.

By far the best advertised fly killers.

By far the most profitable well advertised goods sold by Grocers.



Increase Your Sales and Profits on Vegetables

¶ You can do both with our **Vegetable Display Stand**, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois

7 QUARTS 15 Cents.

Foster Clark's Cream Custard is as superior to ordinary Custard as Rich Cream is to ordinary Milk
Equally delicious eaten alone or with Stewed Fruit.
Sold in 10, 15 and 25c. tins. Also 5c. pkt. to make 1 quart.

Foster Clark's Cream Custard

THE CREAM OF ALL CUSTARDS.

There is no more delicious dessert. Your customers will be quick to tell you this. Why not let us send you a sample packet FREE? Agents: W. H. Malkin Co., Vancouver, for British Columbia: The Harry Horne Co., 30 King St. West, Toronto, for Ontario. Agencie open for live Firms at other points.



Send for Sample Free

On application a 5 cent packet of Cream Custard will be posted free from Foster Clark Ltd., Maidstone, England.

Grocers: The sale of an inferior branded article at the same price as a similar article of standard quality may show a *temporary* increase in profit, but is sure to result in a loss of patronage. A *more lasting* profit comes through handling a widely known and highly regarded article that will attract the people to your store, and so bring increased numbers in closer touch with your entire line of merchandise.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal **Winnipeg**





Be helped instead of hindered in your accounting.

The McCaskey Gravity Account Register System

(First and Still the Best)

will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

WITH ONE WRITING

Over Sixty Thousand in use. Ask any User! Or write

Dominion Register Co., Limited

90-98 Ontario Street, Toronto, Ont.

Agencies in all Principal Cities.

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

Moving Time in the Spring

means an extra demand for prepared meats.

Look over your stock and see that your supply of

CLARK'S MEATS

is sufficient. If not, order through your jobber. Don't forget the unusual demand there is for Clark's Pork and Beans and Clark's Chateau Brand Concentrated Soups.

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties.

CANADA:
No better
Country

MOTT'S
DIAMOND
CHOCOLATE

MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

G. J. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto
Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton
Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

BRAND'S
A 1 Sauce

has come to Canada with an unsullied 76 years' reputation, and it is a line that will not fail to please the palate of your most particular patron.

Adds a piquancy and zest to the plainest fare, and is equally tasty with fish, flesh or fowl.

Is a line you can handle with excellent profit. Write for details of the full Brand Line of Specialties.

BRAND'S
Essence of Beef

is a clear, amber-colored jelly, invaluable to invalids and convalescents, which should be stocked by every first-class grocer.

It is easily assimilated in any manner the Doctor orders and is retained when no other food can be. There is nothing better for a weak digestion.

"Brand's Essence" has a world-wide reputation, and is right in the grocer's line.

Get wise to this opportunity of further profit-making, and be ready to supply your customers' requirements.

Give "Brand's Essence" the prominence it deserves, and let your customers know you handle Brand's Specialties.

Brand & Company, Limited
London, - England.

T. O. Baxter, 25 Front St. E., Toronto. — H. Hubbard, 27 Common St., Montreal. — McLeod & Clarkson, Vancouver.

No Change in Flour and Cereal Prices

Flour Prices Unchanged Although Wheat Continues at Low Level—Reduction of 20 Cents a Barrel Reported From Markets East of Montreal—Trade in Flour Not Brisk—United States Markets Extremely Quiet.

Wheat prices continue a see-saw movement, fluctuating within a small margin at all markets, and Canadian prices show little change from a week ago. There is, however, a slightly firmer feeling in sympathy with the same feeling in European markets. American markets during the last few days of last week acted in direct contrast to the markets of the old world and on Saturday while cables on wheat futures at Liverpool closed a halfpenny lower, the markets of Chicago and Winnipeg were a half cent higher on May options.

While under the lower wheat prices of the past two months, United States flour has been reduced as much as 50 cents per barrel. Canadian prices remained at about the same level as when wheat prices were highest. While some dealers say that the reduction in wheat prices during the past two months, and the continued low level, should warrant an casiness in flour prices, still there may be no change, as any reduction in price would hardly cause any increase in trade, and would probably only mean that millers would have to deliver present contracts at the lower price.

Trade in flour is not brisk, and a large percentage of the flour moving is made up of the delivery of contracts. Export enquiries continue to come in slowly, and bids in some cases are considerably out of line with quotations here. The English flour market is reported quiet, and the same inactivity that has characterized United States markets for some time continues, with general complaints from all parts of the country of lack of shipping instructions at all points and absence of new business.

The visible wheat supply in Canada last week was 10,131,000 bushels, compared with 11,316,000 bushels the previous week and 8,020,000 bushels last year. The United States visible wheat supply on Mar. 20th was 36,562,000 bushels as compared with 26,788,000 bushels on Mar. 21, 1910, and 37,080,000 bushels on Mar. 22, 1909.

Cereal prices remain unchanged, with a normal trade passing in most centres. A slightly firmer feeling is noticeable in oats, but is not at present expected to affect rolled oats quotations.

MONTREAL.

Flour.—The local flour situation remains unchanged. Demand is mostly in small lots. Present stocks show an increase.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents bbl		5 10
" strong bakers		4 90
" second "		4 50

Cereals.—Trade is steady in rolled oats and remains at the figures shown for some time.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated "	2 25
Rolled cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 05
" barrels	4 40

TORONTO.

Flour.—There has been no change in the flour situation since last week and first patents, Manitoba, are still quoted at $5.40 per barrel, although a reduction of 20 cents per barrel is reported from the markets east of Montreal. Wheat continues at the same low level, 97½ cents per bushel, this being the average price for No. 1 Northern and while the continued low price seems to warrant easiness in flour, still there may be no change. Millers see no necessity of reducing prices, as this would mean the delivery of present contracts at the lower price also. Ontario wheat is dull at 80 cents per bushel, with flour prices unchanged.

Manitoba Wheat.		
1st Patent, in car lots	5 40	
2nd Patent, in car lots	4 90	
Strong bakers, in car lots	4 70	
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 45
Patents	4 80	5 00
Blended	4 60	4 90

Cereals.—The situation in the different lines of cereals is about the same as last week, although on account of the continued lowness of wheat prices, some mills have reduced the price of rolled wheat ten cents per barrel, but at present there is not much trade passing in this line. There is a slightly firmer feeling in oats but no change is looked for just at the present time.

Rolled oats, small lots, 90 lb. sacks		2 05
" " 25 bags to car lots		1 95
Standard and granulated oatmeal, 98 lb. sacks		2 25
Rolled wheat, small lots, 100 lb. brls		2 75
" " 5 brls. to car lots		2 65
Cornmeal, 100-lb. bags	1 70	1 80

CHILLIWACK CREAMERY.

Financial Statement of Edenbank, B.C., Establishment Shows Prosperity.

Vancouver, March 23.—The excellent demand for butter which obtains in the coast cities has apparently brought prosperity to the Edenbank creamery in the Chilliwack district. The annual meeting was held last week, and the returns to the patrons showed a marked increase over the previous years. The butterfat sold in 1910 was 207,652 pounds, bringing $66,804.17, averaging 32 cents a pound. This creamery company has established a branch office in Vancouver for the marketing of its product.

Remember that price cards are a valuable addition to a window display.

VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world, But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable fo you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Berlin Merchant Was Brake on Council

Councillor Dunke, Who is a Grocer, Combats Garbage By-Law and Saves Expense to Berlin Merchants — The Early Closing Observance—Difficulties of R. M. A. in Sécuring New Members—Fine New Grocery.

Staff Correspondence.

Berlin, March 23.—C. B. Dunke, of the grocery firm of Dunke & Co., is a member of the Town Council, and that fact was of considerable benefit to the retailers recently when an attempt was made in the council to railroad through a measure affecting garbage collection, that would have saddled a proportion alleged to be unfair, of the total cost on the King street merchants. This will serve as an illustration of the advisability of retailers being always vigilant in seeing that they have proper representation on municipal councils.

Berlin has a by-law against keeping a store open later than 10 o'clock Saturday nights and 7 o'clock on other nights. Generally speaking the law is pretty faithfully observed but it was found necessary at a recent meeting of the Retail Merchants' Association to draw the attention of the police authorities to the fact that several grocers have been persistently ignoring the by-law, keeping open every night and until nearly midnight on Saturdays.

The Retail Merchants' Association finds it difficult to make much headway in getting the Berlin grocers into the association, by reason of the vexed question of price-cutting. Several of the down-town firms make a specialty of Thursday bargains and use up large spaces in the newspapers in advertising their "Thursday Specials;" one firm frequently using four and five newspaper columns. The firms that do not advertise and even some of those that do, are bitter against the system of price-cutting and some make it a pretext for antagonism to the Retail Merchants' Association, forgetting that price regulation is rather beyond the province of an association of retailers, for obvious reasons. Officers of the association are endeavoring to convince merchants that there is far more chance of rectifying existing conditions, admitted to be evil, from within the association than by staying out of it.

Stuebing & Son, grocers, Queen street south, have doubled the size of their grocery by taking over the store next door to the one they have occupied during the past three years. By taking down the partition between the two stores and extending modern store fixtures over the entire store they have succeeded in fitting up premises that will compare favorably with any outside the large cities.

Trade Notes.

A despatch from London, Ontario, says that new maple syrup has arrived on that market, and that, in consequence, there is little or no call for the old canned product. London grocers sell but little of the local brewing, chiefly because the farmers are able to dispose of it without difficulty on the local market at $1.25 the gallon and 35 cents per quart. Around London the indications would seem to point to a short sugar and syrup season.

With a share capital of $5,000, the Trent Valley Cheese and Butter Company, Limited, has been incorporated at Toronto. This company, as the name implies, proposes to make and sell butter and all kindred dairy products. The head office will be at Campbellford, Ontario, and the provisional directors, Walter Charles Todd, John Oliver, Josiah Tinney, Charles Nelson and Luther Andrew Denike.

The Bell Fruit Farms, Limited, has been incorporated at Toronto, with a share capital of one hundred and fifty thousand dollars. The firm will carry on the business of horticulturists, agriculturists, canners and preservers. The head office will be Grimsby and the provisional directors: Thomas George Davis Bell, Sara Augusta Bell, and Frederick Charlton Irvine.

The grocery store run by William Boulter at O'Leary, a little village in Prince Edward Island, was destroyed by fire. The loss is estimated at $1,000.

Advertised Goods Prove Rapid Sellers!

It stands to reason that it is easier to dispose of goods with whose merits the public is already acquainted, than a new line to which no publicity has been given.

TILLSON'S PAN-DRIED OATS

A Food—Not a Fad

is easily the best and most extensively advertised breakfast cereal on the market, the accompanying cut showing ONE of our forceful newspaper ads. (much reduced.)

But we have not only created the demand for TILLSON'S OATS, we put the "quality" in them---the surest guarantee of repeat orders.

Feature Tillson's. It is a certain profit-producer and business-bringer.

Canadian Cereal & Milling Co.

LIMITED

Head Office: Lumsden Building, Toronto



We Have Tons of Tea to Offer

At Less than Present Cost of Importation, having made SPECIAL ARRANGEMENTS FOR OUR SUPPLIES PREVIOUS TO THE ADVANCE.

This is an Opportunity You Cannot Afford to Miss

Secure

BLACK AND GREEN TEAS at 12½c. per Pound

We Mean Business and Can Deliver the Goods

We Get the Business Because We Have the Values

PENANG NUTMEGS---GOOD QUALITY, 90 to 100 to the pound . . . . . at 15c. per lb.

SHREDDED COCOANUT---BEST QUALITY, in barrels at 12½c. per lb.

DELAYS ARE DANGEROUS---Send your orders or enquiries DIRECT or give same to our Travellers

R. SIMPSON & CO., Importers of Teas, Coffees, Spices and Wholesale Grocery Specialists

Corner of Gore and Hughson Sts., HAMILTON, ONT.

PHONE Nos. 3541 and 3444

BILL TO COMPEL DATING OF CANNED GOODS

Provisions of Legislation Introduced Into New York House of Representatives at Albany—Opinion of Prominent Canadian Canner as to What Would Follow in Wake of Passage of Such Law in the Dominion.

A bill has been introduced to the Legislature of the State of New York, at Albany, which, if passed, will compel the manufacturers of canned goods in the U.S. to label upon the can the date when the contents were packed. The document also provides for a fine of not less than $500, and not more than $1,000 where the data is omitted or where the information was fraudulent.

Interviewed by The Canadian Grocer as to the results which would accrue were such legislation passed in Canada, a prominent canner expressed the opinion that such legislation was unnecessary here as conditions were uniformly good.

"In my opinion," said he, "such legislation would be a scource of great trouble and loss, to all interested in the manufacture and sale of canned goods, while no benefit would be derived. Canned goods that are properly put up, will keep indefinitely, and indeed many lines improve in quality with age. Large quantities have been carried in stock for more than a year. It would, I think, be a great hardship to all the fruit and vegetable growers if such an act were passed because it would prevent the canners, when there were super-abundant crops, from taking care of the surplus. It has been frequently demonstrated that if the canners were not in a position to take care of all fruits and vegetables grown each season this surplus would go to waste.

"There are many other good reasons why such an act should not be enforced here," he continued. "I am really at a loss to know any benefit direct or indirect that would be derived if it were effected. It would mean serious loss and inconvenience to the growers, manufacturers, wholesalers and retailers. If canned goods would not keep indefinitely there might be something in favor of the proposition."

ITEMS FOR BUSY DEALERS.

Events and Sayings That Have Attracted Some Attention.

According to Charles M. Pepper, of the Bureau of Trade Relations of the United States, that country is by far the leading source of Canada's egg importations, and Canada is only a small exporter. Mr. Pepper says the quantity Canada had for export has decreased from about 3,000,000 dozens in 1906 to 82,000 dozen in 1911. Imports by Canada from the Republic to the south average, Mr. Pepper insists, about 1,000,000 dozen a year, while Canada is able to spare to the United States an average of only 35,000 dozen a year. Last year Canada took from the U. S. A. 750,000 dozen, and exported to her 40,000 dozen.

In connection with the case of the city of Montreal against certain storage people who were holding against the wishes of that municipality Chinese eggs that had been condemned as impure by the city's health officers, The Montreal "Gazettee" says: "Mr. Nasmith, a baker of Toronto, went upon the witness stand and testified that he had used these Han Kow eggs in preference to fresh eggs in the shell in his establishment in Toronto, and was thoroughly satisfied with the result."

Mr. Justice Weir, who was presiding on the case, decided that the evidence of the Toronto man could not be admitted, because the eggs he had used were taken from the shipment before it was seized at Montreal.

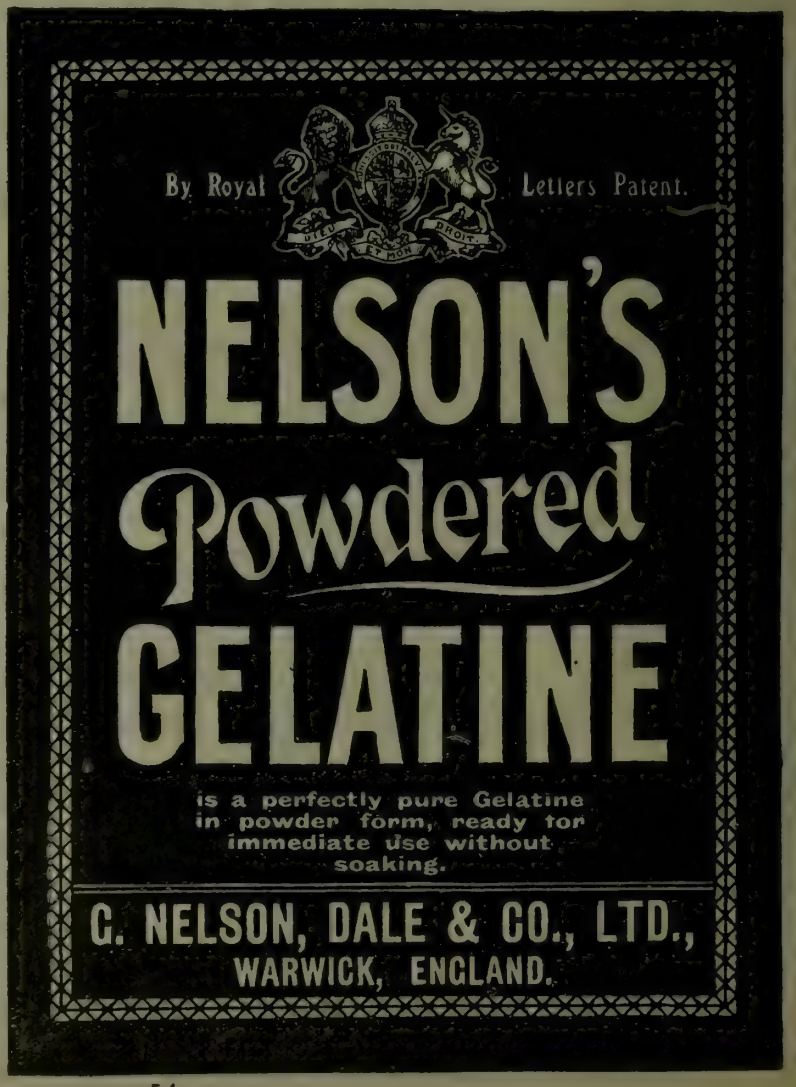
James Brown, of Montreal, a retired grocer, wandered from home clad in little more than his nightclothing, and perished from exposure. The body was found near Crystal Park, a mile from his house the following morning.

It is reported from Galt that a movement is on foot in that town to re-organize and re-vivify the branch of the Retail Merchants' Association in that town.

Woodstock is accredited with having closed an arrangement whereby Libby, McNeil & Libby, a pickling firm of Chicago, will construct there a branch factory. It is said that the farmers of Oxford round about have contracted to grow some 200 acres of cucumbers to supply the establishment.

It is reported from Trenton, Ont., that an English syndicate, heavily capitalized, has representatives in Prince Edward County bargaining with farmers for the control of orchards. The scheme, it is said, is to be operated on a ten-year lease basis. Some of the progressive orchardists, it is understood, consider the move a good one.

W. R. Orr, of Detroit, Mich., president of the Detroit Ad. Club and of the affiliated ad. clubs of Buffalo, Rochester and Cleveland, speaking to the Toronto Ad. Club at its birthday dinner, said that Canadians comprise a big proportion of the men occupying prominent positions and ranking high in the professions of the United States. There are, he said, 100,000 Canadians in Detroit. The speaker also pointed out that a widespread demand for greater cleanliness in advertising had arisen. This, he said, formed part of a movement for the betterment of moral, political and business life. Clean advertising meant honesty and square dealing with the public and the elimination of fakes and dishonest schemes.



When it comes to Biscuits,
the Grocer who Knows, Stocks

CHRISTIE'S

Because they are the Best.

The Superiority of Christie Biscuits is unquestioned. Since particular women from Coast to Coast call Christie Biscuits "The Best Baked" and "The Purest of all Pure Foods," the reasons for the wise Grocer's preference are self-evident.

There's just one surety of biscuit purity—right inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

CHRISTIE BISCUITS are the best and purest because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high-grade quality—we have constantly improved our facilities until to-day our big factory is known as the cleanest and most modern in all Canada.

All our energies have been concentrated in *the making of better biscuits.* The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

N.B.---CHRISTIE Biscuits Sell More than Biscuits

CHRISTIE, BROWN & CO., Limited

Pineapples

are now coming in good shape.

Tomato sales very heavy, repeat orders coming in fast.

Oranges are now at their best.

LEMONS
GRAPE FRUIT
BANANAS
COCOANUTS
STRAWBERRIES
HEAD LETTUCE
NEW BEETS, CARROTS,
POTATOES, PARSLEY, ETC.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

HALF MOON
NAVELS

See them—try them—buy them. The best in Toronto No trouble to identify. Can't put any substitutes on you—each orange is marked with the "HALF MOON" sticker, right on the orange. Great opportunity for ambitious grocers to create a high class, exclusive, profitable, orange clientele.

Get a box to-day

From

WHITE & CO., TORONTO

J. J. McCABE, Agent
TORONTO

Celery and Tomatoes in Good Supply

Big Arrival of Florida Stocks—Demand is Good—Tomatoes are Reasonable in Price With a Brisk Trade—Banana Trade is Expected to Show New Life in the Near Future—Lemons are Firmer.

Milder weather has had some effect in stimulating trade in fruits and vegetables, but if it would continue without a break, it would be much better for the business. With the alternate cold and mild weather, retailers are not inclined to order any large quantities. The banana trade has not taken on much new life, but is expected to do so in the near future, as danger of the fruit being damaged by frost becomes less.

Florida tomatoes and celery are arriving freely and are enjoying a good demand, tomatoes especially, being most reasonable in price. It is reported that the Florida celery crop will be much shorter than last year, and as shipments of the California article have ceased, it looks as if the market for Florida would rule firmer as the season advances.

The outlook for Florida tomatoes at the first of the season was for the heaviest crop in the history of the state, but climatic setbacks followed, winding up with a dry, hot spell that greatly reduced previous estimates, and while the acreage in Florida in tomatoes is larger this season than last, it is thought that the total crop will be lighter than last season's.

While potatoes in Montreal were slightly higher this week, owing to a temporary shortage of supplies, in Toronto there was a slightly easier feeling. Stocks on the whole are reported to be none too large.

Lemons are firmer, owing to smaller supplies due to the effects of frost on the crops in Italy.

MONTREAL.

Green Fruits.—A slightly better feel- is evident in green fruits. Strawberries are in better demand. Apples are scarce and dear. Lemons and oranges are moving steadily. There is no particular feature in this market at present.

Apples, bbl.	6 50	8 00	Oranges—		
Spies	7 00	8 00	Cal. navels	2 75	3 00
Bananas crated, bunch	1 75	2 25	Valencia	4 00	4 25
Cranberries, bbl.	10 00	11 00	Mexican	2 00	2 25
Cranberries, bxs.		2 75	Bitter	2 50	2 75
Cocoanuts, bags	4 25	4 50	Tangerines	4 75	5 00
Grape fruit, Flo.	3 50	4 00	Pineapples—		
Malagas keg		7 50	Floridas, case	4 50	5 00
Almerias, keg		8 00	Strawberries, Florida, qt. box	0 40	0 50
Lemons	2 50	3 00			

Vegetables.—Business is beginning to show the effects of winter's grasp relaxed, by a new activity, although there is no particular feature. Tomatoes are coming more freely on the market and the price shows a reduction. Potatoes were slightly higher this week owing to a temporary shortage of supplies.

Beets, bag		1 00	Onions—		
Carrots, bag	0 75	1 00	Spanish, ½-cases		2 00
Cabbage, doz.	0 50	0 60	Red, bags 100 lb., per lb.		02½
Cabbage, bbl.	1 00	1 50	Potatoes, bag	1 10	1 20
Celery, crate	5 00	5 25	New Bermuda potatoes, bbl		9 00
Celery, per doz.	0 85	1 00	Sweet potatoes, basket	2 00	2 25
Cauliflowers, Cal., half crate	1 75	2 00	Sweet potatoes, bbl.		3 75
Cucumbers, doz.	2 75	3 00	Parsley, crate		3 00
Garlic, 2 bunches		0 25	Parsnips, bag	1 00	1 25
Green Peppers, small basket		1 25	Radishes, dozen bunches	0 50	0 75
Leeks, doz	1 75	2 00	Spinach, bbl	4 50	5 00
Lettuce—			Tomatoes, crate	3 00	4 00
Curly lettuce, box	1 60	2 40	Turnips, bag	0 75	0 90
Florida lettuce, hamper		3 75			
Boston, box	2 25	2 50			

TORONTO.

Green Fruits.—Imported tomatoes are enjoying an excellent trade as the price is reasonable for this time of the year, being quoted at $3 per case of 6 baskets. Arrivals on this market are large, the stock running mostly into fancy—that is large sized—tomatoes. The firmness in oranges noted in last week's issue has turned into an advance in the price of navels of 25 cents, bringing quotations up to $3 to $3.25. Stocks in this market are not heavy as the rains have caused a decrease in the shipment of California oranges. A few valencias are coming in and are quoted at $4 to $4.50 per case. Apples are selling fairly well and prices are firming up. Lemons are firmer.

Apples, bbl.	3 50	6 00	Oranges—		
Apples box	1 75	2 00	Tangerines, a strap	5 50	6 00
Bananas	1 50	2 00	California, half strap	1 50	1 75
Cocoanuts, sack	4 00	5 00	Marmalade	2 50	2 75
Grapes—			Navels	3 00	3 25
Malaga, bbl.	7 00	12 00	Mexicans	1 75	2 00
Grape Fruit—			Pineapples crate	4 00	4 50
Florida per case	3 50	3 75	Strawberries, bx	0 40	0 45
Jamaica, case	2 75	3 00	Tomatoes, case of 6 baskets	3 00	4 00
Lemons—			Rhubarb, doz		1 00
California		3 50			
Messina	2 75	3 00			
Limes, box		1 25			

Vegetables,—Prices in vegetables show little change this week. Boston head lettuce are higher and are quoted at $3 to $3.50 per hamper. Prices of potatoes are a little easier this week, but most dealers do not look for any reduction in price, holding quotations for Ontario stock at $1 per bag, although some sales were reported at a slightly lower figure. Florida celery has been coming in freely with a normal demand at $2.50 to $3 per case. Yellow onions are steady and most dealers are asking $2 per bag. Spanish onions continue at $3 per case, but trade at present is not large.

Beets, Louisania doz.		1 00	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head		0 40
Cabbage, case—			Boston head lettuce, doz.		1 25
Canadian	0 75	1 25	Boston head lettuce, hamper	3 00	3 50
Cabbage, per 100	3 50	5 00	Onions—		
Carrots, Canadian, bag	0 50	0 60	Spanish, large		3 00
Carrots, Louisania, doz.		1 00	Spanish, ½-cases		1 50
Celery, dozen	0 30	0 40	Yellow, per bag	1 75	2 00
Celery, California, case	4 50	4 75	Potatoes, Ontario, bag	0 90	1 00
Celery, Florida, case 6's, 4's	2 50	3 00	Sweet, hamper		2 00
Cucumbers, Boston, doz	2 25	3 00	Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, per 11-qt. basket		0 50

COFFEE CARD PHRASES.

The rare flavor and delightful aroma of our coffee brings returned trade. Have you tried it?

When you want a real good cup of coffee, order from us.

Did you order coffee? If not, why not?

Our coffee adds the finishing touch to a delightful meal.

Our coffees are blended to give the right strength and flavor.

Good coffee is healthful. Everybody likes a good coffee. Try our 40c. grade.

Do you like good coffee? If so, try ours.

POINTERS FOR THE DEALER.

Be the first to show new things. It impresses customers with the fact that you are up to date.

Get several people to point out what they believe to be the defects in your window display. Their criticisms will be of value to you.

Guard against crowding, in your display. Do not try to show your whole stock at one time. A simple display leaves a better impression.

Do not overlook the final touches, such as covering bare spots, and cleaning the outside of the window.

The first important feature to be looked after, before anything else is done, is to have the glass perfectly clean, as this has a great bearing on the finished window.

Price cards should be freely used as they assist in the main object of display —the selling of goods.

Richardson Brothers, Harriston, have sold their grocery business to Prichard & Walkey, who take possession on or before the first of May.

KIND WORDS FROM MONTREAL.

Montreal, Que., March 22, 1911

The Canadian Grocer:

Twenty-two years ago I started in the grocery business, not having any previous experience. Some of my knowledge has been gathered at random, but most of it I have secured by reading The Canadian Grocer. I have found it profitable because of the expert market reports.

The recent intimation of an advance in sugar paid me well, and on canned goods alone my profits this year will be sufficient to cover 25 per cent. of my total operating expenses. The pointers on store equipment have also been very useful, and I have carried out many of the ideas in my new store.

In my opinion any grocer who is not a subscriber to your paper is doing himself an injustice.

(Signed) A. Girard, Jr.

Florida Tomatoes

NOW CHEAP AND WITHIN REACH OF ALL

STRAWBERRIES PINEAPPLES
HEAD AND LEAF LETTUCE
CUCUMBERS

All the Fresh Early Spring Delicacies

WHITE & CO., Limited
TORONTO and HAMILTON

FINEST QUALITY

FLORIDA
TOMATOES and CELERY

Prices Very Reasonable

Send us Your Orders

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



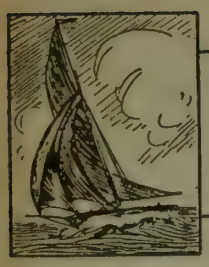
BUSTER BROWN

It's mighty nice to handle our Lemons.

Because the quality is always maintained throughout the seasons. Why our large success? Because every box of our lemons is a Silent Drummer, bringing in repeat orders.



W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



Bulk of Trade is in Fresh Frozen Fish

Demand Continues at Appreciable Figure—Trade Has Lost Some of Its Enthusiasm—Supplies of Salt and Pickled Fish are Limited—Lobsters Continue High in Price—Past Oyster Season Has Been Satisfactory.

The markets have lost some of their interest with the passing of the first half of Lent and the approaching finer weather. There is a good trade still passing, but it does not reach the proportions characteristic of business two or three weeks back. The demand continues to reach an appreciable figure but the trade seem to have lost some of its enthusiasm. The situation in regard to supply is practically the same as that which has prevailed for some time. Supplies of salt and pickled fish are, as formerly, reported very limited. Fresh frozen fish are enjoying a good share of the trade. The prices of lobsters continue at a high level, shortage of stocks being due to bad weather and ice inshore on the coast. Nova Scotia reports fresh cod and haddock in fairly good supply, but below the average of other seasons.

The oyster trade is at a low ebb at most centres with a brief revival whenever cold weather is experienced. Stocks however up to the present, have been arriving on the Canadian markets in excellent condition. From most centres come reports of a year's trade in oysters, comparing favorably with other years.

QUEBEC.

Montreal.—With the coming of milder weather and the passing of Lent, the interest of the fish market is departing. Dealers are still active, but the situation is practically the same as last week, with little change in prices.

Some report no offerings of Labrador herrings, green cod, haddock, pollock, hake, sea or lake trout, showing to what limits offerings are confined. Fresh frozen fish is in good supply and is receiving the bulk of the demand. But Lent is not over for a few weeks and business should be felt at practically the former figures.

FRESH

Steak cod	0 04 0 05	Haddock	0 05 0 06

FROZEN

Codfish	0 03 0 03½	Flounders, brl	3 00
Dore, winter caught, per lb	0 07 0 08	Salmon, B.C., red	0 08 0 08½
Haddock	0 03 0 03½	Gaspe salmon, per lb	0 20
Halibut, per lb.	0 07½ 0 08	Qualla salmon	0 07 0 07½
Pike, dressed & headless, cases 150 lbs., per lb	0 06½ 0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Pike	0 05 0 06	No. 2 Smelts, boxes, 15 and 25 lbs. each.	0 03
Steak cod	0 04 0 04½	Whitefish, large, lb	0 07 0 07½
Mackerel	0 11 0 12	Whitefish, small	0 06 0 07
Mullets (carp)	0 03 0 04		

SALTED AND PICKLED

Green cod, small in bbls., per lb	0 03½	Fresh cured haddies, 1-lb. box, per lb	0 07½
Labrador sea trout, bbls	12 50	Lake trout, half bbl.	6 00
Labrador sea trout, half bbls	7 50	Salmon, B.C., red, bbl	14 00
No. 1 mackerel, pail	2 00	" pink, bbl	12 00
½ bbls	8 00	" Labrador, bbl	16 50
No. 1 pollock, bbl	6 00	" " ½ bbls	9 00
Scotia herrings, No. 2, bbl	....	" " trcs., 300 lb	22 00
Fancy fillets, 15-lb. box, per lb	0 12	Salt eels, per lb	0 07
		Salt sardines, 20 lb. pls	1 00
		Scotch herring	6 50
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Haddies	0 06½ 0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10, 11
Shredded cod, 2 doz. in box, per box	2 20
Skinless cod, 100 lb. case	6 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto.—Fish prices continue about the same as last week. The milder weather has been accompanied by slackness; but as one dealer pointed out, trade is regulated a certain extent by the people's appetite and of course after the large consumption of fish that has taken place this season, a dropping off in the demand at times is not a surprise. Then, too, as the weather becomes milder, dealers do not care about handling too large quantities. The oyster trade is also regulated somewhat by the weather, but the quality so far has kept up well. It is noticeable that a few days' continued cold weather brings a big revival in the oyster trade with another slack spell as soon as the weather moderates. Fresh halibut is quoted on this market this week at 10 cents.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07
Fresh halibut	0 10		

FROZEN FISH

Goldeyes	05	Smelts, No. 1	0 08
Halibut	0 09 0 10	Smelts, extra	0 14
Lake Superior herring	0 03½	Tullibees	0 06
Pike	0 05	White fish, winter caught	0 09
Pink sea salmon	0 08 0 09	Yellow pickerel	0 08½
Round red "	0 09	Mullets	0 04
Flounders	0 05	Bluefish	0 12
Salmon trout	0 11		

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Oysters, extra selects, gal	2 25
Shredded cod	2 25	Oysters, selects, gal	1 85
Bloaters, box	1 25	Oysters, standard, gal	1 65
Cod, Imperial, per lb	0 06	Pickled lake herring, 100 lb. kegs	3 80
Fillets, per lb	0 12	Quail on toast, per lb	0 07
Haddie, Finnan	0 07½		
Kippers, box	1 25		

NOVA SCOTIA.

Halifax.—Haligonians enjoyed some fresh Atlantic halibut last week when an American fishing vessel was forced into this port in a damaged condition and disposed of 8,000 pounds of halibut on this market.

The price of lobsters continues to soar. This week a few hundred small lobsters were landed here on one day and they were quickly bought up. Since then the market has been bare. Bad weather and ice inshore are the causes of the shortage. Fresh cod and haddock are in fairly good supply, but somewhat below the average for the season. There are only a few small salt mackerel on the market, but pickled herring are in good supply, the quality of the stock being good. This is the season when the demand for herring is heaviest and all the jobbers report heavy sales. Salt cod is also selling freely. Most of the finnan haddies on the market are storage stock, the dealers having been unable to get a sufficient quantity of fresh fish ahead to cure any new stock.

There is a good demand from upper Canadian points for all smoked fish. Stocks of smoked salmon are light, and it is retailing at 30 cents per pound. The shipments of fish to foreign ports are very light, in fact there are no large quantities in the stores for export. The Lunenburg bankers are now preparing for the spring trip.

NEW BRUNSWICK.

St. John.—There was little change in the fish market this week. Prices were about the same and the varieties offered similar to those last reported.

HYDRO CONTRACT DATES.

Hon. Adam Beck Introduces Bill to Provincial Legislature.

Hon. Adam Beck has introduced into the Provincial Legislature at Toronto a bill purporting to specify the dates from which the contracts made by several municipalities with the Hydro-Electric Commission shall be binding.

The towns of Brampton, Dundas, Seaforth and Mitchell, and the village of Weston are concerned. By this proposed legislation the contract with Brampton will be binding from June 14th, 1910, with Dundas from November 7th, 1910, with Seaforth, December 19, 1910, and with Mitchell from Christmas Day of the same year. The contract made between the commission and the village of Weston, will, under the bill, be made to take effect from June 17, 1910.

W. H. Everitt has opened a grocery and supply store in Walkerville, Ont.

Samuel G. Lamport, who for a number of years conducted a general store in Clandeboye, Ont., has sold the business to McKenzie Bros., of Lobo. Mr. Lamport has been in poor health for some time, and will move to Exeter to reside.

Some time ago the grocery store of Charles McCausland, Paris, was burglarized, and over $30 worth of tobacco stolen. Chief Felker, is said to have recovered the goods under a bed in a house about three miles west of Burford.

LENTEN FISH

We are Quoting Special Prices on our New Arrivals of

Cod and Halibut

of Prime Flavor and in the Pink of Condition

SEND ALONG YOUR ORDERS FOR

SMOKED, SALT AND FRESH FISH

We can supply all the requirements of this department of your store with promptness.

GET OUR PRICES TO-DAY

The F. T. James Company, Limited

Toronto, Ont.

"Brunswick" Brand Pure Sea Foods



Sea Foods, owing to the greater care given to their selection and packing, are growing in popularity each season. Are YOU getting your share of this profitable trade? No line gives the same satisfaction as "BRUNSWICK BRAND"—the brand with the natural fish flavor.

Look to your stocks! The Profit is a "well-worth-while" one!

Here's the full line:—

¼ Oil Sardines	Kippered Herrings	Finnan Haddies
¾ Mustard Sardines	Herrings in Tomato Sauce	Clams, Scallops



CONNORS BROS., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Place of Change Making in Retailing

Resentment Aroused in Mind of Customer by Dealer Who Persists in Demanding Bill of Smaller Denomination — How it Worked Out in Toronto—Lesson Taught by Mail Order Houses.

By James D. Smith.

"Is that the smallest you've got?"

How that question grates on a customer going into a shop to make a purchase and tendering, say, a five dollar bill in payment.

I knew a man in Toronto, who habitually made that inquiry, in an insinuating way, and I have heard old customers of his speak disparagingly of him often and often. That was the recollection of him that remained with them, and you may well believe it was recalled always with a certain underlying feeling of scorn of his business ability.

The man I have in mind was proprietor of a good business, and had two stores. But I know for a fact that a good part of the popularity in which those stores were held, was due to the obliging clerks he always gathered around him. It was they who kept his sales up, and kept customers too, when some unconscious slip on the part of the proprietor had strained relations to the breaking point. Generally it was some such question as that quoted at the beginning of this article that caused the trouble. It seemed impossible for that man to abstain from venting inane remarks every time some one he knew came into his store.

Just Human Nature.

It is a trait of human nature, as firmset as sin, that people remember longest the remarks that seem to the speaker often irrelevant and of no significance whatever. And so it is idle for a dealer to think customers forget readily the little jibes he makes. They don't. More than that when his store happens to enter in any conversation in which she is interested, the allusions to him that are bound to come are sure to be most unflattering.

Why should a customer be made to feel she is doing something wrong when giving a bill of reasonably large denomination in payment for goods just purchased? She is not doing anything she should not do. Why should she be made to feel as though she had no business submitting such an amount of money unless she took out its value in goods. The dealer buys a stock to sell it, and the wise dealer will make it as easy as possible for anyone who wants to leave cash with him, no matter what the amount.

Give Most, Get Most.

Generally speaking I've always found that the man who made most out of his business gave most to his customers. He was never loath to go to any amount of bother to himself to take all worry from the patrons of his store. Most certainly he never inquired: 'Is that the smallest you have?' Not him! He would have tried every store within the block to change the bill given if he could not do it himself.

The correct change customer has gone to the land where stores are not known. If a dealer wants business now-a-days he must have lots of change in his till. Why should it be otherwise? Consider the mail order houses. When any one tenders a bill in payment there it is not returned with the "smaller," request. Not much! It goes down to the cash department where probably hundreds of its like had preceded it that day.

An Element in Trading.

The city customer knows that. She goes into any other store with like faith and when the dealer repudiates his responsibilities she doesn't feel any keen impulse to go to his store again. Change-making is as important an element in trading as service; it is in fact, bound up in service, and the sooner every retailer appreciates it the better for the dealers.

It is only fair to say that the better class of dealers are alive to the situation and that the evil is not so extensive as it was. Still there are a great number of men who persist in running their business on the lines of twenty years ago. The man who persists in evading his just responsibities is bound to get himself disliked, and dislike is almost always fatal in trade. Let the dealer be wise, and, even if the customer hands a fifty-dollar bill over the counter as payment for $3.15 worth of goods, do not let her hear that exasperating question: "Is that the smallest you have?"

Busy Housewives Will be Thinking of Papering Soon

With the approach of spring, the seasom when the housewife takes much to heart the beautification of her home, those merchants who handle wall paper should direct their attention to the line and begin to prepare their plans. One of the important features is careful selection of stock. Only those patterns should be stocked that appeal to the fancy of this customer. This fancy varies greatly with different people and in different communities and the merchant will have to use his own judgment in buying. He should not stick to patterns that have been shown before, and he MUST have something new to create interest.

The merchant should not take this to mean, however, that he is to select a pattern because of its oddness, for, while something of this nature may interest a prospective buyer, she might not want to have it for a decoration in her home. Many merchants show lack of taste in selecting patterns that appeal, and for that reason it is well for many that they should secure the aid of some competent persons when deciding on the stock.

Another consideration in the putting in of stocks is the price. The dealer must have goods that will suit the pocket as well as the fancy. This can be quite accurately ascertained by the class of other goods which the customer usually buys. And it is well to commence the display of your wall paper early in the season, as the housewife is generally planning far ahead what she is going to do in the spring. A pattern that catches her fancy will be remembered when the time to purchase comes. The large stores in the city are already giving window space to the showing of wall paper, and the smaller stores might do well in following their lead. Several window displays should be made during the season and a few patterns continually shown in a prominent part of the store so as to catch the customer's eye. These displays should be changed often, that different pattern may be presented. Clerks should not wait for the customer to enquire about them but should introduce the subject whenever possible, for, although a sale may not be made at the time, it will perhaps pave the way for one at a later date.

TO HELP THE DEALER.

Defeat in the grocery business oftener comes from lethargy than from any other cause. Lethargy comes generally from lack of ideas; lack of ideas either from lack of travel or lack of communicated news of what other men in the business are doing.

You will notice that THE KEYNOTE OF THE WHOLE IS LACK. The man who lacks, wants something. That is why this is being written.

The Grocer takes the position that one dealer can help another; it also insists that one retailer should help the others if he can do so without injury to his own business. There are many little "tricks" of trade, new innovations, new ideas, which have contributed in large measure to the success of the merchant of eastern Canada, which would be joyfully welcomed by the beginners in the west and vice versa. A dealer knows perfectly how much he can help without sacrificing any assets of his own store. Maybe some one is overcoming in some unimagined way the difficulty that has been bothering you for a long time; maybe you are doing something that he is wrestling with. It would not hurt business to tell about them.

The Grocer wants to start a column on HOW TO BETTER YOUR BUSINESS. You are invited to send in an article telling how you have bettered yours. You can write over your own signature or any other, so long as you send you real name for reference. You can be "Old Grocer," "Old Salesman," anything you like. But WRITE. Just as soon as we get in a sufficient number of articles we will start this column. It's sure to help, and it's up to YOU.

TRADE CHANGES OF THE WEEK.

Items of Interest to the Grocery Trade From Coast to Coast.

Ontario.—S. G. Lamport, general merchant, Clandeboye, Ont., has sold to McKenzie Bros.

H. H. Jennings, grocer, Kendal, deceased.

Turner Bros., grocery dealers, Hamilton, have sold.

Isaac Reaman, grocer, Stouffville, has sold to Ed. Baker.

Robert R. Moore, grocer, Alymer, has sold to Mr. Stratton..

Timothy Gray & Son, general merchants, Malvern, have sold to J. Lennox.

John Broderick, grocery and feed merchant, Cornwall, deceased.

The general store of W. M. Leigh, Kirkton, sold to W. J. Roy.

John A. Henderson, grocer, London, has sold to A. Henderson.

Walsh & Clark, general merchants, Millbrook, suffered loss by fire.

A. B. Baxter, grocer, Hamilton, suffered a small loss by fire.

Quebec.—G. B. Reid, general merchant, Gracefield, succeeded by Gracefield Trading Co.

J. O. Nault, grocer, Lac aux Sables, has assigned.

Ernest Juneau, grocer, St. Felicien, has assigned.

A. Paiement & Frere, grocers, Montreal, have dissolved.

The stock of Albert Berard, grocer, Montreal, has been sold.

Omer Beaulieu, general merchant, St. Anaclet, has compromised.

M. C. Berube, general merchant, St. Hubert, has assigned.

The stock of Aziz Nageep, general merchant, La Tuque, has been sold.

Maritime Provinces.—J. H. Case, grocer, St. John, N.B., deceased.

A. E. Trentowsky, grocer, St. John, N.B., has suspended payment.

Plummer & Deware, general merchants, Waterville, N.B., have dissolved partnership.

Western Canada.—S. S. Treble, general merchant, Crystal City, Man., succeeded by Salisbury & Co.

Arthur Gardner has opened a general store at Sutherland, Sask.

J. Denora is opening a grocery store at Calgary, Alta.

Vanderburg & Teeple, grocers, Lethbridge, Alta., have dissolved.

Arch. Matheson, general merchant, Hosmer, B.C., has assigned.

A. White of Revelstoke. B.C., has opened a grocery store at Phoenix, B.C.

Mrs. Doherty, grocer, Vancouver, B. C., has sold out to W. J. Bovaird.

A grocery store is being opened in Calgary, Alta., by B. D. Lockhart.

McSherry & Chase, Pangman, Sask., are adding groceries to their stock.

John Buhr & Sons, general merchants, Gretna, Man., are moving to Morse, Sask.

N. Grover is discontinuing his general store business at Riding Mountain, Man.

D. W. Turnbull, general merchant, Abbotsford, B.C., has assigned.

E. Finkleman, general merchant, Eyebrow, Sask., has sold to Mr. Germain.

Wheeler & Evans, general merchants, Enderby, B.C., succeeded by Evans & Son.

J. J. Plommer, general merchant, Pitt Meadows, B.C., has sold to E. J. Crickmay.

R. E. Jones has purchased the grocery business of Arthur Willis at Manitou, Man.

W. P. Yeo has purchased the general store of W. P. Yeo & Co., at Lloydminster, Sask.

Sauve, McCurdy & Co., general merchants, Keremevo, B.C., have dissolved, F. J. Sauve continuing.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRDOUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

A Profitable Line to Handle!
There's a distinctive and delicate flavour about—
CCC
Norwegian Canned Goods
Order from your Wholesaler

"CONCORD"
Norwegian Sardines
that cannot fail to please your better-class customers
Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.
The profit selling "CONCORD" is a very "well worth-while" one
Don't forget the name "Concord" when ordering.
LIST OF AGENTS
R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Keeps Well in any Climate!


That's what makes
BLUENOSE BUTTER
So invalbtonutah' e uers, prospectors and all removed from civilization for a time.
Let your customers taste this famous brand. It is unsurpassed for quality and flavor.
Keep some in stock for special orders.
SMITH and PROCTOR
Sole Packers - HALIFAX, N.S.

Grocer's Encyclopedia—The Currant

Interesting Figures Dealing With Food Values of Grecian Currant—Comparison with Lean Beef—Where Little Fruit is Grown—Manner of Curing—The Scourge — Law Against Adulteration.

Did you ever stop long enough in handling it to consider at all the little dark wizened up currant? ever wait to wonder of what particular use it is in the world?

A writer recently credits the dried currant with containing no less than 73 per cent. of sugar in its most valuable form. He called it the "invert sugar" a composite of dextrose and levielose. It assists digestion, allays nervous excitement, and builds against nervous exhaustion.

No fruit can show this large proportion except those of and kindred with, the currant. Surely these are facts which the grocer who wishes to extend sales of this line of dried fruit, should not fail to bring before his customers.

In the dietary of the peasant classes of Greece—a people remarkable for their hardihood and health,—the currant appears at almost every meal, while in Germany and Holland, currant bread is a common article of food.

Currants and Beef.

A writer makes a comparison between currants and lean beef. Currants show 73 per cent. of grape sugar, the whole of which contributes to manufacture energy: beef contains no sugar at all. Currants contain 1.77 per cent. of proteid: the beef 19.3 per cent. Thus the important fact is thrust home that about 55 per cent. more nutriment is contained in currants than in beef.

It will be seen then that the people have at their command an article of food which is not expensive and of which they would surely and readily avail themselves did they know its value. The grocer has an excellent chance to turn this information to good use.

The currant is the dried berry of a small black delicate species of seedless grape, and the vine so exactly resmbles that of the grape that only an expert can tell the differenece. It flourishes only in certain parts of Greece and the adjacent islands and all attempts to transplant them to other lands have failed.

The city of Patras is the centre of the world's currant fields and nearly all exports are made from this port. The Vostizza currant, one of the best grades received in this country, is grown on a narrow strip of land on the northern side of the Gulf of Corinth. The currant vine, being very delicate requires great care in grafting, pruning, trimming and watering, and does not bear until it is six or seven years old. The gathering of the fruit commences about the end of July, the ripe bunches being cut off and placed in baskets in which they are carried to the drying grounds. The drying is effected simply by evaporation from the action of the sun, being exposed for 10 to 12 days. It is during this time that the currant grower dreads rainy weather as in that event the process of evaporation is retarded and this delay causes great inconvenience and often damage.

The fruit is sometimes attacked by a scourge known as "Peronopis" which usually affects the leaves but sometimes the fruit as welll. In 1900, because of this, the crop was reduced from 180,000 to 46,000 and that year the price of currants reached a very high figure. Again in 1906, the crop was reduced 25 per cent.

For some time, it was necessary to wash and clean the currant before retailing, but it is now fairly free from earth and other impurities, and can be sold without this trouble and loss.

With a view to prevent currants being gathered and shipped before ripe, the Grecians passed a bill in 1892 prohibiting any exportation of the fruit before Aug. 28th, and also enacting that anyone found guilty of adulterating currants in any form, or mixing old ones with new, should be liable to fine and imprisonment.

A. S. Harrison, of Lindsay, Ont., who has been in the grocery business there for a year or two, and who recently suffered considerable loss through fire, has decided to sell out.

W. E. Baker, a Lindsay, Ont., grocer, has leased the premises formerly occupied by a moving picture theatre and has turned the same into a large store.

A pleasant evening was spent on March 6th by the employes of Sloan's grocery store, Galt. In a large sleigh, sixteen strong, they drove to the home of L. C. Howell, near St. George, and were entertained with games, dancing and other amusements.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

FIRST-CLASS English Vinegar and Sauce Makers require Agent to represent them in Montreal. Apply Box 61, CANADIAN GROCER, 88 Fleet Street, London, England. (13)

WANTED — Manufacturer's agent making regular and thorough canvass of Toronto retail grocery trade, to handle well-known specialties which are already placed with jobbers and retailers. Liberal commission will be paid. Only reliable people considered. SULTANA LIMITED, Montreal. (12)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

COMMISSION LINES WANTED.

GROCERS requiring the services of a man with 100 per cent. executive ability, coupled with a practical knowledge of buying and selling, acquired by over 20 years' practical experience, should communicate with Box 379, CANADIAN GROCER, Toronto. (16)

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Business for Sale

The Stock and Goodwill of the grocery business heretofore carried on at the TOWN OF PRESCOTT by the late John Mayberry, under the firm name of John Mayberry & Co.

The purchaser may have a lease of the store premises, which are centrally located and very convenient. The Stock amounts to about $7000. Terms cash. For particulars apply to

J. K. DOWSLEY
Executor Estate John Mayberry, Prescott, Ont.

TRY A CONDENSED AD.

IN THIS PAPER.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tin 2 doz. in case	$2 00
½-lb. tins 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 60
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

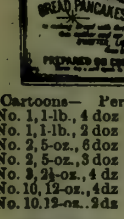
Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 4 dz	1 10	No. 14, 8-oz., 3 dz	1 75
No. 9, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.90.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.



White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
		Jellies	
Strawberry	1 95	Red currant	2 00
Raspberry	1 95	Black currant	2 15
Black currant	1 95	Crabapple	1 45
Red currant	1 75	Plum	1 70
Raspberry & red currant	1 95	Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Peaches, pears and plums, $5 per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size " 5-lb. tins per lb.	0 90
Solu le, bulk, No. 1, per lb.	0 17
Soluble, bulk, No. 2, per lb.	0 20
London Pearl, per lb.	0 18
Special quotations on Cocoa in barrels, kegs, etc.	0 22
Unsweetened Chocolate—	Per lb.
Supreme, ¼'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb.	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 28
Royal Navy, ¼'s, ½'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ¼'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 50
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ¼s	0 38
" ½'s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30
Bulk—	

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 14

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
7-oz. packages, 2-oz., 4-oz., 6-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85



TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80



Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

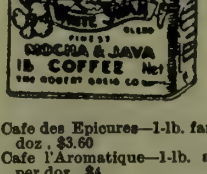
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " "		ground	0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ¼ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P.
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases, 2 doz. en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemie & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

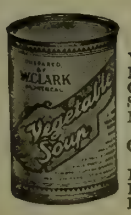
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Soups



CHATEAU BRAND CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after yon pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Good Buy



You can make sure of earning the goodwill of the ladies if you sell them

BLACK KNIGHT
STOVE POLISH

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

Keep a generous stock of this profitable line and push it hard

F. F. DALLEY CO., Ltd.
HAMILTON, CAN. BUFFALO, N.Y.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal.

"Arctic" GROCER REFRIGERATOR



meets every requirement of your trade. Case is of ash, hardware of solid brass with lining of spruce, shellacked. All parts separable. Perfect circulation of cold, dry air is guaranteed

Write for Catalogue

John Hillock & Co., Ltd. - Toronto
Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



Notice to Live Grocers
(OF CANADA)

The Famous KIT Coffee Essence is now being offered to the Canadian Trade. All grocers who are desirous of pleasing their particular customers should order KIT Coffee at once from their wholesale grocer, or get full information from our Canadian Agents.

For full particulars apply to

KIT COFFEE COMPANY
GOVAN - GLASGOW, SCOTLAND

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



All **Wood Vinegar Pumps**

are money savers for

Grocers and Dealers in Acids

Walter Woods & Co. Hamilton and Winnipeg

WESTERN ASSURANCE COMPANY Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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CAPITAL - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820,96



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6 75; 5-lb tins 1u tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.6 ; Ocean cough syrup, 36 6-oz. $3.0u; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Jam	Per lb.
30-lb. wood pails	0 06½
Pure ass- ted jam, 1-lb. glass jars, two dozen n case	1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
5 cases or more	4 95



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c

List price.

"Shirriff's" (all flavors), per doz ....

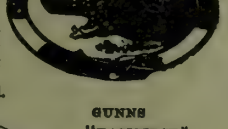
Discounts on application.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10¾
½-bbls	0 11
Tubs, 60 lbs	0 11
20-lb. Pails	2 25
20-lb. tins	2 15
Cases 3l-b	0 11¾
" 5-lb..	0 11¾
" 10-lb..	0 11½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10¾
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " $0 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

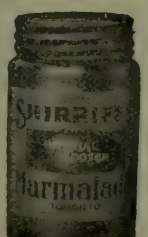
Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz, in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Cereals.



Grape Nuts—No. 22, $3 00; No. 33, $4.50
Post Toasties—No. 78 $2.85.



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 70
Silver Cow Milk	4 55
Purity Milk	4 25
Good Luck	4 00

Mustard

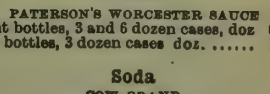
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ¼-lb. tins.. 1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar 0 75
F.D., ¼-lb. tins..	0 85	" 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA			Per case
No. 1, cases 60 1-lb. packages		1 case	$2 85
		5 "	2 75
No. 2, " 120 ½-lb.	"	1 case	2 85
		5 "	2 75
No. 3, " 30 1-lb.	"	1 case	2 85
" 60 ½-lb.	"	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80



Many people forego the pleasure Coffee gives them owing to the trouble of making it. With

SYMINGTON'S COFFEE ESSENCE

your customers can have the most fragrant and delicious Coffee without fuss or difficulty by simply adding boiling water. Remember there is no other Coffee Essence to equal SYMINGTON'S.



Thos. Symington & Co., Edinburgh and London

AGENTS :— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60
6 doz. to box..... $7 20
30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 06½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½

20-lb. boxes, ½c higher.

Celluloid—Boxes of 45 cartons, per case 3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



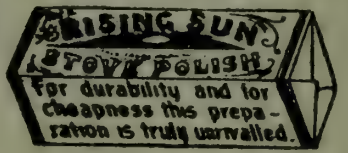
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 55
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 75
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ¼ or ½	0 30	0 40
Blue " 1s, ½ or ½	0 35	0 50
Yellow " 1s, ½ or ½	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

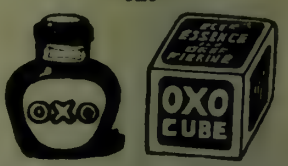
Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Oxo



Oxo in Bottles—1-oz., $2 per doz.; 2-oz., $3.50 per doz.; 4-oz., $6.50 per doz., and larger.

Oxo Cubes—Tins of 4, 95c. per doz.; tins of 10, $2.40 per doz.; tins of 50, $11 per doz.

CORNEILLE DAVID & CO.



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	48
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	52

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Cash Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

NATION'S CUSTARD POWDER

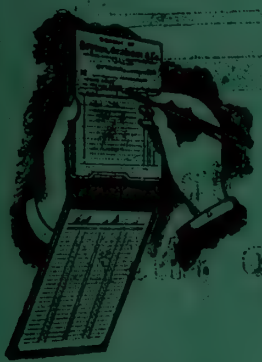
Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO MONTREAL

Phone Main 2511 Phone Uptown 5962

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of baking soda quite as good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook.

Order from your jobber



CHURCH and DWIGHT Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

— GET PRICES

OCEAN MILLS MONTREAL

Good Service
Good Value
Good Goods
in Salt

Write

Verret, Stewart & Co.
LIMITED
MONTREAL

Your Customers Know—
AND WILL BUY
WETHEY'S MINCE MEAT
IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

W R Spooner VI 24 Sept 10
45 William St

The Retail Dealer has Long Since Recognized that One of the Prime Requisites in Good Salesmanship is to KNOW the Goods He Sells.

There is no secret about this. "He profits most who serves others best," and in order to serve his customers adequately, the dealer must KNOW as much about a manufacturer's goods as there is to know.

There is no better medium in Canada to tell the dealer about goods he stocks than the advertising columns of The Canadian Grocer. He reads these columns because they are directly connected with his business, and he reads them at a time set apart for that purpose—it is a purely business proposition with him.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO MARCH 31, 1911 No. 13



RIGHT IN YOUR LINE!

Don't let the druggist corner the big business offering in

Robinson's Patent Barley

It is a food and right in your line, and it is an article that is in daily use in thousands of Canadian homes. It is equally efficient as a food for infants and invalids and a generous display will invariably result in a quick sale.

Remember the name when next ordering—Robinson's

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Syrup That Satisfies!

There's a steady demand in every locality for a good syrup—a demand which you can fill, and fill with profit to yourself by featuring

"CROWN BRAND" CORN SYRUP

This is a delicious syrup for table use, and is made from the finest selected white corn.

A little persuasion will induce your customers to buy a trial tin, and you may look forward with the utmost confidence to a regular succession of "repeats."

FOR SALE BY ALL JOBBERS IN CANADA

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

THE SILENT SALESMAN

Goods whose trade-marked names have grown familiar to the public need no word-of-mouth explanations on quality or price from yourself or your clerks, for they are their own Silent Salesmen. They make a powerful appeal for trade by the known virtues which they hold within themselves.

All you have to do is to display them—think of the saving of energy you make when you stock with goods of spotless reputation! Two "Silent Salesmen" are printed below.

The "Thistle" Brand Haddies and Herring

The name and the fame of the "Thistle" brand of fish has brought credit and honor to the producers and why not money to you, friend? The Haddies never masquerade under the guise of inferior fish—the Herring and tomato sauce are ever true to their name.

Slime, dirt and uncleanliness have no part in the preparation—the work is done where the fish are caught. They are "Silent Salesmen" because

They Sell Themselves

Griffin & Skelley's Canned Asparagus

No greater harm could come to the packers, growers and shippers of the "Griffin" brand of canned asparagus than that someone sometime should somehow or some other discover a can that was less good than the delicate young stalks just as they are cut from the private garden of a connoisseur.

See how sure both you and your customers are that the quality will be maintained, year after year.

They Sell Themselves

ARTHUR P. TIPPET & CO., Agents

MONTREAL TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish Trade.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

White Beans
Can give best quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE
Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.
PRICES RIGHT
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

PAPER

J. F. EBY—President HUGH BLAIN—Vice-Pres.

We are headquarters for all kinds of WRAPPING PAPERS

To be up-to-date you must use our

Broadstripe Sealing Paper---

All weights
LIGHT
MEDIUM
HEAVY

IN ROLLS—9, 12, 15, 18, 20, 24 and 30 inches

The finest and yet most economical paper you can use

Genuine Vegetable Parchment Paper

FINEST QUALITY GERMAN MAKE

Get our quotations on 5, 10, 25 and 50 ream lots

TOILET PAPERS---Square or Rolls

WE HANDLE THESE ON A VERY CLOSE MARGIN
YOU CAN SAVE MONEY BUYING TOILET PAPERS FROM US

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto



Cut of 100 Book Size, with hood removed showing alphabetical arrangement of books.

Lock the Door Before the Thief Gets In!!

THE KEITH SYSTEM

Has Been Tried by Actual Store Fires!!!



Cut of 100 book size, showing hood locked to cabinet.

We don't guess about this system being fire-proof, but we know. We have several affidavits on file from merchants who had fires destroying buildings and stocks of goods, and whose accounts were all saved through the KEITH SYSTEM.

In case of fire wouldn't it be a satisfaction if you had a KEITH SYSTEM and knew your records would be saved ?

The Time to Lock the Door is Before the Thief Breaks In.

When you buy a KEITH you not only lock the door and bar it against fire, but also against the bugbear of posting accounts on the one hand, and of mixing accounts, bringing forward wrong past accounts, losing slips, and the manipulation of charges on the other hand.

It is the right system for you at the right price.

Let us send you full information at once without putting you under any obligations to buy.

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street .:. ... .:. .:. .:. .:. FREMONT, OHIO

and Hartford, Conn., U.S.A.



Every grocer knows that **Cowan's Perfection Cocoa** is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.

SIMCOE BRAND



SHREDDED PINEAPPLE

A quality line of the greatest service to the cook in the preparation of novel and tasty dishes.

Why not acquaint the housewife, anxious to try a new dish, with the possibilities of Shredded Pineapple? Here are a couple of tried-out recipes to recommend to her, and we shall be glad to send you others on request.

Simcoe Shredded Pineapple is a perfectly pure form of this luscious fruit, being prepared solely from the choicest selected Bahama Pines with the best granulated sugar.

Try a can of Simcoe Shredded Pineapple yourself. It is the surest way of getting you enthusiastic about it. Put up in 2's tins.

Your wholesaler has a special price for quick delivery. Order to-day.

Dominion Canners Limited

Hamilton Ontario

PINEAPPLE PIE.

Empty a can of Simcoe Grated Pineapple into dish. Beat the yolks of two eggs, add to them a teaspoonful of butter rubbed smooth with a cup of sugar, stir in a cup of milk and beat in the grated pineapple. Pour immediately into an open crust and bake in a moderate oven. When done, spread with meringue made by beating the white of an egg stiff with a tablespoonful of powdered sugar. Return to the oven long enough to brown lightly.

PINEAPPLE AND PEACH GLACES.

Drain the liquor from a can of Simcoe Peaches. Chop fine and empty into a dish with a can of Simcoe Shredded Pineapple. Cover with a cup of granulated sugar. Stand for an hour, and pour over them the liquor drained from the fruits and enough water to make a full pint-and-a-half of liquid. If not sweet enough, add sugar. Stir in the juice of a lemon, and the unbeaten white of an egg, and freeze.

TALK ABOUT

JAMS and PRESERVES

We have in stock 500 CASES, including all qualities Canadian make, the Best—such as AYLMER, WAGSTAFFE, E. D. SMITH. All packed in glass.

BRUSSON'S FRENCH PASTES

1,000 BOXES IN STORE, including Macaroni, Vermicelli, Pastes, etc. Packages and loose.

This manufacturer has attained the highest reputation and the proof is in the eating. All made with RUSSIA'S hard wheat, not AMERICAN.

CALIFORNIA FRUITS

One carload 3 crown LOOSE MUSCATELS and EVAPORATED APRICOTS, fine quality, Boxes 25 and 50 lbs.

CALIFORNIA ASPARAGUS

GRIFFIN BRAND—Mammoth White, 2½s. Green Tips, 1s.

LOBSTERS

They are again dearer, but can secure the best brand from us. 300 Cases PERCE ROCK Talls. Every tin lined inside with parchment.

EVERY TIN GUARANTEED

Canadian Canned Fruits and Vegetables

We have a large assorted stock.
All inquiries will be given special care.
Prices and samples sent with pleasure on application.

HERE IS A BARGAIN

90 CASES CABBAGE, CAULIFLOWER, CARROTS, GRAPES, PARSNIPS, SQUASH.

SIMCOE BRAND

The Price, - 2s., 75c. doz. - 3s., $1.00 doz.

ALL IN GOOD ORDER.

300 BOXES LEMON PEELS, 7 lbs. (1909) Morton's, 5c. lb.

MANY OTHER BARGAINS FOR NEXT WEEK.

L. CHAPUT, FILS & CIE., Montreal

Established in 1842. WHOLESALE GROCERS and WINE MERCHANTS

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,

ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Below are a few of our lines that we manufacture:

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve, Damson (English) Raspberry & Gooseberry Peach Cherry Gooseberry Red Currant Jam. Green Plum Plum Pear Jam Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

Pure Fruit Preservers. **Hamilton, Canada**

PERRIN'S

LEMON NECTAR



BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Merchant—Clerk—Customer ALL Need the PROTECTION Which Only a RECEIPT Affords



This Register tells you: 1—Total cash sales made by each clerk; 2—Total of your credit sales; 3—Total amount of money received on account, and 4--Total amount of money paid out. Has separate cash drawer for each clerk. Also secret adding counter tells you total amount of all cash taken in. Built to stand on floor or counter.

Issuing a receipt with every purchase protects the merchant against carelessness, mistakes and dishonesty—against disputes with customers about purchases paid for, amounts paid on account, etc.

Putting a receipt in every parcel protects clerks against suspicion, against the mistakes or carelessnesss of other clerks, and against misunderstandings with customers.

Protects customers, too. That's why

Successful Merchants Put a Receipt in Every Parcel.

Why don't YOU?

How can you hope to make a success of your business by following the methods of unsuccessful merchants? The difference between success and failure is simply a difference in methods.

Are you being influenced by the wrong kind of business men?

Why Aren't You Influenced By Successful Men?

They give every customer a receipt with every purchase. Why don't you? We'll send you a booklet showing you the best system—FREE

National Cash Register Co.

F. E. HUTTON, Manager for Canada

285 Yonge Street, - - Toronto

YOUR DELIVERY

The Link Between Your Store and Your Customer

Can you afford to have this service anything but the best?

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

The only safe sure and sanitary egg delivery system.

It prevents breakage and miscounts, saves time and pleases your customers and still costs less to operate than the egg delivery you are using now. Start improving your business to-day by asking your jobber and writing for our booklet "NO BROKEN EGGS." We have a book of sample ads. for your STAR EGG TRAYS. Be the "Early Bird." Write to-day.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Mason & Hickey, Agents, Winnipeg

WILLIAM H. DUNN, AGENT

Montreal Toronto Vancouver

ANNOUNCEMENT

To facilitate handling, and more fully develop our commission business at the Pacific Coast, we are opening a branch office at

Vancouver, B.C.

Our sales of **Borden's Milk Products** will be in charge of Mr. V. Creeden, who has had many years' experience selling to the B.C. grocery trade.

We will have a capable staff, and be fully equipped to handle consignments and a few select agencies for Food Products and Specialties.

Correspondence solicited.

27 Front St. E. TORONTO

WILLIAM H. DUNN

396 St. Paul St. MONTREAL

Save Time and Money!



YOU, Mr. Saskatchewan and Western Grocer, can save time and money dealing direct with us---**time,** because you get the promptest deliveries from our Regina and Prince Albert Houses; **money,** because you save considerably in freight charges, and obtain the benefit of car load rates.

Look into the proposition we have to offer you! We carry large and complete stocks of all lines, and are quoting the closest prices.

Write us To-day.

CAMERON & HEAP CO., Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. - Fort William, Ont. - Kenora, Ont. - Prince Albert, Sask.

Orsi's Concentrated Tomato Extract

SUN BRAND

Made from the ripe fruit grown on the richest farms of fertile Italy.

This delicious extract is prepared by a **patent process** and does not deteriorate, but always keeps fresh, retaining its flavor through any length of time.

Preferable to canned or fresh tomatoes, both for the flavor, which is peculiar to the Italian fruit, and for its great economical worth.

Sample tin sent on request. ***1 case of 100 18-oz. tins for $18.00***

AGENTS FOR CANADA:

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

LAST CALL FOR—



Taylor's

Soap Eggs

An Easter Novelty that will hatch you profits.

First quality soap, delicately perfumed, popular price. The seasonableness of this novelty appeals to your customers and it means brisk selling and a quick turnover.

Broken Gross, ...	$5.40
1 Gross	$5.00
5 Gross	$4.80 per gross.

Order quickly, either direct or through your wholesaler.

N.B.—Easter is only two weeks away

John Taylor & Co., Limited, Toronto, Ont.

Get Back Your Tea Trade

No reason why you should knock under to any tea peddler. "Maybell" Ceylon Tea, in 5 and 10 lb. decorated chests, will enable you to wipe out the competition of the most active peddler alive, That's because with "Maybell" Tea you can offer your customers a better tea proposition than the peddler can.

"Maybell" Ceylon Tea

is as good in quality as tea can be—and that's mighty good. And you can sell "Maybell" at a moderate price and still make a better profit than you can with any other line of tea on the market. The "Maybell" Decorated 5 and 10 lb. chests are just the convenient quantities that so many housekeepers prefer, packed in a manner that assures the preservation of full strength and flavor.

PRICES:

5 lb. boxes (8 to a case) . .	24c. lb.
10 lb. boxes (4 to a case) . .	23½c. lb.
50 lb. half-chests	20c. lb.

Canada Brokerage Company
LIMITED
TORONTO ONTARIO

ALL IN SEALED LEAD LINED PACKAGES

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:
Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N. S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis & Co., Vancouver, B. C.



Ammonia Powder

has made a place for itself in every well-regulated home. Its ability to loosen dirt and yet leave the surface or fabric free from stain or injury makes it most valuable. You will please your customers by recommending

SNOWFLAKE AMMONIA

The value of SNOWFLAKE above others lies in its purity and strength. A little goes a long way.

5c. for a Giant Package.

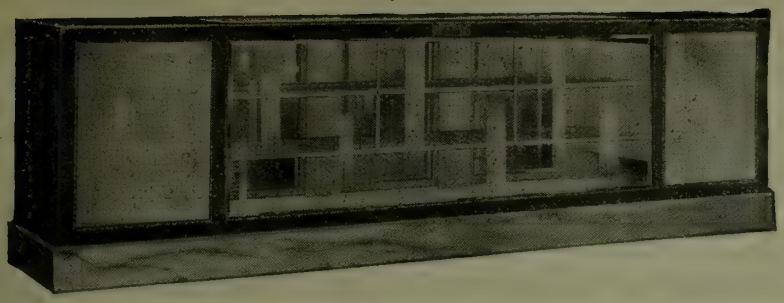
S. F. LAWRASON & CO., LONDON, CANADA

GUARANTEE of $500.00 that Lawrason's Snowflake Ammonia

is fully equal to any similar compound selling for twice the price of

5c. Per Package





McCRAY
Refrigerator Display Cases

Will Boost Your Trade!

We know this to be a fact because it has been thoroughly tested. Hundreds of grocers are enabled to attractively display their dairy and delicatessen articles, as well as to improve the general appearance of their stores, by using these handsome fixtures. *Not only that,* but nothing will spoil on your hands. Write to-day for our catalog No. 67, which shows McCray Refrigerators of all kinds adapted for the use of grocers.

We manufacture Refrigerators and Coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

McCray Refrigerator Company

Please address all correspondence to the Factory, Kendallville, Ind.

231 LAKE ST., KENDALLVILLE, IND.

If you try to sell your customers the "Just-as-good" brand, you will find them crossing the street to get

Chase & Sanborn's HIGH GRADE COFFEE

from your competitor.

Is the experiment worth the risk?

CHASE & SANBORN, THE IMPORTERS

MONTREAL

THE NAME "FAIRBANK" MEANS SOAP SURETY

No Grocer has a customer who hasn't been told

"Let the Gold Dust Twins do your work"



There is nothing left for you to do but—hand it out and take your profit.

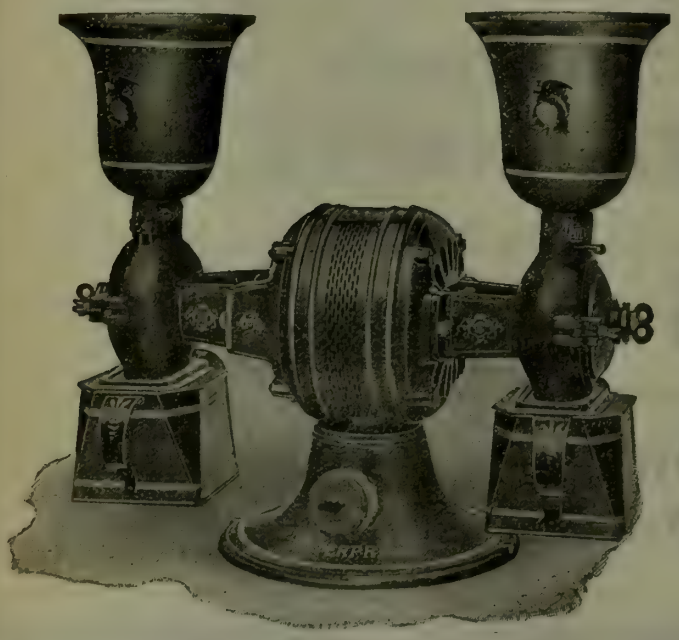
No washing powder has ever been
So Widely Advertised
No Washing Powder will
Do the Work as Well
And there is no Washing Powder
Which Sells So Well

We Couldn't Say anything More interesting to You

THE N. K. FAIRBANK COMPANY, MONTREAL

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.
PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U. S. A.
21 Murray Street, New York 544 Van Ness Avenue, San Francisco

MAPLE GOODS

Are Seasonable Goods At This Season

MAPLE SYRUP---**Diamond Brand** and **Shanty Brand** are the two leading brands. They insure you satisfied customers and a good margin of profit.

MAPLE SUGAR SPECIALTIES---We are headquarters for the following lines:---

Dainty and delicious **Maple Cream Hearts,** put up in 18-lb. pails, at $2.25 per pail.

Maple Buttons, put up in 20-lb. pails, at $2.40 per pail.

Maple Cream Blocks packed 30 blocks to case, at $2.00 per case.

Walnutine Blocks put up same way and at same price as Maple Cream Blocks.

Also that well-known and staple line **Twin Block Maple Sugar,** packed 48 blocks to case, at $3.60 per case.

ORDER THROUGH YOUR JOBBER

Sugars & Canners Limited

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



THREE OF

CANADA'S PERFECT FOOD

PRODUCTS

ST. GEORGE EVAPORATED MILK
PRINCESS CONDENSED MILK
BANNER CONDENSED MILK

Week by week we have improved the quality of these popular brands until we have produced a product on which it is difficult for science to improve.

These favorite brands are made from absolutely *pure*, *fresh*, *clean* Brant County milk with the addition of *pure* cane sugar.

The grocer who pays strict attention to these lines will daily promote his sales and gain new customers. Our prices will show you good profits.

ASK YOUR WHOLESALER FOR SAMPLE ORDER AND PROVE OUR STATEMENTS

J. MALCOLM & SON
ST. GEORGE, ONT.

The Finishing Touch

to the appearance of your store is given by the installation of an



ELGIN National Coffee Mill

The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 differerent styles they sell at a very moderate price. Ask any of the following jobbers for our Catalogue.

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co. Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



THE simplest and most efficient gasoline lamp in the world. Constructed upon new and scientific principles. A lamp that we guarantee and that guarantees itself through its very simplicity, ease of operation and utility. Absolutely nothing that can wear out or get out of order that cannot be removed and replaced without the use of tools, other than nature has given, in five seconds. There is only one wearing part—the generator. A simple twist of the wrist removes and replaces it with a new one. Two generators with each lamp. It is lighted from the floor in less than 10 seconds.

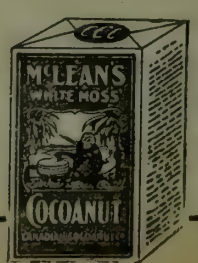
MacLaren & Co.
Merrickville, - - Ont.

This lamp is trouble proof, it is absolutely perfect, and cannot give you any trouble.

McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS PURE AND OF EXQUISITE FLAVOR.

The Canadian Cocoanut Co'y



Sole Makers, Montreal, Quebec

CENTURY

Ho!

Mr. Grocer.

The Salt your Customers will call for again and again---if you'll just stock it---is the purity-sure

CENTURY SALT

We're advertising it brightly. We're shipping it promptly. Just get our price list and try us

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT

NO UP-TO-DATE GROCER

Can Afford to be Without Our Self Measuring Coal Oil Pump



It stamps him as a progressive, honest and cleanly dealer and pays as an advertisement. Saves time, slops, waste and other goods, and increases your sales. We make a **first class** pump only and save you 30% to 50% in price.

Made in Store and Cellar Outfits.

Send for Catalogue and Prices

SELF MEASURING PUMPS, Ltd.

53 Richmond Street East, TORONTO

E D S

"E.D.S." Brand Tomato Catsup

LIKE all other products issued under this well-known label, is the equal in every respect of the best catsups made. It is sweet, palatable and not overspiced, the rich flavor of the ripe tomato being retained to a remarkable degree by the "pressing-out" process—a specialty of our own. "E.D.S." Catsup is entirely free from peelings, contains no apples, and it is not overcooked.

Feature "E.D.S." Catsup along with a full range of "E.D.S." Jams and Jellies. They are family favorites and will influence more of the valuable family trade to your store.

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, - Ont.

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Dont TRY to do without

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.



H.P. SAUCE

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

WE are issuing a very attractive Cook Book containing a number of recipes which will be found very useful to the housewife. These are being placed in the cases of Molasses now being sent out, and we would ask the merchants to kindly see that they are placed to the best advantage. This will assist the dealer to increase his sales of the now popular GINGERBREAD BRAND MOLASSES.

The Dominion Molasses Co.
LIMITED
HALIFAX, NOVA SCOTIA



SAFE — RICH — PURE

Three sufficent reasons why every grocer should stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.
RICH, because Government Bulletin No 208 has found it richest in genuine food value.
PURE, because its preparation is one long tale of care, skill and cleanliness.
A line that pays you well to recommend!
MADE IN CANADA BY CANADIANS.

The Aylmer Condensed Milk Co., Ltd.

Aylmer, Ont.

Head Offices:
Hamilton, Ont.

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

Donald says:

Quaker Brand

Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum,** and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS

P.O. Box, 2360. MONTREAL

PROGRESS IN THE MAKING OF HOUSEHOLD CHEMICALS

THE PRODUCTS OF THE WORKS OF

The Alpha Chemical Co. Ltd.

Berlin, Canada

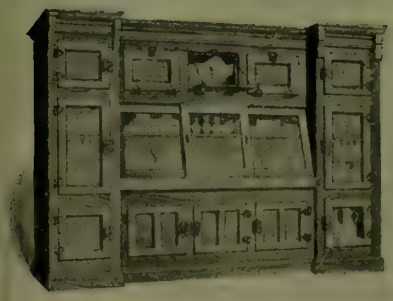
are milestones of progress in domestic cleansing and sanitary science. They include

ROYAL BLUE
RELIABLE BORAX
ANTY DRUDGE
ROYAL MEDICATED CHLORIDE OF LIME
HALF TIME SHOE POLISH
QUICK SHINE STOVE POLISH

KLENZINE AMMONIA POWDER
—GOOD AS ITS REPUTATION—

KLENZINE IS MADE WITH EXTREME CARE AND YOU WILL FIND IT A VERY QUICK SELLING AND SATISFACTORY LINE

Aubin's Patent CABINET REFRIGERATOR



is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.

Dry Air Ventilating System

Best of insulation.

Made in 10 sizes.

Highest Awards — Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

C. P. FABIEN, MONTREAL, CANADA

TORONTO REPRESENTATIVES:

Stewart & Co., - 122 Wellington Street West.

KOKOBUT

OFFICIAL ANALYSIS

COPY OF CERTIFICATE. Montreal, Feb. 13th, 1911

This is to certify that we have tested a sample of "Kokobut," manufactured by the Cocoa-Nut Butters Ltd., Montreal, and find it to be a product of pure Cocoa Nut Oil, of the consistency of butter. It is a perfectly neutral vegetable fat free from other ingredients, and gives no odor or flavor to food when used in cooking. It will remain sweet and free from rancidity for an indefinite time, and is as digestible and nutritious as butter or lard. Contains no water. (Signed) MILTON HERSEY Co., LTD. MILTON L. HERSEY, President.

COPY CERTIFICATE OF ANALYSIS.

Saponification Value	·257
Specific gravity at 140 deg. F.	·897
Acidity	None
Melting point, 76.3 deg. F	1 4475
Water	Nil

These physical constants correspond with those of pure cocoa nut oil. (Signed) MILSON HERSEY CO. LTD. MILTON L. HERSEY, President.

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited

206 Papineau Ave. - - Montreal

ECONOMICAL—EFFECTIVE

These are two leading features that should make you stock and recommend

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

Asepto is honest soap, of guaranteed purity, and retails at a moderate price, which leaves you a good profit margin.

For every household cleaning purpose it is unequalled and makes fast friends wherever introduced.

A Line to Feature and Recommend.

Asepto Soaps, Ltd., St. John, N.B.

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for Minute Tapioca



Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

BAIRD'S

WORCESTERSHIRE

SAUCE

is

DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg : R. Robertson & Co., Vancouver and Victoria.



A Triumph of Roasting and Blending

No trouble or expense has been spared to make

RIDEAU HALL COFFEE

a brand to please the palates of your most particular customers. You can recommend "Rideau Hall" with confidence, and you will find that selling this brand leaves you a good profit.

Packed in one lb. and 25c. tins only.

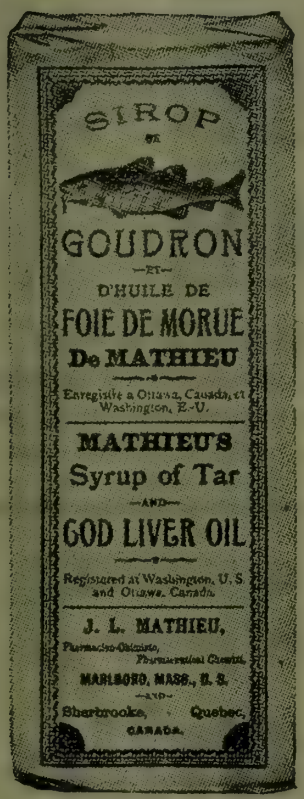
Gorman, Eckert & Co., Ltd, London,

IT MUST MEAN something to you to know absolutely that

ST. LAWRENCE GRANULATED

is produced from PURE CANE RAWS, and stands the highest government test of purity, 99 $\frac{99}{100}$ pure cane sugar.

THE ST. LAWRENCE SUGAR REFINING COMPANY, Limited, MONTREAL, P.Q.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

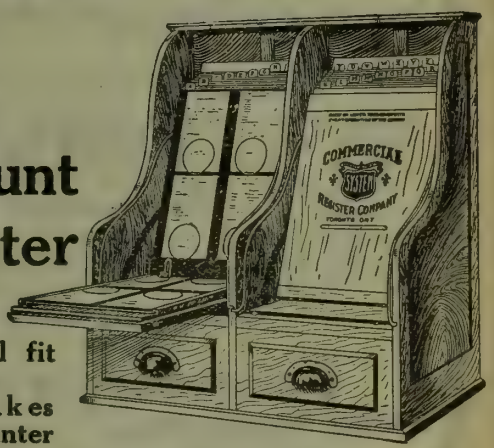
J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont

The Package of Quality!

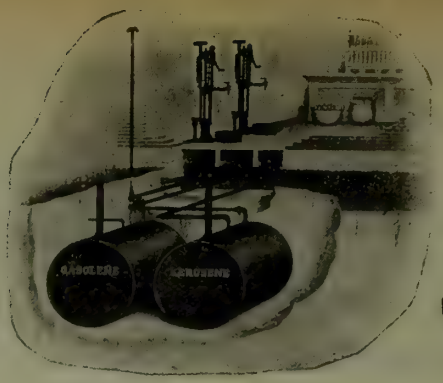
You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS—if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetizing condition.

FEATURE THIS LINE—IT PAYS.

Telfer Bros., Limited, Collingwood, Ont.

Branches:
TORONTO WINNIPEG HAMILTON FORT WILLIAM





A Clean Store

A Sure Profit

A Safe Method

A Good Purchase

If you want these advantages in your oil department buy a

BOWSER

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

S. F. BOWSER & CO., Limited

66-68 Fraser Ave., TORONTO, ONT.

Mr. Grocer! The coin that's getting away will make you rich!

Forgotten charges, disputes, errors, poor collections—all mean LOSS! There IS a way to stop that loss.

Allison Coupon Books

point the way. They enable you to realize every possible penny of profit from your business.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer.
It assures you good profits.
Now is the time to stock up
with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



THE KIND THAT IS DIFFERENT!

You can bank on giving satisfaction and assure yourself of a liberal profit margin if you are featuring

Sterling BRAND CATSUP

Made solely from the choicest fresh fruit and purest spices, it retains in a remarkable degree the natural fruit flavors, and the greatest care, skill and attention to cleanliness is given to its entire preparation. Sell the brand the public like—"Sterling" Catsup.

GET OUR PRICES.

THE T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

JAPAN TEAS

are the best value on the market to-day.

Write to

S. T. NISHIMURA & CO.

for samples of the balance of their last season's stock.

There may be housewives

to whom all goods in cans appear to be exactly the same. This kind of woman is more to be pitied than blamed. She is certainly deficient in what is known as "Horse-sense."



But if the dealer will take a can of syrup bearing the name of the

Imperial Syrup Co., Limited, Montreal,
The "Cabinet" Maple Syrup People,

and call her attention to the intrinsic value of the goods she will leave his store a happier and wiser woman. And the dealer—he'll be happy too.

Imperial Syrup Co., Limited
MONTREAL

GOLDEN PUFF BISCUITS

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "**Redpath**" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath



Isn't it a rather significant fact that over 95% of the salt sold in Canada for table and butter and cheese making is

WINDSOR SALT?

Are the other low-selling brands worth the room they take up in your store?

The Canadian Salt Co.
LIMITED
Windsor - - Ontario

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Eureka Refrigerators

Represent the highest attainment in the sanitary handling of foods by the Grocer.

The result of 25 years devoted exclusively to the one line of work.

The Eureka Patented system is an absolute guarantee against Dampness and Foul Air, and there is nothing made that will keep your goods as well

Send for New Catalogue.

Eureka Refrigerator Co., Ltd.

56 Noble Street, Toronto



By Special royal permission

Quality — Good Packing — Attrac'ive Get-up

THESE ARE THREE OF THE FEATURES THAT HAVE MADE

"King Oscar" Sardines

PRIME FAVORITES WITH THE CAREFUL BUYER

They are uniformly sweet, tasty and wholesome, and they leave a worth-while profit for the retailer

Only the primest autumn-caught fish are used in "King Oscar" Brand, and our factory is a model of cleanliness and sanitary methods.

ASK YOUR WHOLESALER

CANADIAN AGENTS

John W. Bickle & Greening

(J. A. Henderson)

HAMILTON, ONT.

A Combination that's Sure to Please

Quality of the best.

Flavors that charm the palate are to be found perfectly united in

Queen Quality Pickles

You can safely recommend them as digestible, perfectly treated, tempting to the appetite and thoroughly wholesome.

Get details, the profit is worth while.

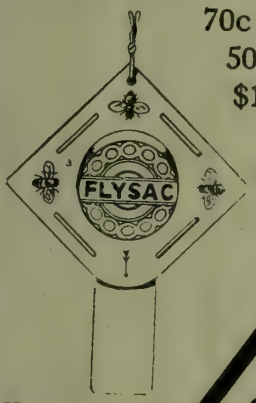


MADE BY

TAYLOR & PRINGLE CO., LIMITED

Owen Sound, Ont.

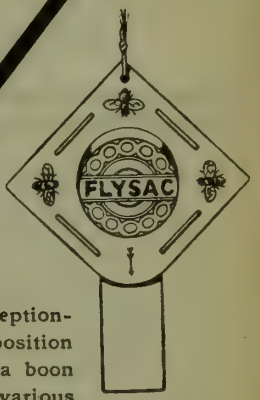
THE "FLYSAC" FLYCATCHER



70c per box of 50 pieces. $12.75 per 1000 pieces.

Hundreds of thousands sold already in Canada.

Retails 2 for 5c.



This is an exceptionally good proposition and has proved a boon to housewives in various countries.

HODGSON, SUMNER CO., LIMITED

345-351 St. Paul Street, Montreal

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

"THE BURNING QUESTION"

This can be quickly and satisfactorily answered by you to every user of Stove Polish.

JAMES DOME BLACK LEAD

supplies a lasting, brilliant polish that does not burn off. Creates no dirt or dust.

IT PAYS A GOOD PROFIT.

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Your reputation and profit call for purity in the goods you handle!

WHITE DOVE COCOANUT



is the line for you to stock because of its unvarying purity and quality.

W. P. DOWNEY,
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.

MAPLE SUGAR
We handle only Pure Unadulterated Maple Sugar
Write us.
WOODMAN & McKEE
Coaticook - - - Quebec.

Are you interested in any of the lines that are advertised?
A Post Card will bring you price list and full information.
Don't forget to mention this paper.



No Odor



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

JELLIES! JELLIES!

Now is the time for you to secure a supply of something rich in the jelly line, something you can strongly recommend to your customers and sell at a good profit.

"Double Event"
"Double Event"
"Double Event"
Club Jelly Powder

should certainly have a prominent place on your shelves. The package will please all the more because it contains not only the jelly but also a powder for sauce.

Spend a minute or two in dropping us a postal. Don't fail.

S. H. EWING & SONS
Montreal and Toronto



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

TRY A BOX

Use this for Every Purpose with Cold Warm or Hot Water



Softens the Water

Goes Further and Does Better Work

Save the Wrappers

Give your Order to any Wholesale Traveller or send it to Woodstock

WILSON'S FLY PADS



By far the best fly killers made.

By far the best advertised fly killers.

By far the most profitable well advertised goods sold by Grocers.

Has Cut Out all the 'Kicks'

OUR

No. 8

Improved

MOP STICK

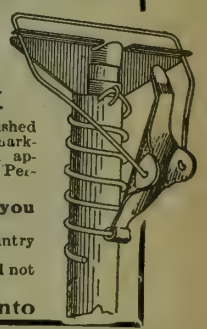
positively will not scratch polished floors, and combines in a remarkable degree durability, good appearance and effectiveness. Perfect in every detail.

Retailing at 15c., leaves you 50% profit.

Many will sell in the country towns at 25c.

We guarantee nothing—could not unless we controlled the use.

Tarbox Bros., Toronto



ROYAL POLISHES

for every kind of metal surface are the polishes 'par excellence.'

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Week ending Jan. 7	increase,	14,774 lbs.	
14	"	28,016	"
21	"	21,414	"
28	"	5,953	"
Feb. 4			decrease, 2,910 lbs.
11	"	33,483	"
18	"	6,980	"
25	"	4,086	"
Mar. 4	"	1,692	"
11	"	46,956	"
18	"	23,563	"
25	"	24,467	"

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Maple Syrup---The Genuine and False

Dealer Who Was Not Posted Sells Cheap Syrup Because He Could Not Explain Why Real Product Was More Expensive—The Selling Power of Quality —Why Syrup is Becoming Lighter in Color—Eastern House Makes Large Purchase in Eastern Townships—The Merchants' Problem.

Staff Correspondence.

Montreal, Mar. 30.—In a Winnipeg store recently a woman was purchasing maple syrup. At least she thought she was. The grocer placed on the counter before her two bottles, which to all external appearances contained the maple product she had asked for. The grocer had stated that there was a difference in price, which naturally prompted her to ask the difference between the two varieties. The grocer blankly admitted that he did not know and his customer bought the cheaper article.

This incident was witnessed by a friend of a local firm who handle and bottle the maple syrup which was refused by the customer on account of its price. The article that was sold is claimed to be "maple" in name only. The other carries a guarantee as to its purity, but the grocer was not sufficiently acquainted with his own stock to explain how the difference in price was accounted for. In all probability that woman was lost as a future purchaser of maple syrup. Her order could scarcely be expected to repeat for the reason that the stuff she had taken home was maple syrup only in as much as the label on the bottle included the word. To the mixture itself there may have been a ghost of the genuine maple flavor.

The Power of Quality.

And now in passing it may be of interest to point out that a certain grocery store in Toronto is selling this season's maple syrup at $1 a quart bottle. According to a report received here there is an interesting history behind this syrup and a reputation that lends it a strong selling power. One of the Queen City's prominent public men, who has large farm holdings outside the city, commenced tapping his maple bush some years ago. Care was taken to maintain the purity of the syrup and a reputation was quickly won for it. Hence, the reason that among those who can afford the money, such prices as $1 a bottle should be paid.

These two cases illustrate two extremes in the quality of syrup. The one was a cheap adulterated article, not worth even the low price asked for it. The other was the genuine article, with the reputation of a particular party behind it. Hence, the grocer could confidently vouch for its purity.

This then is one of the principal features to remember in connection with the handling of maple syrup in a grocery store. If the grocer is a good judge and puts a particular sample to the taste test, he knows, to a certain extent, what he is offering his customers. But otherwise—well there is the Winnipeg grocer for example. If a syrup is guaranteed as pure and if on enquiry—should the grocer think that step necessary—it is found that a reliable firm is behind it, then he can safely offer his trade this syrup as a genuine article. The first question to be solved is that of quality and points by which a clerk can talk it to purchasers.

Differing Opinions.

In the small country towns where, for a few weeks in the spring, farmers bring in new crop syrup, an opinion prevails that unless it is thick and dark in color it is not genuine. The writer has held this opinion for years and was inclined to look with suspicion upon the light brown thinner variety that is quite common now. It is explained that the new system of evaporators and the present ideas and methods of boiling are much in advance over the old time plan of the open pot with the smoke wreathing above it. The new evaporators are said to be responsible for the elimination of the pronounced dark color, but they have not in any way affected the quality of the syrup.

A customer who might buy syrup next November would probably ask how it could be genuine maple syrup with the sap season so long passed. In explanation of this natural question it may be said that one local firm is preparing to purchase 100,000 gals. of syrup in the Eastern Townships. They expect to sell considerable of this during the time of the new demand, but the rest will be held in cold storage for future trade.

Fake Syrups.

The subject of fake syrups would require a whole volume in the explanation of how these mixtures are manufactured. White sugar and maple sugar are said to be responsible for much of the syrup that is found on the market. This variety will at least have a slight maple taste, thanks to the maple sugar used. But there are some that do not contain one ingredient that can be traced to the maple tree. There is a maple flavor which is "prepared" especially for flavoring purposes.

What it really contains is a question, but it is not of particular concern. It is a fact that to people who have not tasted the real maple syrup, the faked article may appeal, because they know no different. The price, with others, makes up for the far-away taste that might be maple.

Up to the Dealer.

The dealer, therefore, is presented with a problem that he must solve for himself. Is he going to carry only what he is sure is a genuine maple syrup—something that he can hand out to his customers with confidence as to its quality? Is he, on the other hand, going to carry a questionable line that has no guarantee as to its quality, or again is he going to carry simply maple-flavored goods or those that are syrups, but without claim to the word maple.

The Toronto store, it is said, receives $1 for a bottle, perhaps about a quart, of its guaranteed syrup. The varieties under suspicion can be had for about 75 cents a gallon, perhaps less. In the one case the grocer is selling a genuine maple syrup and can get his price for it. In the other he does not know just what he is selling, and with such an article it is difficult to see how he can hope to look for anything but an intermittent demand and a light one. A Montreal dealer claims that the presence of the adulterated, and therefore cheaper article, on the market, is having a baneful effect, not only on the sale of the genuine article, but even on the sale of all those that lay claim to the word maple.

Carry Only Best.

The individual grocer will likely follow his general policy in the selection of his maple sugar stocks. He can stick hard and fast to his principle of carrying only the best, or if he should be that kind, he may include the cheaper for those who will be attracted by its price. It is hardly necessary to point out that the former is the ideal plan not only in regard to this one article of maple syrup but in all the goods carried on the shelves.

Maple syrup is always a favorite, but to bring a good demand during all seasons of the year its quality should be unquestionable and the grocer should take advantage of that fact.

The Toronto Retail Grocers Annual

One Hundred Members of Association Pass Pleasant Evening at St. Charles Hotel—Cards, Speeches and Music—Representatives of Wholesale Houses Deliver Congratulatory Addresses—Incidents of the Dinner Table.

Toronto, March 30.—It was indeed a jolly company, exhibiting all the qualities of good fellowship that gathered round the banquet board of the Toronto Retail Grocers' Association at the St. Charles Hotel. The attendance which was more than 100, was composed largely of men who are in keen competition during business hours but who are broad enough in mind to throw this to the winds and not to allow it to interfere with any organization which will in any way be a benefit to the trade. Such an eloquent expression of good fellowship among the grocers of any town or city, is to be highly commended as is also the good feeling existing between retailer and wholesaler, denoted by the presence of many representatives of wholesale houses at this banquet.

In the early part of the evening, those who are so accustomed to shuffling past-due accounts of delinquent customers proved adepts at the same act with the euchre deck and two hours passed pleasantly away. Following this there was that portion of the evening's entertainment in which all took an energetic part and each course of the dinner provided disappeared with great rapidity.

Benefit of Such Gatherings.

W. C. Miller, president of the Association, extended a hearty welcome to the members of the different business houses in the city which helped to make up the grocery trade, and commended meetings of this nature in which all were brought together and hoped that more would be held in the future.

The toast to "Our King" was proposed and responded to by all rising and singing the National Anthem.

J. S. Bond, retail grocer, in responding to the toast "Our Country," made a statesman's address. He said that such an important subject could not be done justice to in a short speech, but that every citizen, native born or otherwise, could not help but be proud of this country. He outlined the magnificent record that Canada has had in the past and the great possibilities that are ahead for the future.

The toast to "The Trade," was responded to by Phil. Brown, wholesale grocer, and Neil Carmichael, retailer. Mr. Brown was of the decided opinion that the grocers formed an important part in the commercial wheel of the country but were as a rule the most abused and least appreciated of any line of business.

"By the wholesalers," interjected Bailey Snow, amid laughter.

Plea for Shorter Hours.

"The continual efforts of the grocers are made to accomodate and please the public," he continued, "with long days of toil and financial results none too large. The grocers should work together for the improvement of conditions, including shorter hours, and better returns. There ought to be no reason why a merchant should have to keep his place of business open from 7 in the morning until 10 o'clock at night. The public should be educated to shop earlier, which could be done without inconvenience to themselves and would improve conditions greatly for the merchants."

Mr. Brown added that unnecessary price cutting should be stopped, and he also championed the cash system, reminding the merchants that at present they were the greatest charitable institution in the country.

Remove the Petty Jealousies.

Neil Carmichael spoke of the great progress in the grocery business during the past ten or fifteen years.

"Methods employed fifteen years ago," he declared, "have been greatly improved, much to the grocer's advantage. Many of the reforms when first instituted were regarded as injurious, but in most cases turned out favorably. But conditions even now are not by any means ideal; yet if the trade will stand shoulder to shoulder, getting away from the petty jealousies that sometimes exist, much can be done to mould better conditions in the trade.



W. C. MILLER, President,

Who Wielded the Chairman's Baton During the Post-Prandial Speeches.

"One of the things that should be improved is the hours in the grocery business. A man should be able to do a day's work from seven in the morning until six at night and business could be confined to these hours if the merchants only decided on this course and educated their customers along the same line."

Mr. Carmichael continued that he had been following the early closing rule and would not keep open after six o'clock for any money. He pointed out that the grocery trade at the present covers numerous lines and that the genuine merchant must apply careful study to this work.

Grocers as City Builders.

Ex.-Alderman D. Spence, in responding to the toast "Our City," credited the retail merchants and especially the grocers in doing much to build up the city, and with making it attractive by keeping their store fronts and property in good condition. He thought that the merchants did not get enough recognition from the civic officials or from either the provincial or federal governments. In order to do so it would be necessary, he considered, to appoint a strong legislative committee that would carefully look after matters at the city hall, at Ottawa and at the Ontario house. One matter in which he thought beneficial legislation should be secured was that of the collecting of accounts—a matter in which not only the grocers are interested, but the business men at large.

Alderman Alf. McGuire in response to the same toast said that the retail merchants were responsible to a large extent, for the present progressiveness of the city. They were a class of men who were up and doing, always putting forth efforts for something better. Mr. McGuire went into several municipal questions regarding the general advantages to the city and health of the citizens.

Power of the Dealer.

The next toast "Our Association" was responded to by past-president D. McLean, who referred to the many reforms that have been undertaken by the association since formation. One was the early closing issue, which, although not altogether successful, had nevertheless its educative value. He said that the grocers were a mighty power in the country and were gradually becoming recognized as such.

Treat the Traveler Courteously.

Frank Johnston in proposing "The Drummers," pointed out that a courteous welcome should be extended to the representatives of every wholesale house. During his business life he had never turned a traveler away discourteously as he felt that every man should at least have a chance to present his goods.

Herb Moore in responding said he was pleased to have the grocers remember the drummer in this way. Travelers do appreciate a courteous reception and it is a good paying investment as the wholesaler should be the retailer's friend and were generally found to be ready to help him.

Did Not Forget the Ladies.

The ladies were not forgotten in the hour of pleasure and when the toast to "The Ladies" was sounded, one hundred glasses glimmered from the outstretched hands of one hundred men, and three hearty cheers were given in feminine behalf. This important toast was ably responded to by J. F. Howitt and J. S. Bond in complimentary terms.

The last toast of the evening, "The Fruit Trade," was championed by T. Vance, who spoke of the wisdom of retailers giving every traveler a patient hearing. He was more pleased to know the grocers because most of them had started at the bottom rung of the ladder and worked their ways upward.

These features of the evening were interspersed by musical numbers. Messrs. Howitt and Gorrie were heard in a duet; T. F. Sylvestre and Mr. Gorrie in songs; West Williams in his own

words "tooted his own horn," in a parody on "Put on your old Grey Bonnet," while J. F. Howitt told some very interesting and catchy stories.

Sparks From the Banquet Board.

A neat menu and program card decorated the tables and under the toast to the ladies was an inscription :

God made the world and rested.
God made man and rested.
Then God made woman ;
Since then neither God nor man has rested.

It was noticeable that several of the speakers during the evening complained that, "this speechmaking has been forced upon me." J. F. Howitt introduced a little story along that line : "A bridegroom who had not developed the art of oratory, as is the custom at the wedding feast was called upon to reply to the toast to the bride. Getting to his feet, one hand was placed on the bride's shoulder as he commenced, "I might say that this thing has been forced upon me."

"On account of the lateness of the hour" was an excuse for many of the orators to cut down their prepared orations.

W. C. Miller with his genial smile and newly starched vest made an attractive as well as an efficient chairman.

D. Spence remarked that "the whims of the faddists get more recognition from our legislators than the business reasoning of retail merchants." Copies to be sent to Sir Wilfrid Laurier and Sir James Pliny Whitney.

As much applause greeted the parliamentarian address of J. S. Bond on "Our Country" than would greet the oration of any "big gun" from Ottawa or Queen's Park.

Did anybody see Bailey Snow refuse one of the supper courses ? There was an evident shortage of eatables in that section of the table.

Everybody expected listening to an appeal on behalf of the ladies from David Bell. It is said he prefers entertainments where the feminine sex is represented.

Fred Thorne and Frank Johnston kept order at the lower ends of the tables, while the comfort and ease of the guests were attended to by J. C. Beaumont and R. Davies.

Olive Oil Scarcer with Greater Demand

Peculiar Situation Engaging Attention of all Handlers of the Oil—Output Smaller Than for Many Years—Some Information as to the Manner of Growth of Olive and Perils That Encompass it.

By J. W. Bryans.

Reports recently received from Europe on the olive oil situation says that the output this year will not be sufficient to supply even the home demand. While this may be an exaggeration, still it goes to show that the position is of such a nature as to engage the attention of all handlers of olive oil. It is generally agreed by dealers that not for many years has the output of oil been so small as this season, and, with the growing demand, it is indeed lamentable.

The opening prices for this season's shipments were about twenty per cent. over those of last year. But the prices of last year's output have been gradually rising, the result of the knowledge becoming general that the new crop would be a partial failure. The increase in price, therefore, has only been about 5 per cent. over the price of the old crop in December last. The result will be that the retailer will have to charge thirty cents for the six and a half ounce bottle which he has been selling at twenty-five cents, while the retail price of the larger sizes will increase in proportion.

Subject to Fluctuations.

The olive oil market is subject to fluctuations, the same as many other articles that the grocer handles. "Almost as unstable as wheat," was the way one dealer described it.

About one and a half years ago, prices were high. About one year ago there came a slight reduction. Then as this year's crop began to develop and unfavorable reports about it were handed down, the prices began to strengthen until the present time quotations are fully twenty per cent. higher than one year ago.

The failure of the last crop of olives has been occasioned by heavy rains in the olive producing section during the growing season. And, besides the climatic conditions, the olives were attacked by insects which destroyed a large part of the yield. The result of the failure of the olive crop and the greatly decreased output of the oil, will mean an extreme scarcity of this article, especially the finest grades. There seems to be no doubt that higher prices will be seen as the season advances and supplies become smaller.

One dealer in speaking of the situation said : "It is not only higher prices that I am taking into account, but the fact that the oil will almost be unobtainable at the end of the season." Another dealer admitted that conditions pointed to higher prices but added that as the next season's crop began to grow, it might have some effect on prices. However, with supplies now extremely small, and next season's crop several months off, everything points to a stronger market.

Increase in Demand.

The increase in the demand for olive oil within the past few years, has been wonderful and nowhere have sales been larger than in America. This continent uses more olive oil at present than any other part of the world. This increased consumption has also had its effect on prices, and nothing but a further increase in demand is expected. The increase in the sale of olive oil has been induced to some extent by physicians recommending it for its medicinal properties. Still, while a great deal of it is taken as a medicine, there is a steady increase in its use for cooking, as it is said to be highly nutritive, and regarded by some as more wholesome than animal fats.

Some History.

The olive has but recently come into its own, yet it's history dates back to the Flood. Those who are familiar with the Bible will recall how Noah sent a dove out from the Ark, and how it finally returned bearing an olive branch. Ancient history of the other kind tells us that the Romans taught its cultivation. It was extended through Italy, and beyond into the south of France. There it has attained its best growth, although it is produced quite extensively in Italy. Then there are the Spanish olives.

For many hundreds of years, the inhabitants of the town of Grasse on the slopes of Roequevignon, have devoted the winter months to garnering the olives and in preparing the oil, which is now used so extensively, all over the world.

Care of Tree.

Great care is taken of the trees during the spring and summer months. The ground about them is well loosened, and they are frequently and judiciously pruned. It has been found, strange to say, that woolen rags make the best fertilizers. But in spite of every care, the harvest depends upon the weather. The olive tree is subjected to different sicknesses, one of which is the "muffa," caused by the heavy humidity produced by lack of sun and winds.

The Harvest.

The harvest lasts many weeks, and is carried on in some districts in the primitive fashions of hundreds of years ago. The inhabitants sally forth with long poles and beat the trees till all the ripe berries are off. Those that are not yet matured remain on the boughs, and the oil obtained from them in the spring is of a much finer quality, and is greater in quantity than those gathered during the winter.

Nice is now the chief market for French olive oil, though Grasse remains the centre of the olive factory district of France.

Italy's Olive Yards.

The olive season in Italy is also an important institution and lasts from November till February. Olive trees grow all over the Tuscan plains and valleys and the slopes of the hills are covered with olive yards, built one above the other in stone-banked terraces many hundreds of years old. The work of picking is tedious and every man, woman and child is engaged in the occupation during the season. The men climb the trees and gather the berries from the branches, while the others pick those that strew the ground. The olives are stored for a time and are then crushed to extract the oil. The amount of oil contained differs according to the species, but averages 10 to 12 per cent., as it is estimated that 240 litres of

good berries produce 24 litres of purest oil.

The Handling.

At one time the handling of olive oil was confined wholly to druggists, but now it can be found on the shelves of all the leading grocers. Recommended by physicians, and possessing excellent medicinal qualities, the dealer has an argument that should be most valuable in making sales. And once a customer has been induced to purchase, she generally continues buying. The store which can build up a reputation for handling the best grade, will not only get trade in this line but it acts as a magnet in drawing other business. The quality of the oil is an important factor and this should be kept in mind by dealers in purchasing.

Some Substitutes.

A circular on olive oil recently issued, stated: "Olive oil on the label doesn't always mean pure olive oil in the bottle. Much of it is cotton seed oil. You see, cotton seed oil is very much cheaper, so the manufacturer with an elastic conscience mixes a generous quantity in with his olive oil. That gives him a greater profit, but it also gives you a mighty poor, ill-tasting, bad odored oil. Yet this manufacturer calls his products pure. So it is, pure cotton seed oil. It's astonishing what a great quantity there is of cotton seed oil masquerading as olive oil."

There is a great deal of adulterated olive oil, no doubt, but Canada seems to be generally free from it, as was shown by a recent government report. But, the dealer in order to protect himself should buy reliable brands, and see that it is marked "Pure olive oil," when pure olive oil is wanted. Next in importance to purity is the flavor of the oil. This has a good deal to do with the sale. Another feature to be considered is brilliancy. Olive oil may be pure and have a good flavor but if it is not brilliant, it will not sell as easily. The container also plays an important part.

Oil Peculiarities.

When the oil is subjected to the cold, it thickens and becomes almost solid, somewhat resembling lard in appearance. This does not affect the quality for when the temperature changes it goes back to its former state. The frost, however, affects its brilliancy and the dealer should attempt to keep it at an even temperature. It should not be exposed to the sun as this also affects its color. Dealers should advise customers to wipe the mouth of bottle after using as the oil on the outside will turn rancid. The oil will keep for any reasonable length of time, if the bottle is kept securely sealed up.

Dealers should therefore get behind this line with confidence as it may be made an important item in every grocer's business.

The clerks should be thoroughly instructed in regard to its merits, so that they may be able to talk intelligently to customers in regard to it. Displays should be made on the counter and when the salesman has completed his sale, he may introduce this line to the customer.

People generally, and especially ladies, are always very interested in anything that will benefit their health, and olive oil can be made a strong feature in your advertising with good results.



A STORE IN TORONTO, RESIDENTIAL DISTRICT.

An interior view of the grocery store of H. G. Macdonald, Toronto. In the foreground, will be seen the two silent salesmen, containing confectionery, with a decorative palm, and pot flowers upon their tops. The comfortable-looking shopping chairs may be noticed at the right hand side. Note also the handsome cash register, on the counter to the right, and the large r?frigerator at the rear.

Where Country Dealer Pointed Way

Striking Contrast in Financial History of Three Men Once Travelers for One Wholesale House—The Lesson Taught by Obscure Country Merchant Who Saved While in Debt—Punctuality Talks.

By Henry Johnson, Jr.

SAVE MONEY—

This does not mean that you will buy closer and save money on your purchases, nor that you will cut expenses and save money, nor yet that you will live more frugally and save the difference. It means that you will begin now and put aside, out of your business, into some savings institution where you can get from 3 per cent. to 4 per cent. interest on it, $50, $7[illegible]00 or any other sum over these. The only stipulation is that YOU MUST DO THIS EVERY MONTH.

There it is in a nutshell; but while the simplest, most direct way to do things is the easiest and most obvious, that way is seldom followed because its following admits of no discussion. The thing is, simply: do this and you will unconsciously build up a competence; and the time is NOW.

The Objections.

I know objection will be made on many hands about as follows:

"I have too many debts to pay."

"I need all my money to run my business."

"So many people fail to pay me that I can never get $50 ahead."

"I can take better care of my own money than any savings institution."

"What do I want with 4 per cent. when I can make 30 per cent. in my business?"

I have to say, in reply to all this, that you can find the answer in your own present condition. Have you made money? Can you show dollars laid aside where you can reach them in case of need? Are you of a saving, careful, frugal disposition, or do the pennies get away easily? Find the need in your own nature and seek the answer in what you have failed to accomplish.

I'll tell you a true story.

One day last summer three men sat at lunch in one of the down town restaurants in Montreal.

They were friends of long standing. Years before they had worked together for a large wholesale grocery house. One was still a salesman for that house; another was a broker "on the street;" the third was now a country grocer. They were glad to meet again and were having a jolly good time during the 30 minutes they spent together, the first meeting in over five years. They swapped stories of mutual progress and each told the others how he was getting along.

Not a Red Cent.

It developed during the conversation that the salesman and the broker had each enjoyed good incomes. The salesman had averaged $2,000 per year; the broker had run from $2,500 to $2,700 during the same time. But the only man who had a "red cent" to show for his life up to that time was the country grocer; and he showed something like $16,000 actual possessions, all earned during the five years since last these three had met.

City-like, there was no "feeling" about this; the city men were glad to see the country dealer get on faster than they could. But, at the end of the meal, the broker leaned over towards the salesman and said, with a smile of deep sincerity: "Tolerton, I'd give my little finger—yes, I'd give that finger right there (pointing to it) to know how he does it. You can't beat that fellow." Tolerton agreed, but he turned to the grocer and asked: "How DO you do it, Wilson?"

Saved When in Debt.

Thereupon Wilson outlined exactly the plan I have placed before you in this article. He began to put aside cold dollars before he was well out of debt. In fact, he owed some thousands of dollars when he began. He had been carrying a burden of debt which had run up to a monthly drain of some $300 to work off. When he had got that down to a point where the monthly call was for about $100, he took what might seem like a queer resolution. He determined to put aside $200 per month, on the 10th day of each month, rain or shine, sick or well. He determined, at the same time, that he'd continue to pay off his old debts just as he had been doing and that he'd not buy a single bit of merchandise, nor anything else, in excess of his ability to discount promptly within the ten-day limit. He reasoned that, if the business had been able to carry $300 per month for others, it could carry it just as well for him.

So Simple, But—

It seemed a simple story and the plan seemed simple, too; yet the two city men shook their heads, saying they certainly never could do it themselves. "It's not the big things," said Tolerton. "Here am I, really in need of a new suit of clothes, but I have put off buying one for nearly two months. I can do without that kind of thing easily enough. But in the meantime I have smoked up enough cigars and taken enough needless car rides to buy a suit." "Yes," replied the broker, "how are you going to get around that tremendous force of habit?" The grocer told them, simply enough, to do as he had done; put the money away out of reach while yet he had it, so it could not be frittered away in ways such as those. "Put aside $25 out of your next monthly check, each of you," he said. "That will start things and by the time you have $100 saved up you yourself will be the last man to break in on the saving."

And that gets us to the basic point of this entire matter; the habit of saving which such action implants in our natures. Nor is this simply a lecture for the young fellows—though they can well take it to heart. It is meant for men who never saved a dollar in their lives and who have reached the age of forty with only such resources as their business may have made for them in spite of their own proneness to spend. Think it over, friends.

Punctuality Talks.

Punctuality is one of the most valuable habits about a business. That sounds trite enough. But it is hard to force home into the average clerk's intelligence. I have six who belong at the store at prompt seven o'clock. Recently I noticed that first one and then another was drifting in at 7.10, 7.15, 7.20 and one at 7.30. I decided that it was time to call a halt. I gathered them all together into the shipping room and told them just what I was after. I said: "Now, boys, this may look like a small matter to you, and I am willing and ready to believe that not one of you has thought much about how serious a question this is. But I'll show you just what it means and then you can see for yourselves. We'll suppose all of you are getting $1 per day for ten hours' work, which is very nearly what our store hours amount to now. That figures ten cents an hour. If six of you are late 15 minutes, we have lost one hour and a half—15c. worth of time—the profit on $3 worth of sugar. If any of you happens to be getting more than $1 per day, you can easily figure out the extra cost to us.

"But that is not all. You must figure on how much one of you could accomplish in an hour's brisk work here in the morning clearing up and getting things ready for the day.

The Valuable Time.

"Nor is this all. You must consider that, as you know, time early in the morning is worth more than at any other period of the day. Your employer pays you wages during many afternoons when it would be [illegible] for him to send you home and deduct the time from your pay.

"Nor is this all. If you are all late, the orders are not ready for the delivery wagons and that time is wasted. people don't get their goods, the entire business is for that day a failure.

"Nor does even this cover all the trouble. If you are all late, early customers will not get attention, but go somewhere else, and to that extent is your employer unable to get the money wherewith to pay wages.

"These things are not ill-natured objections on my part; they are simply business requirements and I hope you will see it in this way."

I have had no more trouble since then.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED
John Bayne MacLean - President

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PUBLISHED EVERY FRIDAY

MAPLE PROBABILITIES.

New maple syrup was expected to be offered for sale in Montreal this week before this number was issued. The reports from the Eastern Townships predict a good run of sap with anything like favorable weather. Several samples of the new syrup have been received in Montreal and it has been stated that the price will likely be $1.10 to $1.15 a gal. This is a general quotation. In the smaller towns where the farmers sell directly to the consumers or through the local grocers the price is likely to be higher. In fact, letters have been received stating that much higher prices were looked for by the makers and that offers had been received for it. But a firm that bottles the syrup from the Townships has placed their opening price at the figures just quoted.

WEIGH AND COUNT.

All dealers, and especially those in the country should be particularly careful these spring days in the weighing and checking of all country produce brought for sale into their establishments.

A few days ago two country women entered a store in a small Ontario centre with butter and eggs to sell. In the chatter going on the merchant did not take the trouble to record the quantities of each although he did weigh and count in a perfunctory manner, and carried the figures in his head. When the time came for settling up, each woman claimed respectively, one pound of butter and one half dozen eggs more than he had allowed them. He had mixed their supplies in with other produce and so could not well prove his contention, so paid the difference and let the matter rest at that. When the two left the store, however, the dealer declared to those who had listened to the dispute that "he knew he was right."

But he didn't know he was right; at least he didn't know it enough to prove the women to be wrong, which he should have been able to do. It wasn't much of a loss he sustained but it would probably be large enough to wipe out what little profit he would have on handling the goods he purchased. From that standpoint it was bad business.

The Grocer does not want to have any dealer think the country women are prone to "do" him whenever and wherever she can, but only urges the application of simple trade rules in transacting bargains with her.

EDITOR'S FOREWORD.

In the next issue of The Grocer, Henry Johnson, Jr., will tell in his convincing, practical way, some of the troubles that beset the merchant in connection with hiring help.

He will go into the heartburnings of the dealer who wants a man for a certain price to do a certain work, and who finally comes to feel that no suitable one, in all the big world, is going to offer for the position. Also, Mr. Johnson will discuss the possibilities of raising the standard of the men who are grinding out an existence behind a grocery counter or on a delivery rig.

And, in addition, there will be special articles on a number of seasonable topics, and concentration upon one or two in particular, along with the practical methods that make this paper such a welcome visitor in every store.

Next week, too, we will revive that "Question and Answer" department which so many of our readers have missed since it was discontinued under pressure of circumstances. It will be a good issue. Watch for it!

A TIME TO SELL SMOKED MEATS.

Easter is a time when the dealer can, with a little extra effort, increase greatly his sales of ham, smoked meats and bacon.

To do this he must first look to his stocks and obtain supplies before it is too late. Then he is in a position to go out after the trade. In spite of any small demand which might occur he can, if he so determines, sell these goods and sell good quantities of them.

Advertisements in the daily papers will pay well in most cases; a well-dressed window is also a good salesman, but both of these backed up by personal talks of the dealer himself are bound to bring results.

THINGS TO KNOW.

THERE ARE FOUR THINGS A GROCER MUST KNOW if he would gather the most from his business. They are: the stock he has on hand; the amount of money he owes; the amount of money that is owing to him, and, the absolute knowledge that no goods leave his establishment without the cash, or a proper record having been made of them. The last is first.

It always is good to know how the stock is going out, but it is better to know what is coming because of its going. It is good to know how much money one owes that the financial craft may not founder. But that last essential, "nothing to go out without something staying in," is about the best of the lot from a business point of view.

It is a great source of worry to the merchant—that keeping track in the books of his outgoing goods. And then too, it is so easy to say: "Oh, I'll enter it up when I'm not busy." But the trouble is, he don't enter it up, he forgets. When he stands behind the counter wondering what Mrs. Brown's order consisted of, he thinks he remembers. But nine times out of ten he doesn't.

It seems a little thing, that missing of an item or two in charging, but if some one could total up the losses that merchants in Canada have sustained from this cause alone during the past year the result would surely be astounding. Don't bank too much on memory; put down your figures when they're fresh in your mind if you would protect yourself

APPETITES REGAINED.

With the passing of the Lenten season, and the consequent breaking of the mental shackles that have bound many a good appetite to a scanty diet it behooves every dealer in this broad land to awake to his opportunities.

There is no doubt he can, if he desires, make his windows, his counters, and his well-stocked shelves, speak in language appealing and compelling to those returning to normal habits. He can arrest the hurrying footsteps of the passing "fastee" and can by judicious selection create a longing that will start a stampede of small proportions when the ban is lifted. Think of all the nice things these folks have wanted, and wanted badly during the past few weeks and could not have! There are any number of them! and when you have come to a conclusion in your own mind as to what sort of a combination you would give to a cousin, castaway on a desert island with only a few slight things to eat, put them in the window! and exercise some thought in putting them there.

Toronto Board of Trade men are reported as seeking an amendment to the law so that a man selling a store stock, en bloc, would be compelled to take an affidavit, giving all the details of the credit accounts to the purchaser, and rendering him liable to arrest in any part of Canada in the event of falsification. This would be good legislation, and it is expected Hon. Mr. Foy, Attorney-General of Ontario, will give it sympathetic consideration.

April Suggestions for Every Dealer

Some Methods Which May Help to Make of Housecleaning Time a Period Prosperous as Others—Pushing of Seasonable Goods—Demonstrating Germinative Properties of Seeds—Selling of Fruits and Green Goods.

Complaints are often made by merchants that trade during April is, as a rule, quiet, because customers are busily engaged in spring housecleaning. This should to a certain extent work to the advantage of the dealer, as it gives him an excellent chance to push the sale of goods which the housewife uses in this work.

At this season of the year good displays should be made of soaps, cleansers, scrub brushes, wall paper, and other articles in demand at this time. The merchant would do well to have a catchy window display of these articles early, so that the housewife, when requiring them will know where to go.

No Sales Decrease.

This month being broken by the Easter season should show no decrease in sales to the merchant who is active. Plans for the Easter season should be carefully prepared, that the best results may be secured. Eggs, ham, fruits and other articles that appeal to customers now should receive attention. Besides window display, it would be well to set aside one counter for the display of eggs, ham and meat products. Tasty and clean counter displays with a plentiful use of price cards should be conducive to an increase of sales.

Selling Seeds.

Another important line which the grocer should put some force behind during April, is the seed department. This is a line which besides paying a fair profit, can be made a drawing card for other business, if properly conducted. To sell seeds they must be well displayed and this should be started early in the season to get the best results. For garden seeds in packages, seed firms supply holders which makes their display easy. If you handle garden seeds in bulk it would be well to exhibit them in glass jars, with the name and price on each for the information of the customer. Timothy, clover, alsike and similar seeds can be shown either in the original containers, or in dishes. It might be wise to have a magnifying glass that customers may examine seeds, but your guarantee of quality, backed by the belief that the seeds are the highest grade, should be the best selling power. A window display bringing forth some new idea will attract trade, while customers may be interested in growing exhibits, a strong point in connection with germination. Nothing is of greater interest or more convincing to the farmer than a practical demonstration of the productiveness of the seeds he is asked to buy.

Fruits and Green Goods.

With the approach of the warmer weather, conditions improve for the handling of fruits and green goods. As the weather becomes milder, the streets are frequented more by people and, as these lines are bought more readily when seen, it would be well to have frequent window displays, so as to attract passing customers, and also a place set apart in the store for showing them. These are lines, which can be handled much better when large quantities are sold, as supplies can be bought oftener and therefore goods are fresher. For this reason, sales should be made as large as possible, so that a shipment can be run off in a short time. Many merchants handle these lines because they act as a magnet for other business. A customer will come in to order some fruit, or green goods and will perhaps think of some other article she wishes, or the clerk may be able to interest her in other goods. In order to be conducted at a profit, care must be taken to sell goods quickly, so that none of the stock will become unsalable.

Canned Goods.

This is a season of the year when the home supply of fruit is getting into very small proportions, and it is therefore an excellent time to bring canned goods and dried fruits into prominence. Of course every merchant knows the value of display in selling these lines, but an extra effort should be put forth now. Advertising, instructing the clerks to introduce them, and by telling customers different ways to prepare them, will all help in the desired object.

The house cleaning season is at hand and should bring the merchant to thinv of the appearance of his store, and put it in shape for the summer months, making any changes which he believes would be beneficial. Fixtures, awning refrigerator, store house and wagon should all receive attention in the general spring clean-up.

TRADE IN NOVA SCOTIA.

Excellent Progress for Spring Business Down East.

Halifax, March 30.—The prospects for a good spring trade in the wholesale grocery lines are excellent. The business during the winter was considered very good, the wholesalers feeling the benefit of the operations of the lumber camps throughout the Province. With the exception of a few lines prices generally are steady. Dealers say that there is a probability of a near advance in the price of canned salmon as the stocks of the best quality on the Pacific Coast are pretty well cleaned up. The stocks of prunes and evaporated apples are also light, and higher prices are anticipated.

The old stocks of Canadian onions are about used up, but some small shipments of new onions from Antigua have already arrived here, and new Bermuda onions will be along in the course of a few days.

Granulated sugar is steadv at $4.65, and United Empire at $4.55. Fancy Barbadoes molasses is 33 cents in barrels, and 29c per gallon, in puncheons.

Hog prices are easier. Some good medium-sized hogs were sold here this week at nine cents, the lowest price of the season.

Eggs are down to 23 cents, and are dropping every day.

Potatoes are in good demand, and fruit is firm at unchanged prices.

FLOUR AND BREAD.

Hamilton Bakers Advancing the Price of the Small Loaf.

It is reported from Hamilton that the bakers of that city have felt it necessary to advance the price of their bread from 5 to 6 cents for the small loaf. The reason, they urge, is the increase in the size of the loaf, forced by the legislation passed in Toronto last year

Prices of flour at the present time are quite satisfactory to dealers. Compared with those of a year ago, prices rule from 30 to 40 cents per barrel lower. The prices ruling in Toronto at present and a year ago are compared below:

Manitoba wheat flour	Apr. 1, 1910.	At Present
1st patent	5.70	5.40
2nd patent	5.30	4.90
Strong bakers ...	5,10	4.70
Winter Wheat.		
Straight rollers ...	5.10	4.45
Patents	5.30	5.00
Blended	5.30	4.90

Early Closing Question Stirs Calgary Dealers

Calgary, March 30.—Calgary retailers were to have made history this week, but owing to the laxity, apparently, of a Winnipeg official, they were not able to do so. But it is probable that in a week or so something may be done along lines of progressive local legislation to vindicate the good name of the local merchants.

An agitation has been on in this city for some time for the dealers to close at noon on Saturday, and not open up again until Monday morning. The retail section of the Board of Trade met on March 16, and discussed the scheme but nothing definite could be done because the section lacked information covering the early closing point in entirety. So it came about that March 23rd was set for the final word, and in the meantime the secretary of the local section was to get in touch with the Winnipeg folks and secure a copy of the by-law of that city.

The meeting of March 23rd was a good one, but the matter touching the burning question of early closing could not be finished because the secretary had not been able to secure his necessary papers from Winnipeg. And again the discussion was postponed one week. It was decided, however, that the secretary should communicate with the city solicitor concerning the power of the city, under the present charter, to enforce the early closing by-law.

The same official will also be requested to inform the section of the provisions of the law governing the operation of fruit stands and confectionery establishments on Sunday, as Calgary dealers claim they lose considerable business through these places being wide open on the Sabbath.

The retailers will meet the wholesalers to go into the question of the latter selling goods to others than bona fide retailers. No serious complaint, however, is made.

It was also agreed that in the future no member of the section shall sign a petition for a half holiday for special events unless it has first secured the endorsation of the organization.

Practical Methods of Retail Stores

St. John Merchant Adds Cut Flowers to Stock as Saturday Special—Pleasing Form of Circulars—Winnipeg Dealer Overcomes Prejudice—Calgary Dealers Give Away Flour—Baking Time Card—Revelstoke Merchant's New Scheme.

Cut Flower Special.

St. John, N.B., March 30.—One of the up-town retail grocers has added cut flowers to his stock as a "Saturday Special." Each Friday night a number of tall vases are placed in one of the show windows, with a very tempting display of roses, carnations, etc., and with the lights turned on a very pretty effect is produced. The display not only attracts attention in itself, but it also draws attention to other goods shown in the adjoining windows. There has been quite a demand for the flowers and usually the buyer who goes in for these, also sees something else that appeals to him or her, and other purchases result.

Believes in Circulars.

Toronto, March 30.—F. Simpson and Sons, dealers in fruits, fish, cut flowers, game, and fancy groceries, believe in the selling power of the circular letter. But they also believe that the letter in question, to return the best results, must be gradually and gently broken to the reader.

For instance in a recent sheet they introduced the goods they had to sell in this manner:—

"We concentrate our energies upon pleasing our patrons; we persevere in our endeavor to give them the best goods at the right prices. We find that our efforts are appreciated and our trade is steadily increasing. Give us your orders and depend upon having them filled promptly, carefully, and satisfactorily. We handle only best quality goods."

Then came a list of specials in fish, groceries, fruits, vegetables, provisions, and flowers, arranged concisely in departments, the whole making quite an effective circular.

Gave Away Flour.

Calgary, Alta., March 30.—The Howson, McEwen Co., grocery dealers of this city, are conducting a novel competition, in which they are giving flour to charitable institutions. This competition ends on March 31st.

Their announcement commences as follows:—

"Do you want to help in a good practical way, some charitable institution? We are holding a voting contest, to March 31st. Our plan is to give 500 pounds of the best flour on the market to one of the following charitable institutions: The General Hospital, the Holy Cross Hospital, the Salvation Army Rescue Home, and the Children's Aid Society. With every dollar purchase made at our store you will be allowed a vote and two extra votes with every purchase of a sack of our flour."

Baking Time Card.

Montreal, March 30.—A local grocer recently inaugurated a new scheme that had the effect of inducing quite a lot of new trade to come his way.

He had printed a neat table of weights and measures, along with a table giving the time that should be allowed in the baking of certain lines of food stuffs.

In his weights and measure tables were noted the following:—4 teaspoonfuls of liquid equal one table spoonful; 2 cups of solid butter equal one pound; 2 cups of granulated sugar equal one pound; 1 pint of milk or water equals 1 pound.

Some of the card items were:—Beans, 8 to 11 hours; gingerbread, 20 to 30 minutes; potatoes, 30 to 45 minutes; cookies, 10 to 15 minutes; bread, brick loaf, 40 to 50 minutes.

At the bottom a neat advertisement of the store was printed. These cards were made of stiff paper with a holder attached so that it might be hung up by the customer if desired.

Relieves the Thirsty.

London, Ont., March 30. — Harry Coates is a grocer who believes in the policy of having as many conveniences as possible in a store for the benefit of his customers. In his store in South London he has provided for thirsty people by the installation of a sanitary enamelled basin situated just where every one can see and feel it was put there expressely for them. There is always a glass or cup, within easy distance of the tap. Mr. Coates finds that his customers often taken advantage of the presence of the basin, to refresh themselves, and he also says that many persons who are not customers of his drop in once and a while to have a drink and maybe purchase an article or two.

Prizes For Word Hunters.

Revelstoke, B.C., March 30.—C. B. Hume & Co., general merchants, believe in interesting the children, and a recent advertisement in the effort read:—

"Every child in Revelstoke should read C. B. Hume & Co.'s advertisement in the Mail-Herald of Wednesday, March 8th, 1911. See the beauty doll and boys' sweaters in the window given as prizes to the lucky boy and girl that finds the greatest number of misspelled words in the advertisement of that date Now, children, be good and pay attention. To the lucky girl under 12 years we will give that beauty doll in the window, and to the lucky boy under 12 years the sweater coat who finds the greatest number of misspelled words in our advertisement of this issue. The answers are to be posted in a mail box in the dry goods department, second floor.

The selling possibilities of such a scheme are apparent at once, because all answers were to be posted in a box on the second floor, and as the parents would come with the child in the majority of cases, a chance would be given to introduce goods to them.

Social Functions.

Lindsay, March 30.—"I claim," said L. A. Primeau, recently, "that it pays to cater to the ladies, especially during the social season. The season for at-homes, afternoon teas, and other affairs, which has just ended, has been a very profitable one because of the fact that the ladies knew what they wanted and we kept a good stock of suitable cakes, olives, and such things on hand."

Encourage Clerks.

Toronto, March 30.—One of the mail order houses in this city encourages its employes to make every effort to build up the business. Any suggestions that any clerk may have, no matter what position he holds in the store, is gladly welcomed. If he has a proposition which he thinks would better the business he is given an opportunity by the manager of the department to prove its adaptability, and if such suggestion is co considered valuable enough to put into force, the employe who made the suggestion is rewarded accordingly.

In this way the clerks are kept on the alert looking for methods of improving the business, and as a result many valuable suggestions are received and put into force each year.

Thinks Coffee Draws Trade.

Ottawa, March 30.—"I find," said a local grocer recently, "that handling a good brand of coffee attracts considerable trade, or at least holds trade together. I believe that I have several customers who deal with me for no other reason than that I handled a superior quality coffee.

Once a customer uses such a coffee, they generally stick to that grade and are not satisfied until they find some person who handles it. I try to sell coffee to every customer and by handling a high grade and keeping the quality uniform I find that my trade is gradually on the increase. Coffee is a line in which customers have to depend a great deal on the merchant as far as its quality and freshness are concerned, and he must have their confidence if he wishes to get their coffee trade."

Overcoming Prejudice.

Winnipeg, Man., March 16.—"I seldom experience any difficulty in selling a customer a brand of goods other than the one she asked for," said a dealer, the other day.

"Some magazines and manufacturers have aroused a certain feeling of distrust in the minds of consumers by branding the dealer who substitutes as one kind of a criminal, but I overcome this by explaining to the customer that it is no sin to offer something 'just as good' and that I am always convinced myself about the quality of an article before I place it in stock.

"I think, if customers have not enough confidence in the grocer to accept what he recommends, that there is something wrong with the grocer," he continued, "and that he must, at some time or other have abused their trust in him. Of course the unscrupulous dealer who recommends an inferior article because there is a little more profit in it, cannot expect the customer to place any dependence in his word."

J. I. Lalonde, who for some years has been a traveler for Hudon, Hebert & Co., Limited, Montreal, left recently for Saskatchewan, where he will go into business. He is succeeded by R. Fournier.

The Markets—Dried Fruits are Firm

Advances Are Made at Some Centres—Prunes and Evaporated Apples Particularly Short in Supply—Sugar Steady—Advance Possible When Refiners Have to Buy New Stocks—Trade in Sugar Slackening off—May Prices for Molasses in Quebec Given Out—Tapioca is Lower in Montreal.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Tapioca—Reduced 1c per lb.

Molasses—Car lots 28½c to 29½c.

Lard—Reduced ¼c.

Montreal, March 30.—The market during the week has been steady and business keeps well up to the mark that has already been set. There is no special feature to call attention in the general grocery list. Tapioca declined one cent a pound, but otherwise there has been no feature. It might be mentioned that the new crop in molasses is being booked up now and the orders are coming in freely. The crop is reported a good one and the price for car lots is put at 28½ to 29½ cents a gallon. Owing to the fact that consumption is likely to be large the market is quite firm, and the tendency upward. Shipments are for some time after the middle of May, it not being expected that any will be received before that time.

Maple sugar is expected on the market this week, although up to the middle of the week only a few samples had been received. Reports from the townships agree on the point that if the weather is at all favorable the run of sap will be copious and a good "crop" of sugar is expected. The opening price will likely be a little higher than last year. But, it is a little early yet to attempt to name the prospective price. One firm is quoting $1.10 a gal. and is receiving orders at that price.

Orders are beginning to take on a spring appearance and brooms, washing soda, cleansing powders, etc., are all finding a prominent place in the lists coming in. It is to be hoped that the retail trade are taking advantage of the approach of the new season to dispose of the goods that are especially in demand just now.

Sugar.—Locally, sugar is quieter this week than it has been for some time. Dealers stocked up freely with the beginning of the advance in prices and are now well supplied. Demand, therefore, from retailers has fallen off on that account. The primary market received a little set back during the early part of the week, but it is not generally thought that any weakness will result.

Granulated, bags	4 50
" 20-lb. bags	4 [illegible]
" Imperial	4 35
" Beaver	4 35
Paris lump, boxes, 100 lbs	5 40
" " " 50 lbs	5 40
" " " 25 lbs	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 20
" 100 lb. boxes	5 30
" 50 lb. "	5 40
" 25 lb. "	5 60
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	4 95
" 50-lb. boxes	5 05
" 25-lb. boxes	5 35
Powdered, bbls	4 75
" 50-lb. boxes	4 95
Phoenix	4 50
Bright coffee	4 45
No. 3 yellow	4 35
No. 2 "	4 25
No. 1 "	4 10

bags, granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—There is a steady business passing in corn syrup, but in the near future it will have the opposition of new crop molasses and the new maple syrup. However, it has its own steady demand, although it might happen that the price now quoted would be lowered. There is no particular reason for this expectation beyond the fact that there will undoubtedly be added competition in the syrup line.

The new price of fancy molasses for May-June delivery has been given out as 28½ to 29½ cents, with the former prevailing. This price is for car lots the shipments to be to points outside the Island of Montreal. From one firm it was recently learned that out of from 12,000 to 15,000 puncheons annually imported into Canada probably less than 2,000 are received into Ontario and the west, the rest being consumed in Quebec. In each puncheon there is about 100 gals. The market is quite firm according to reports and is showing an upward tendency. One statement in review of the condition is that the crop has been a good one, but that consumption is likely to be heavy. The price is considered fair and is proving attractive to the trade as large orders have been received up to the present.

Molasses, to arrive, car load lots	0 28½ 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 0 38
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls	0 03½
" ¼-bbls	0 03½
" 38½-lb. pails	1 70
" 25-lb. pails	1 90
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—The dried fruit situation is unchanged. All lines are firm in price and in the majority the supply is light. Prunes, evaporated apples, currants and raisins, particularly the former two, are in limited supply. Beyond this there is no special feature this week.

Evaporated apricots	0 18 0 21
Evaporated apples	0 14 0 15½
Currants, fine filatras, per lb., not cleaned	0 07½
" " " cleaned	0 08½ 0 09
" Patras, per lb	0 08½ 0 09
" Vostizzas, per lb	0 09½ 0 10
Dates	0 06
Fards	0 11
Figs, 3 crown 0 08 0 08½	Figs, 6 crown 0 11 0 12
Figs, 4 crown 0 09	" 9 crown 0 13 0 14
" 5 crown 0 10 0 11	
Prunes—	
30-40	0 13½ 0 14
40-50	0 13
50-60	0 12
60-70	0 11
70-80	0 10½
80-90	0 10
90-100	0 09½
100 and over	0 09
Bosnia prunes	0 11
Raisins—	
Choice seeded raisins	0 08
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07 0 07½
" select, per lb	0 08 0 08½
" 4-crown layers, per lb	0 08½ 0 09

Nuts.—The market in nuts is steady, but rather quiet. The demand is limited to a regular trade and prices are unchanged.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb	0 12 0 14
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 16
Walnuts, Grenobles, per lb	0 16½ 0 19
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32½ 0 33
" 2-crown " "	0 31
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Corn, roasted	0 08
Corn green	0 07
Diamond G, roasted	0 08½
Diamond G, green	0 07½
Bon Ton, roasted	0 11
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 11
Pecans, 3 crown, per lb	0 18 0 18
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 37 0 38
Brokens	0 30 0 32
Grenobles	0 17

Coffee.—Locally the coffee situation is steady with but little of a special character to report.

Mocha	0 22 0 30	Santos	0 18 0 21
Rio, No. 7	0 17 0 19	Maracaibo	0 20 0 25
Mexican	0 22 0 30		

Teas.—The market remains firm in all departments. Orders are coming in freely and the situation, while not changed particularly, shows the strength that has been noticed for some time.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 26
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 [illegible]
" " pinhead	0 30 0 50

Rice and Tapioca.—A price change was recorded in this market recently when medium pearl tapioca was dropped one cent. Rice is steady and quite firm according to advices from the south. The demand for both rice and tapioca is reported good.

Rice, grade B, bags, 250 pounds	3 10
" " 100 "	3 10
" " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Tapioca, medium pearl	0 05½ 0 06½

CANNED GOODS

Montreal.—There is practically nothing new to report in regard to canned goods. The situation is about where it was a week ago and where it will be a week from to-day from all appearances. There is a steady demand in most lines although it is a question whether canned fish are enquired for as heavily this week as usual. Peas are quite limited and, as previously stated, so are gallon apples. Corn is moving freely and tomatoes are steady. In canned fish

high grade salmon and lobsters are the most active.

Apples, gal.	3 20	$3 50
Peas, standard, dozen		1 20
Peas, early June, dozen	1 20	1 25
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	....	1 00
Corn, dozen	....	1 60
Tomatoes, dozen (Ontario and Quebec)	1 35	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen	....	1 00
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
White salmon	1 10	1 20
Humpbacks, dozen	1 25	1 40
Cohoes, dozen		1 80
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10
Lobster—		

½-lb. flats, dozen $2.40 $2.75; 1-lb. talls, dozen, $2.60, $4.75
1-lb. flats, dozen, $5.00.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 50
English brawn, 2s	3 15	Corned beef hash, 2s	2 50
Boneless pigs feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—An increase in the demand for canned fish, particularly salmon, is noted by some firms, but the high prices ruling cause dealers to operate on a hand-to-mouth basis, while the consumption is somewhat curtailed by the high prices ruling and, as one dealer expressed it, consumers are beginning to regard salmon as a luxury. Canned vegetables are quiet but still maintain their firm position.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's.	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 06
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 80
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's.	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal.	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½
½-lb. flats, dozen	1 30 1 32½
1-lb. flats, dozen	2 22½ 2 25
Other salmon prices are:	
Humpbacks, doz	1 30 1 35
Pinks	1 30 1 35
Northern River Sockeye	1 95
Chicken	4 00
Turkey	4 00
Ducks	4 00
Cohoes, per doz.	1 77½
Red Spring, doz	1 87½
Lobsters, halves, per dozen	2 65 2 75
Lobsters, quarters, per dozen	1 60
	1 95
Soup, 2's	1 90
Soup, 1's	1 40

ONTARIO MARKETS

POINTERS—
Prunes—Advance 1c. lb.
Raisins—Higher.
Evaps.—Advance 1c. lb.

Toronto, March 30.—Wholesalers report that sugar sales have dropped off of late. This is not unexpected at this time as dealers stocked up freely when the market first started on the upward move. Although raws received a slight set-back at the beginning of the week, still the market is steady and the situation is expected to continue strong for a time, and an upward movement in refined is just possible when refiners have again to purchase supplies.

The firmness which has existed in certain lines of dried fruits has resulted in higher prices, as was expected. Prunes, which have been advanced a cent a pound are in extremely short supply and retailers have little choice in regard to sizes. Raisins are also higher as stocks are gradually decreasing, while the situation in the primary market shows no improvement. Evaporated apples are almost unobtainable at a time when the best season is usually just opening and holders are asking higher prices—as high as 14 cents being quoted. The scarcity in these important lines of dried fruits naturally has its effect on the others, so that firmness is noticeable in the whole list.

Dealers hope for an increase in the nut trade at Easter, as retailers generally give this line prominence at that time. Prices are steady. Brazil nuts are about off this market, and as yet no new stocks have appeared. Filberts are reported to be in smaller compass in the primary market than for several years, while reports from California say that the weather has been hard on the growing almond crop..

Sugar.—Raw sugar eased off a little at the first of the week but no weakness in the market is expected to result. Dealers still regard the market as in a strong position and an upward movement in refined is not unexpected at any time. One dealer said: "The sugar market still rules steady but the temporary setback in raws Rill delay the upward movement in refined longer than was thought. However, unless some new conditions arise to affect the market, a further advance in refined is quite likely as soon as refiners have to again make purchases." A new feature is the large Indian sugar crop which will likely take the place of Java in Japan, and as a result larger shipments of Java to America can be expected, although it is not considered that this will alter the situation to any marked extent. Wholesalers report that the movement of sugar during the past week has been slack, as can be expected after the large sales which have taken place since the market turned upward. It is reported that some of the refiners are still behind in their orders.

Extra granulated, bags	4 60
" " 20 lb. bags	4 70
Imperial granulated	4 40
Beaver granulated	
Yellow, bags	4 20
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 00
" " 50-lb. boxes	5 20
" " 25-lb. boxes	5 30
Powdered, brls	4 80
" 50-lb. boxes	4 80
" 25-lb. boxes	5 20
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 50
" in 50-lb. "	5 60
" in 25-lb. "	5 80

Syrup and Molasses.—Trade in corn syrups continues satisfactory, but the demand for maple syrup will likely show a decrease when the new maple products come on the market. Dealers however state that even when the new syrup is at its best there is a certain demand for the canned article. Molasses are quiet and unchanged.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
		½ " 12 "	5 40
5 lb. tins, 1 doz. in case	2 60	Quarts, 24 "	5 40
		Pints, 24 "	3 00
10 lb. tins, ½ doz. in case	2 50	Molasses—	
		New Orleans, medium	0 30 0 35
20 lb. tins, ¼ doz. in case	2 45	New Orleans, bbls	0 28 32
Barrels, per lb.	0 03½	Barbadoes, extra fancy	0 45
Half barrels, lb.	0 03¾	Porto Rico	0 45 0 52
Quarter " "	0 03¾	Muscovado	0 30
Pails, 38½ lbs. each	1 70		
" 25 " "	1 20		

Dried Fruits.—To those who have been following the market, an advance of one cent per pound in prunes is not unexpected. Supplies, which are extremely light, have been growing into smaller compass, so that higher prices were inevitable. Even at the advanced price, retailers have little choice of sizes, one dealer reporting that he had only one size of prunes to offer. The situation in prunes is very acute with no possibility of improvement. Wholesalers are also asking higher prices for raisins, and while choice seeded, in 16 oz. packets, have been ranging from 7½ to 8 cents, now dealers are asking 8 cents straight. The same is true of the other seeded lines and also of valencias. At stock taking time, wholesalers thought that raisin supplies were large enough to run them through, but recent checkings of stocks find them getting extremely low. One dealer said "If I had to buy raisins at the present time, I would have to pay higher prices than I am now selling at, the outlook is not particularly pleasant."

Prunes—			
30 to 40, in 25-lb. boxes			0 14½ 0 14½
40 to 50 " "			0 13½ 0 14
50 to 60 " "			.... 0 13
60 to 70 " "			.... 0 12½
70 to 80 " "			.... 0 12
80 to 90 " "			0 10½ 0 11
90 to 100 " "			0 10 0 10½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard			0 15 0 16½
Choice, 25 lb boxes			0 16 0 17
Fancy, " "			0 19 0 25
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 10 0 10½
Dried apples			0 09 0 09½
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16

Valencias selected	0 08	0 08½
Seeded, 1 lb packets, fancy	0 08½	0 09
" 16 oz. packets, choice	0 07½	0 08
" 12 oz. "	0 07	0 07½
Sairs	....	0 04½
Dates—		
Hallowees—		
Full boxes	0 05	0 05½
Package dates, per 1 lb	0 06½	0 08½
Fards choicest	0 10	0 10½

Tea.—A recent report on the tea situation says; "The general average of values in the primary market has again advanced to the level of that ruling at the end of last year, and with the future position clearly defined, it seems absolutely impossible to expect any further setback in prices for some months to come. It is evident that importations of Indian tea for the remaining portion of the season will be less than those for the same period last year, and merchants will obviously feed the market week by week with just a sufficient quantity to retain the keen competition which is now in evidence. With regard to the position of Ceylon tea, it is practically certain that no excess of quantity is likely to come to hand which will materially affect prices on the whole."

Coffee.—The coffee situation generally shows no change, with dealers throughout the country still refusing to buy, awaiting the sale of the 1,200,000 bags of Government coffe? which will be released during April. Willets & Gray's Journal says: "The current crops are about cleared up and it is perfectly proper to state that were it not for the government sales next month, the intrinsic strength of the coffee position would force values to a much higher level from sheer necessity. Perhaps the most important feature of strength of the actual position is the great scarcity of supplies in the hands of the consuming trade throughout the interior everywhere which will constitute a strong argument for the maintenance of good values for several months to come, as the government sales simply represent 24 days of world's consumption that is going on at the rate of 50,000 bags or more every day. Chicory within the past month has advanced 2 cents per pound, and is now quoted at 12 cents.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 1	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 21	0 22	Mexican	....	0 25
Maricaibo, "	0 23	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory	....	0 12

Spices.—The trade passing in spices continues about the same in volume. It is thought that mace, which has nearly doubled in value during the past year, will likely retain its high position. Prices show no change.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 80	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—There are no features in either rice or tapioca which continue steady with an ordinary demand.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 3 00

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Nuts.—Trade is reported quiet, but may take on some life within the next week or so, as many grocers push their sale in the Easter season. Stocks of Brazils are extremely scarce on this market and as yet no new stocks have arrived. Large quantities of the new crop are being bought by Europe for the Easter trade.

Almonds, Formigetta	0 15	0 15
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 39	0 40
Filberts	0 12½	0 3
Pecans	0 18	0 2½
Brazils	0 5½	0 17
Peanuts, roasted	0 09½	0 12½

Beans.—There is no particular change in the bean situation. Stocks of first quality are reported none too plentiful, with large supplies of low grades which are stained and find few buyers in Ontario. Little or no beans have been exported to the United States markets this year as stocks there are larger than in other years, Michigan having raised one of the largest crops on record.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

Evaporated Apples.—"I cannot give you a quotation on evaporated apples," said one wholesaler, "because I am completely sold out." Other dealers said that their stocks bordered on the same state so that the usual trade in "evaps" will have to be diverted to some other line. Prices range around 13½ cents, with some firms asking even higher prices than that.

Evaporated apples 0 13½

BRITISH COLUMBIA MARKETS.

Vancouver, March 30.—Market conditions are without particular feature. New Zealand butter is selling freely. A shipment of Australian brown onions has been received and is selling well. Green stuff is now on the market, with lettuce and cucumbers from Victoria. Eggs are coming in in large quantities. The price of eggs never dropped with such rapidity. The weather held cold, and with the sudden fine period, eggs were shipped in large quantities from Kansas and California. They arrived in fine shape, and to meet the competition the local article had to come down.

Tomatoes from Mexico and Florida have been affected in some instances with a fungus blight, resulting in their condemnation by the provincial inspector of fruit pests. The early supply comes from the south, and if the quality is not good, it will mean higher prices. Tomatoes will be grown on a large scale in the Okanagan this year, where one concern will put in 100 acres. When the season is on it is expected they will ship six carloads per week, two for the coast and the other four to go to Alberta.

NEW BRUNSWICK MARKETS.

St. John, N.B., March 30.—There was little change last week in the markets. Bananas are a little easier than last season and indications are for lower prices later on. Eggs are cheaper, henery eggs now being quoted at 22 and 23 cents, and case eggs at 20 cents per dozen. In feed, bran is higher while pressed hay in car lots and cornmeal in bags, is cheaper.

A cable received on Saturday by a local firm, was to the effect that an advance of one cent per gallon had taken place on fancy molasses. This, it was said, made the total advance from the low point equal to 2½ cents per gallon, landed here.

INFORMATION FOR BUYERS.

Supplied by Sellers.

Purnell & Panter, Bristol, England, have recently had to enlarge their extensive pickle factory to cope with the extra trade. They manufacture pickles, pure malt vinegar and are the sole proprietors of the celebrated B. V. Sauce.

An attractive "Mollasses Cook Book," has been issued by The Dominion Malasses Co., Halifax, N.S. The covers are nicely printed in colors and the booklet contains some 40 recipes. These include ginger snaps, molasses candy, butter scotch, hermits, cookies, ginger sponge cake, etc., which will undoubtedly prove popular among the customers of any dealer. This is a splendid opportunity for retailers to increase the interest of their customers in molasses and they should not delay writing for copies of the booklet.

Biscuit Fabriek, "De Lindeboom," manufacturers of Frou-Frou, have secured from the United States Circuit Court, southern district of New York, a perpetual injunction against the Siegel-Cooper Company, compelling the latter to refrain from selling any other wafer or biscuit under the name of Frou-Frou.

Mr. Laporte, of Laporte, Martin & Co., will shortly leave Montreal on an extended trip to Europe. While there he will look after business affairs, and will also spend some time in the chief pleasure resorts for the betterment of his health.

The MacLaren Imperial Cheese Co., which opened a branch office in Montreal recently, with J. R. Fisher as manager, state that supplies are sufficient to meet all rush orders for any of their many lines. The company are desirous of filling non immediate orders from Toronto, as customers can thus be sure of all goods arriving in the freshest condition.

William H. Dunn, Montreal, has been appointed by Borden's Condensed Milk Co., selling representative at Vancouver for the British Columbia territory and will leave the first of May for the west for a few months to personally handle a canvassing campaign.

The New Brunswick Pulp & Paper Co., Ltd., Toronto, have moved their offices and warehouse to 145 Wellington St. West, where they have larger quarters. Their telephone number is the same as formerly, Main 1093.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng

Don't Run Away

with the idea that all sauces are alike in flavour! There's a difference in sauce made according to the old Mason recipe.

Why not handle this well-known line that is so pure and palatable, and is, moreover, made and bottled in an up-to-date sanitary factory?

Send for samples and details.

Remember the name of the best profit-producer you can handle.

MASON'S No. 1 SAUCE

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented.

Too much care cannot be taken by a Grocer in selecting his staple lines, for it is on these that he establishes confidence and builds up his general connection. He should, therefore, handle only leaders. In the line of Soaps nothing equals

WONDERFUL SOAP

and

CRYSTAL SOAP CHIPS

No laundry soaps are so good, so pure and uniform in quality, such thorough and rapid cleansers.
Wonderful Soap does not injure the most delicate fabrics. It's good value through and through. We offer no premiums. The soap sells on its own worth and reputation without any extraneous aid.

Drop us a line for quotations.

THE GUELPH SOAP COMPANY

GUELPH ONTARIO



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truendale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

THE
Cane Pony Washboard
is so handy in taking care of the doilies and all my delicate laces. I don't know how we'd do without it, for they can't be put into the regular wash.





The demand for Cane's Woodenware results from the complete way in which wash-day needs are covered. It is always a profitable line, because every sale means an enthusiastic friend.



Cane's Wash-day Woodenware

includes every requirement from tubs that nest beautifully to clothes pins and clothes racks. WRITE FOR CATALOG AND PRICE LIST.

THE WILLIAM CANE & SONS CO., Limited
NEWMARKET ONTARIO

Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want advertisement Page of **THE CANADIAN GROCER.**

STEELE-BRIGGS SEEDS
USE ONLY THE VERY BEST
TESTED FOR GERMINATION
TESTED FOR PURITY
SOLD BY LEADING MERCHANTS EVERYWHERE

To Profit from the Easter Appetite

Suggestions for Busy Grocers to Garner Trade From Opportunities Presenting Themselves at This Season—Originality of Eastern Dealer—A Window That Drew Custom.

Easter is fast approaching and grocers should be planning to profit from the pent up appetites of customers, who for a full six weeks have been closely confined to certain articles of food. By the time Easter arrives these will have worked up a craving for other lines of food, which should work to the advantage of the grocer. Good use can certainly be made of the coming festive season and grocers should seize the opportunity to secure their share of new business which the holiday is bound to create.

Easter is a time when the thoughts of all naturally turn to the table, and in this connection it is a rival to Christmas. This fact should not be forgotten. As Lent draws to a close people begin to think of "the good things to be had soon," and grocers should build on the appetites of the people.

Display is regarded as a valuable aid in making sales at any time, and particularly is this so at the Easter season. During the last few days of Lent the progressive merchant will have dainty displays in window and on counters that will appeal to the tastes of his customers. A window display properly arranged should be a valuable selling power at this time.

St. John Originality.

Eggs are associated with Easter and, of course, the grocer will give prominence to this line. Last year, a grocer of St. John had a cage in his window containing several hens. There was a plentiful supply of eggs on the window floor and a card reading "Fresh laid eggs for the Easter meal."

Ham is another article of diet which is largely used, and a display of this article, and eggs, with some other line which will appeal to customers' fancy, should be made. Do not show too many different lines, as it will detract attention from any one particular line, and so will not make sales. Show cards and price tickets can be used to good advantage in such a display.

Easter Flowers.

Easter lilies in the window trim or about the store will make it look much brighter and more Easterlike. A good many grocers handle flowers at this season of the year, for besides the business in this line itself, it attracts customers to the store and also adds drawing power. Care should be taken in ordinary flowers that enough may be had to make a proper showing, but that none may be left on your hands, as a customer's fancy for flowers drops to a certain extent when the season has passed.

Easter is also a season of the year when sales in such lines as lettuce, onions, tomatoes and strawberries may be increased, as they are lines which appeal to the people's appetite at this time. They may also be shown in the window, but when such lines as these and flowers are shown, it is well to make the fact known to the people by advertising, for if you simply display them, the attention of only those people who pass your store is attracted.

One Definite Window.

Last year one merchant gave particular attention to ham, eggs, tomatoes, strawberries and green goods, and had a window dressed with these articles. Three steps were made. In the centre of the bottom one there was placed a heaped-up basket of eggs with a display of ham on either side, and neatly printed price cards attached. On the next step lettuce, onions and similar articles were shown, while in the centre of the top step was a magnificent Easter lily with ripe tomatoes on one side and strawberries on the other. At the top was a show card "Suggestions for your Easter meals."

An excellent opportunity is afforded the grocer for increasing his sales at Easter time and an extra attempt should be made to interest customers and get new trade.

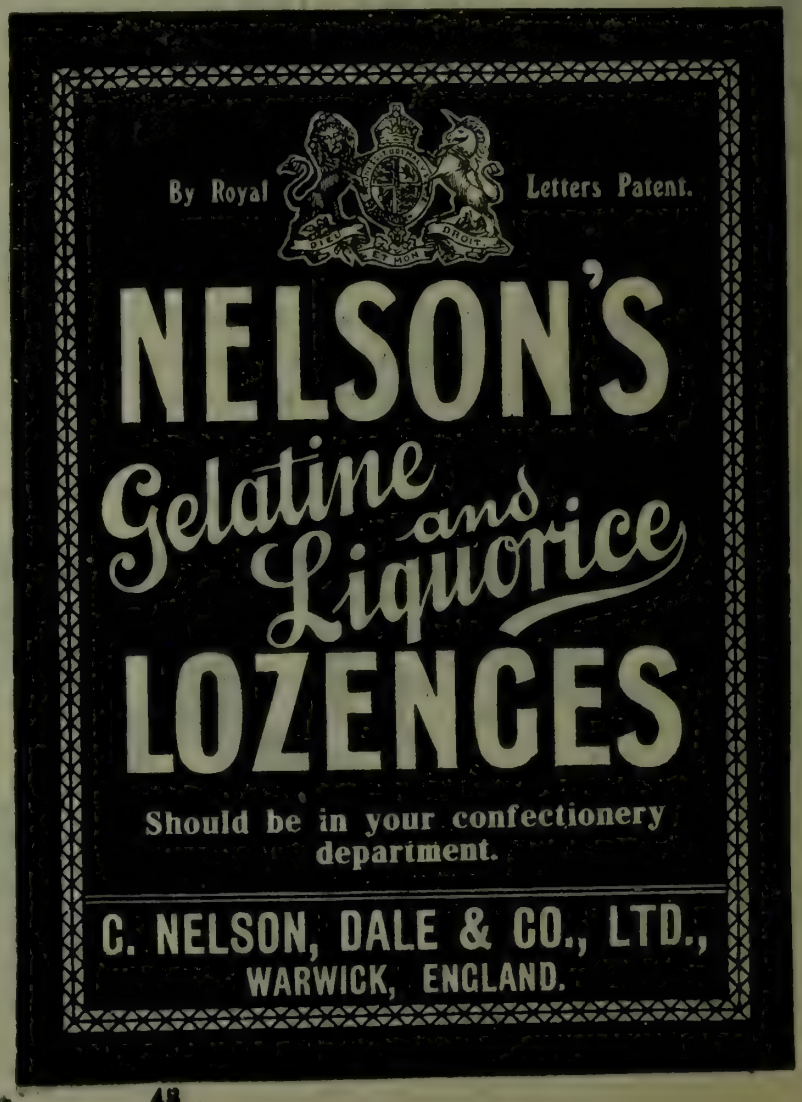
WESTERN ASSOCIATION MEETS.

Winnipeg, March 30.—At the recent meeting of the Western Retail Merchants' Association, the following officers for the current year were elected: President, John Dyke; first vice-president, A. T. Connell; 2nd vice-president, F. J. Walsh; treasurer, Geo. H. Hyndman; executive, W. T. Devlin, the retiring president; Horace Chevrier, the retiring vice-president; C. L. Charrest, W. G. Maybee and A. E. G. Lournan.

Some amendments to the by-laws of the association were made.

A short time ago a delegation from the association waited on Premier Roblin, and asked that a "small debt court" be established in Manitoba under the jurisdiction of stipendiary magistrates, with power to decide claims for debt up to $50. In their petition they stated that the present machinery for collecting small accounts is costly, cumbersome, inconvient and unsatisfactory; that many merchants are defrauded and suffer by reason of unscrupulous debtors taking advantage of the delays, leniency, and costly procedure of the present law; and that the present procedure for garnishment and attachment of debts is unsatisfactory and in its working discriminates in favor of the debtor.

It is possible that a bill will be presented before the next session of the Manitoba legislature.



Westward Ho!

THE opportunity for manufacturers and shippers of Eastern Canada, Europe and the States to introduce their goods to the Great West is now exceptionally favorable. The Westerner is a good spender at all times, and he has the money to spend. Why not get in on the ground floor? Our extensive connection with Western Canada and our sound financial standing, place us in a better position to build up sales for you than any other firm in the West.

We maintain track warehouses at the five strategic distributing points, and we make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade, in a wholly effective way that no other house can offer.

Write us advising what you have to ship. We know we can help you.

NICHOLSON & BAIN, Wholesale Commission Merchant and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

O.K.

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

ENGLAND'S BEST

SAUCE

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents—DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

COOK'S FRIEND

Baking Powder

The only Cream of Tartar Powder selling at a moderate price.

Order from your Jobber and

DO IT NOW

W. D. McLAREN, Ltd.

Baking Powder Specialists

MONTREAL

"Simply Delicious"

Is the opinion expressed by the Epicurean Critic who has tasted

GUNNS MAPLE LEAF

Breakfast Bacon

Made under Government inspection in

THE HOUSE OF QUALITY

GUNNS Limited

Pork and Beef Packers,
West Toronto, :: Ontario

Fearman's English BACON

for

BREAKFAST

is the finest Bacon that you can buy. Made from choice selected Canadian pigs only and cured under government inspection, it is sure to please you and satisfy your customers.

F. W. Fearman Co.
LIMITED

HAMILTON



The Babies Eat What is Given Them

The child cannot choose like the grown-ups. The choice of food for the infant rests with the parent. Give the babies

Reindeer Brand Condensed Milk

It is pure, sterilized and free from germ life—carries none of the infection liable through raw milk.

The Truro Condensed Milk Co., Limited
TRURO, N.S. HUNTINGDON, P.Q.

Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Arrival of Eggs Exceeds the Demand

Disposal of Surplus Stock a Problem—Prices Easier—Further Reductions Looked for if Supplies Continue—Reduction in Provisions in Montreal—Butter Continues Steady With Light Arrivals—Cheese Market Firm

The Canadian movement of hogs during the past week has been normal and prices have ruled steady. The United States markets continue unsettled, with an evident determination on the part of the packing interests to bring about a lower level for live hogs and with farmers controlling the hog movement to hold prices. A year ago hogs sold at $11.00 in Chicago, while to-day they are $6.80, so that quite a substantial reduction has been made, but whether it will be increased remains to be seen.

Trade in pork products has been noticeably dull since the opening of the Lenten season, but with the approach of Easter dealers are looking forward to a good spring trade. Export business in provisions has been satisfactory of late and one packing firm states that 70 per cent. of its output is going across the Atlantic. One dealer, in speaking of the market, said: "The Lenten season with the slackness that accompanies it, is drawing to a close; substantial reductions have been made in pork products over prices ruling last year and with the encouraging cables from the Old Country of late, and the new life that the close of Lent should put into the trade, I think that even with a moderate supply of hogs that prices should rule steady."

Fresh eggs are being offered freely and even with an excellent demand, there there are surplus supplies, the disposition of which is causing dealers some concern. One dealer in speaking of the situation, said: "I think Canadian dealers will be careful about laying up stocks of eggs, at least until prices go down to a level with the United States markets. While under ordinary conditions, a difference of three cents a dozen, the amount of the duty, could be allowed, with the prospects of free trade, it would be altogether unsafe to store eggs until prices are equal to those in the States."

Butter prices continue steady with no particular features, supplies are not heavy, while the demand is strong and prices are expected to rule firm until arrivals increase. Chicago is offering held stocks of butter at lower prices than are ruling here, but the quality of some shipments received was found to be very poor. It is not likely accordingly that any large quantities will be imported, as the demand at present is for the best grades only.

MONTREAL.

Provisions.—While the market shows a number of reductions in the price list, the feeling is one of optimism with the approach of the Easter trade. Every season brings its business and while Lent is not a good season for the meat trade, at its close business takes on a new lease of life and the dealers will soon be experiencing it. The weakness in pure and compound lard and the reduction of fifty cents in the several lines of pork bring the price down to a still lower figure, but it was not altogether unexpected as the season has not been conducive to heavy business and for some time now has been rather dull. At any rate the feeling is much improved on account of the approach of Easter and the grocer should not overlook what is his due in this regard.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11⅝
Cases, tins, each 12 lbs., per lb	0 12
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11⅝
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 11⅝
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10⅝
" 5 " " " "	0 10⅝
" 3 " " " "	0 11
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10 0 10½
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10½
One pound bricks	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Boiled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 15
Hogs, live, per cwt	7 25 7 50
" dressed, per cwt	8 25 10 00

Butter.—The butter market is steady with no particular feature to report. Supplies are not heavy and with a good demand the situation continues to be very firm.

New milk creamery	0 26 0 27½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—The market is healthy in tone and prices are slightly easier. The receipts of new laids show a rather large increase over those for the same period last year. It is reported that the surplus over last year's amounts up to the present to 15,000 cases. In the meantime the demand is good, supplies are liberal and the volume of business heavy.

New laids	0 21 0 22
Selects	0 22 0 24

Cheese.—There is not much interest in cheese. The stocks held are light and owing to the limited supply there is a natural firmness in the market. Price shows no change and there is no feature to attract attention.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 15

Honey.—Honey is quiet. Demand is rather casual and the situation is just where it was a week ago.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 06½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry.—Trade is steady but featureless. Prospects are brighter and should show considerable improvement in the near future.

Fowl	0 14 0 15
Geese	0 14 0 15
Chickens	0 18
Ducks	0 17 0 19
Turkeys	0 20 0 21

TORONTO.

Provisions.—The situation in provisions shows little variation this week with few price changes. Trade is quiet although it might be considered fair for the Lenten season. Some firms are quoting pure lard at figures slightly below present quotations, but it is generally believed that lard has reached the bottom. Prices must be quite satisfactory to retailers as lard in pails quoted at 16½ a year ago is now 12½, long clear which was 14½ a year ago at 11½, while most other lines have had quite a substantial reduction in the year. Although the arrival of hogs during the past week has not been overly large, live hog prices have again been shaded 10 per cent. The provision market seems to be quite steady.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 16 0 17½
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12 0 12½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18½ 0 19
" pea meal	0 19 0 20
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	24 00 25 00
Lard, tierces, per lb	0 11½ 0 11¾
" tubs "	0 12 0 12½
" pails "	0 12½ 0 12¾
" compounds, per lb	0 10½ 0 11
Live hogs, at country points	6 55 6 65
Live hogs, local	6 95 7 00
Dressed hogs	8 50 9 00

Butter.—The butter market rules steady with most firms quoting dairy at an advance of 1 cent. over last week's prices. Supplies, especially first grade are not heavy. There is a good demand for best quality, some firms reporting that a large part of their business is being done in creamery. The market is expected to rule steady for a time.

	Per lb.
Fresh creamery print	0 27 0 29
Creamery solids	0 24 0 26
Farmers' separator butter	0 25 0 26
Dairy prints, choice	0 22 0 23
Fresh large rolls	0 20 0 21
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs.—Egg prices are easier again this week, with new laids quoted at 18 to 19 cents. Arrivals continue large and the demand at this time excellent, but not large enough to use up all supplies. Easter is expected to use up a quantity of the surplus stocks, but if supplies keep up, prices will no doubt have to go lower.

New laid eggs	0 18 0 19

Cheese.—The price of cheese is gradually rising and dealers this week quote large new cheese at 14 cents and twin at 14¼ cents. Although trade is not heavy, stocks are extremely light and future prices will rule firm.

New cheese—	
Large	0 14
Old cheese	0 14 0 15
New twins	0 14½
Stiltons	0 14½ 0 15

Honey.—Trade is quiet with prices showing no change.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " 10 lb pails	0 11½ 0 12
" " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 06½ 0 07

Poultry.—There is little interest in poultry on this market just now. Trade is dull and prices unchanged but steady.

Chickens, dressed	0 16 0 18
Ducks, dressed	0 14 0 15
Geese, dressed	0 13 0 14
Hens, dressed	0 13 0 14
Turkeys, dressed	0 20 0 22

Storage, 2 cents lower.

Look for Higher Summer Sugar Market

Toronto Sugar Market Experts Say Would Not be Surprised to See Staple Go Higher Before End of Summer—Think Speculator in Control—Large Demand Has Depleted Refined Stores.

Toronto, March 30.—Although three advances in the price of sugar have been announced but recently, it would seem from a conversation The Grocer had yesterday with a dealer that further increases were almost now in process of formation.

"The sugar market," said he, "is peculiar. At the moment holders in London, England, are inclined to take profits, and in consequence the market has eased off a little but there is an underlying element of strength about the situation in New York City that is talking right out loud to some people here."

Think Speculator Controls.

"Of course it's difficult, and almost impossible to forecast a sugar market, with any degree of accuracy, but there are a number of men in this city—men usually supposed to be in closest touch with the market—who believe the speculator has now secured control of the situation and so can hold on till the preserving season if necessary. By that I mean that they think he can hold his stocks and make the refiner come to him. That means also that the refiner would have to meet the speculator's price, and the ultimate result would seem to be higher price for the refined product. That is what they argue. Nearly all of these men are more than half expecting an advance or two, and a high market right through the summer."

"Still there is a deal of conjecture about all this. If there should come a rapid unloading of European stocks, or if the Cuban and other cane crops should bulk larger during the next month or two, a falling market might be expected. Again if the shortage in the Cuban crop becomes more pronounced or if the Old World crop should be held by the speculators, you would have a market with advancing tendencies. At present no man can plumb the conditions that dominate the situation.

No Sugar Shortage.

Questioned as to the possibility of there being a shortage of supplies at the mills owing to the annual cleaning out of the canals in April, this dealer thought there was no cause to worry.

"The country is overstocked," he added. "Never in the history of the industry, has there been such an outrush of sugar to the retailer as has been the case during the first part of this year. As a matter of fact nearly double the amount has gone out to them. That is one of the circumstances setting this season apart from the rest—the dealer has the sugar that usually is held in the sheds of the manufacturers. But there should be lots for the country, and no dearth of supplies."

GROWTH OF ARTICHOKE BUSINESS

Started in a very small way a few years ago, the artichoke business, from the neighborhood of San Francisco, has developed considerably, the eastern shipments of this delicacy now amounting to about three hundred cars a year, a large proportion of which are taken by the New York market.

State food officials of New York and Pennsylvania are proceeding against butchers and dealers for alleged violation of state food laws in selling sausage products alleged to contain cereal binders or fillers without being labeled as such. Dealers state that cereal sausage products are both wholesome and healthful and do not come under "adulterated" foods.

Vanderburg & Teeple, grocers, Lethbridge, Alta., have dissolved.

E. L. Camfield has started a general store at Meeting Creek, Alta.

C. A. Duff, general merchant, Scott, Sask., has sold to J. D. Ramsay.

Losiselle Lake & Son, general merchants, Sylvan, Alta., have sold out.

Geo. Nelson, grocer, Harker, Alta., has sold to Patrick Monahan.

Thorwaldson & Sigurdson, general merchants, Leslie, Sask., succeeded by T. Thorwaldson.

RICE-KNIGHT

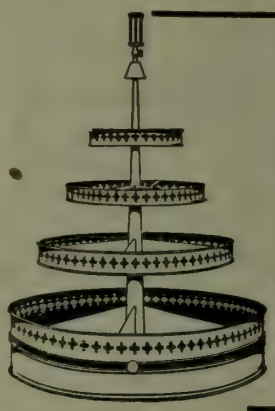


LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light? The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

RICE-KNIGHT, LIMITED
TORONTO, CANADA



Increase Your Sales and Profits on Vegetables

¶ You can do both with our **Vegetable Display Stand**, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois

7 QUARTS 15 Cents.

Foster Clark's Cream Custard is as superior to ordinary Custard as Rich Cream is to ordinary Milk
Equally delicious eaten alone or with Stewed Fruit.
Sold in 10, 15 and 25c. tins. Also 5c. pkt. to make 1 quart.

Foster Clark's Cream Custard

THE CREAM OF ALL CUSTARDS.

There is no more delicious dessert. Your customers will be quick to tell you this. Why not let us send you a sample packet FREE? Agents: W. H. Malkin Co., Vancouver, for British Columbia: The Harry Horne Co., 30 King St. West, Toronto, for Ontario. Agencie open for live Firms at other points.



Send for Sample Free

On application a 5 cent packet of Cream Custard will be posted free from Foster Clark Ltd., Maidstone, England.

Grocers: The confidence of your customers gained by square and courteous treatment, and by supplying goods that you can honestly recommend, is your greatest asset, and is a protection against the loss of your customers through the offer of unreliable dealers of the "just as good" kinds at bargain prices. Magic Baking Powder is recommended by food scientists as being pure and wholesome.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg



DELAY MEANS LOSS



¶ Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.

¶ These are some of the ways in which money is lost without your knowledge:

Forgotten charges—goods sold—never charged.
Disputes with customers—loss of trade.
Poor collections—loss of discounts.
Loss of accounts.
And in a hundred other ways.

¶ Let us tell you about them; we'll do so gladly if you will drop us a line and say you are interested.

(First and Still the Best)

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Ont.

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties

A Systematic Housewife and A Sympathetic Grocer

are of mutual benefit to each other—

If you can show her the economy there is in buying more

CLARK'S MEATS

and less butcher's meat, the profit comes to you and the saving to her.

See that your stock of Clark's Meats is complete.

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE JOHN P. MOTT & CO.

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. J. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto

Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

AGENTS for British Columbia and Alberta:

DONNELLY, WATSON & BROWN, Vancouver & Calgary

"BANNER" 1911 Cold Blast Lantern

Have you seen it?

Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious

Appetizing

Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO

New Business in Flour is Not Large

Mills are Largely Confined to Delivery of Contracts—No New Features to Flour Market — Canadian Wheat Prices Show Little Change From Week Ago—Conditions for Growing Crop Have Been Favorable So Far—Cereals Steady With No New Features.

Little new business is being done in flour, as buyers, having plentiful stocks, and not expecting an upward movement, are doing little purchasing. While most mills are kept fairly busy on delivery of contracts, still, more business would be quite acceptable.

Prices are liable to remain steady while this lack of new business continues.

Wheat in Chicago on Monday dropped to the lowest point of the year. This is said to have been caused by liberal receipts, large world's shipments, and slow cash demand. Conditions for bearish tendencies have been favorable so far. Last year at this time the wires were busy with reports of damage from alternate frosts and thaws, while this year complaints of this character are notably lacking. Canadian wheat markets are at about the same point as a week ago.

One dealer in speaking of wheat said: "I think wheat prices have about reached bottom. It is true that wheat supplies in the world are large but the conditions of the growing crop are bound to have their effect on future prices. So far conditions have been extremely favorable, hardly could they have been more so, and better reports or even a continuance of present conditions can hardly be looked for."

A despatch from Chicago says: "It is clear that there is enough wheat to go round and leave a good surplus for the world this year, and the question that is disturbing the trade is; How low will the price have to go to equalize the excess? The reductions already, under ordinary conditions would seem enough, and there are some good traders who believe that the excessive stocks have been discounted by the decline. But others whose opinions carry weight take a different view of the situation and expect still lower values. With a larger acreage of winter wheat than last year and a better start for the crop, the indications at the moment are for a better yield than that of a year ago."

MONTREAL.

Flour.—There is no new feature to the local flour situation. It is steady and quiet. The demand is good and there is nothing in particular that suggests any change in prices in the near future.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents, bbl		5 10
" strong bakers		4 90
" second "		4 50

Cereals.—Business in rolled oats and cornmeal is steady and rather quiet. Prices are firm, and the market is featureless.

Fine oatmeal, bags		2 25
Standard oatmeal, bags		2 25
Granulated " "		2 25
Rolled cornmeal, 100-bags		1 70
Rolled oats, bags, 90 lb		2 05
" barrels		4 40

TORONTO.

Flour.—There is no change in the flour situation from a week ago. Prices ruling now are the same as have been in force since last November. Trade continues quiet, the business of many mills being confined largely to delivery of contracts. Some new business is noted occasionally, but conditions do not show any improvement.

Manitoba Wheat.		
1st Patent, in car lots		5 40
2nd Patent, in car lots		4 90
Strong bakers, in car lots		4 70
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 45
Patents	4 80	5 00
Blended	4 60	4 90

Cereals.—There are no features in the cereal market. Rolled oats are steady at present figures with trade continuing about the same. Rolled wheat trade is lagging.

Rolled oats, small lots, 90 lb. sacks		2 05
" " 25 bags to car lots		1 95
Standard and granulated oatmeal, 98 lb. sacks		2 25
Rolled wheat, small lots, 100 lb. brls		2 75
" " 5 brls. to car lots		2 65
Cornmeal, 100-lb. bags	1 70	1 80

CENTRAL DELIVERY.

Retail Merchants of Chatham May Adopt New Scheme.

Chatham, Ont., March 30.—It is likely that at a meeting of the retail merchants to be held in about two weeks' time arrangements will be made for instituting a central delivery system. At a recent gathering the details of the scheme were discussed, and warm approval expressed.

The present plans are for an hourly delivery to every section of the city. This would enable a merchant to deliver goods to all parts of the city simultaneously; whereas, at present, he can usually reach, at best, only two different sections in an hour. A regular delivery schedule would remove uncertainty on the customer's part as to when to expect his goods. Rush orders, too, at present involving a great deal of trouble, would be eliminated.

On the financial side a big saving is expected. Goods would be collected at hourly intervals, taken to the central station, and thence distributed within the hour, the city being mapped out into regular routes.

READY-MADE CARD PHRASES.

Cleanliness is next to Godliness. Did you order soap.

Our jams create an appetite.

Let us be your doctor. We prescribe olive oil.

Alluring prices for appetizing foods.

Tea talks tersely told.

Our candies create customers.

Our dainty confections will please you and your friends.

Genuine satisfaction guaranteed customers.

The best that money can buy.

A big loaf and many of them when you use our flour.

A cake of pure maple sugar—a treat for your friends.

An emporium of pure foods.

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

Veterinary Talks of Care of the Horse

Expert Reasons Why Good Horses are Scarce and Explains Why They Seem to be Steadily Growing Scarcer—Absolute Necessity of Study of Animal Individuality to Secure Best Results.

While talking about horses—ranging from the fleet thoroughbred to the slow-moving, ponderous, heavy draught, a veterinary surgeon dropped a few observations the other day that might be turned to good advantage by grocers throughout the country.

He was talking out of pure admiration of the noble equine, and gave the siftings of years of intimate observation and study, and, as he is a man of some repute in his chosen profession his words may be hearkened to with some respect

"The trouble with the horse industry in this country," he said, "lies in the contentment of the farmer in selling off his good mares and rounding out his stock again by buying in any old cheap animal from the city. He argues, does the farmer, that he gets a good price, and chuckles over it, but that is not the point. I met a man the other day who told me he had sold a team of mares for $600, and who was crowing about it. 'That's a mighty good price,' said he. I told him I did not agree with him, and said that he should, to make up for the loss in value of the colts of the future, have secured at least $1,000. And he was more than a little astonished.

"But still that's not all the trouble," continued the surgeon. "Nowadays it's a rare occurrence to meet a driver who really understands the animal he drives, and the consequence is that the present lot are being rapidly driven out. Where are they going to fill their places? It's getting harder all the time, and that is why a good merchant has to pay such fancy prices for his good delivery animals. But I'm afraid it is going to be worse before it's better."

Selection of Drivers.

"The time will come, of course, when the delivery man will be selected for his knowledge of the horse, and with that the farmer and breeder will have to be convinced of the error of his ways, so that he will refuse to sell his good stock mares for the first good price held up to his greedy gaze. It seems to me the grocer, the butcher, and the baker, should soon come to realize just what a horse is, and what it is entitled to in the way of treatment. I mean the smaller grocers and butchers and bakers, for the big concerns generally have capable men looking after their stables. A horse, as a matter of fact, is as sensitive in some ways as a human being and has almost as much individuality. Put a horse in a draughty stable and he will catch cold—is sure to; overfeed him, and he's going to get sick, keep it up, and he's going to become shortly unfit to use.

A cross between a thoroughbred and hackey makes the best delivery horse in my opinion, and he needs lots of pure air, a clean stable, just enough to eat, and only just enough work. The problem is, of course, for the man in charge to find out just how much of each of these he needs. Some animals, while big, require but a small amount of feed; other little ones need a whole lot. Some horses again will work hard on short rations, others want a large supply. It all simmers down to the individuality of the beast. That must be discovered and it takes a good deal of study. For, to get the most from the horse the whole scheme must be in harmony. You can put a horse in the most sanitary stable in the world—tiled walls and all the rest of it—but if there's a draught there the animal is not going to thrive.

Bad Feeding.

"Likewise you can have the fine stable without draughts, and if you don't give the proper amount and kind of feed, your horse is not going to prosper. I've known many drivers who would put a feed of oats before the animal in the morning; if he didn't clean it all up the man would add some bran to it at noon. Now probably that horse would keep nosing it about until the mess became sour and rancid, and, when it did finally clear it up, in desperation, sickness—indigestion was the inevitable result. Nine times out of ten the owner puts it down to overwork when really the lack of understanding on the part of the man who did the feeding was the cause. I've tended lots of horses in similar cases to that, and I've been called back often, in a day or so, because the proceedings were repeated. There's nothing much to be done then. It's a shame, nothing more nor less. The poor animals with their life of drudgery have about enough to contend with without bad care, through ignorance, being forced upon them.

Livery Care.

"That's the whole story," concluded the veterinary, "and that is how the long life of the livery drudge is explained. They are worked hard enough, goodness knows, but they are properly cared for. Men who understand them look after the stable and the result is the animals thrive. You can't imagine just how much a tired horse enjoys a soothing sponge bath, and just the right amount of feed and water, after coming in from a hard drive. Why it puts new life into them. That is why they are always ready when called upon."

The doctor ended up with a discourse on the relative, adaptability of breeds of horses for the farm. But the force of his argument had been lavished on the delivery drudge. Maybe if his suggestions were given a little thought the appearance of many a delivery outfit could be improved about fifty per cent., and the horse would be the better for it. And the customers would not fail to notice the change.

News for Busy Dealers from Here and There

Optimistic Report of Commission Which Investigated Fisheries of Manitoba—Trade in London Weak—Plea for Net Weight Legislation—Hudson's Bay Company Store for Calgary.

The Jersey Creme Company, a corporation incorporated under the laws of the state of Texas, U.S.A., has been licensed to carry on business in Ontario.

Addressing the New York Retail Grocers' Association at New York last week Commissioner Walsh of the Bureau of Weights and Measures urged the necessity of net weight legislation in order to protect the honest merchant against his dishonest competition.

Rendered helpless by lack of water the fire brigade of Calgary, Alberta, stood idly by while the grocery store of R. L. Jacques burned to the ground, some days ago.

It is reported from London, Ont., that sixty-two of the merchants of that city, embracing all lines of business almost, will endeavor to bring to the Forest city hundreds of western Ontario people during the first week in April. Special sales will be held and every visitor who purchases $20 worth of goods, will, it is said, be given return fare up to a distance of 65 miles. This is the first trade-in-London week yet held. Should it prove successful it may be held several times a year.

The Atlantic Fish Supply Company, Limited, has been incorporated at Toronto. The company purposes to carry on a wholesale and retail business in fish of all kinds and country produce, taking over the Atlantic Fish Supply Company. Ottawa will be the headquarters.

Thirty barrels of catsup or about ten tons were seized by health authorities in Boston recently on the ground that the stock contained no tomatoes and was unfit for use.

An optimistic view of the fish industry in Manitoba was given in the report presented by the commission appointed to inquire into the fisheries in that province. The finding goes to show that conditions in Manitoba are better than has been admitted. Although there have been many complaints that Lake Winnipeg and other Manitoba waters were being "overfished," the commission found that the yield of fish has kept up remarkably well. In their opinion there is no fear of the exhaustion of these fisheries in the immediate future. Evidence of the abundance of white fish in Lake Winnipeg is provided by the fact that although fishing operations are allowed by regulations to Aug. 15, each company had secured its allotted quantity before that date. The commissioners expressed the belief that the public would benefit if fish were sold direct to the retail dealers and recommended that the export of sturgeon should not be allowed; fish should not be handled in close season; fish firms should pay royalties on the fish they handle of ¼ cent per pound.

HINTS FOR GROCERS.

Attractive labels on cans, and good looking packages, help the sale of goods, and this should be noted by grocers in making purchases.

The good buyer in any business never purchases a quantity in excess of the needs of his store.

While people may buy in advance of the season, they cannot be persuaded to buy after the season is over.

If there is considerable traffic on the sidewalk across the street, it would be a paying investment to make it convenient for people to cross over.

Give the clerk a chance to express his opinions in regard to the purchase of goods. He can generally give you a good idea about the articles that sell best.

If your store sign stands flat against the front of the store, it will scarcely be visible to a person coming from either direction.

A grocery merchant or clerk should always find plenty to do. There is always a counter or shelf display that could be improved in appearance.

Teach the clerk from the first to be tidy, keeping goods nicely piled up, the counter well dusted, and the floor clean.

Never neglect a customer; they are more important than window dressing or floor sweeping.

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO., Halifax, N.S.

LEITCH ANCHOR BRAND OAK LAKE

The Whole Day Long

The goodness of **ANCHOR BRAND FLOUR** is proverbial; it gives "every man's wife" the opportunity to make good bread. This, of course, means larger consumption, but you don't mind that, and your children will not be running Across the Way for "a piece"; they will stay right at home THE WHOLE DAY LONG.

Manfd. by
Leitch Brothers Flour Mills
OAK LAKE, MANITOBA

HOLBROOKS

ENGLISH Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar in bulk or bottle

Holbrooks Pure Pickles Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand Norwegian Smoked Sardines

Olaf the Great Norwegian Smoked Sardines

The "Swan" Brand Pure Pickles in Mixed and Chow 20 oz. tall square bottle patent stopper and

HOLBROOKS

GENUINE
Worcestershire SAUCE

CANADIAN OFFICES:
40 Scott St., Toronto
Manager, H. Gilbert Nobbs.

Head Office and Factories:
Birmingham and Stourport, Worcestershire, England
Business founded 1798.

LOCAL AGENTS
Quebec: J. R. Renaud & Co.
Montreal: F. L. Benedict & Co.
Winnipeg: Richards & Brown.
Regina: Campbell, Wilson & Smith.
Calgary and Lethbridge: Campbell, Wilson & Horne.
Vancouver: Kelly, Douglas & Co
Victoria: Wilson Bros.
Halifax: Bauld Bros.
St. John, N B.: G. F. Barbour & Co.
Fredericton, N.B.: Randolph & Son.
Charlottetown, P.E.I.. Carvell Bros.

Effectiveness Appearance Durability



Here are three leading features which should make every grocer instal a

HOBART
Coffee Grinder

It is a necessary adjunct to every up-to-date store, and is equipped with automatic release—an effective protection against accidental damage to motor.

The appearance of your counter is improved by the handsome exterior of the "Hobart," which is just as good as it looks.

It is perfect in design and workmanship and performs the grinding operation in the most efficient and quickest possible manner. Made of the best materials.

Write for free details and prices

W. A. Freeman Co. *Limited*
Hamilton

Decide Right Now!

The morning meal gains an added charm when its basis is



TILLSON'S
Pan-Dried Oats

a preparation that is at once appetising, delicious and especially wholesome

"TILLSON'S" OATS are prepared from the finest oats in the world—selected Canadian Oats—and they are prepared with consummate care and skill in our up-to-date sanitary factories.

We give the dealer the greatest possible assistance in selling "TILLSON'S" by our extensive consumer and billboard advertising, and the quality of our product is your certain guarantee of repeat orders.

Make your decision **to-day** to give "Tillson's" the prominence it **deserves.**

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.

Canadian Cereal & Milling Co., Limited

HEAD OFFICE
Lumsden Bldg. - TORONTO, Ont.

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENTS IN CANADA FOR

CHARTREUX MONKS	Tarragona	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	Tarragona	MASS WINES and other Tarragona Wines.
ARCHAMBEAUD FRERES	Bordeaux	Jockey-Club Brandies, Diamant and White Ball Rums.
BOUTELLEAU & CO.	Barbezieux	Cognac Brandies.
A. PERODEAU & CO.	Cognac	Sanator Medicinal Brandy.
NUYENS & CO.	Bordeaux	French Liqueurs and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	Vichy	VICHY-GENEREUSE.
VIOLET FRERES	Thuir	Byrrh Wine.
WYNAND FOCKINK	Amsterdam	Holland Gin.
WRIGHT & GREIG, LTD.	Glasgow	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley	Scotch Jams, Jellies and Marmalades.
TALBOT FRERES	Bordeaux	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	New York	BON AMI.

AGENTS IN PROVINCE OF QUEBEC FOR

STAVANGER PRESERVING CO.	Norway	Crossed Fish Sardines.
H. J. HEINZ CO.	Pittsburg	Food Products, "57" Varieties.

Pineapples

are now coming in good shape.

Tomato sales very heavy, repeat orders coming in fast.

Oranges are now at their best.

LEMONS
GRAPE FRUIT
BANANAS
COCOANUTS
STRAWBERRIES
HEAD LETTUCE
NEW BEETS, CARROTS,
POTATOES, PARSLEY, ETC.



25-27 CHURCH ST. TORONTO
are Largest Receivers

Remember

"St. Nicholas" Lemons

ARE AS FINE AS EVER.

BUY THEM.

J. J. McCABE

AGENT

TORONTO, ONT.

Florida Tomatoes are Selling Well

Large Arrivals With Good Demand—California Orange Crop Estimated at Fifty Thousand Cars, With Thirty-Seven Thousand Yet to be Marketed—Chance That Prices May Break Under Deliveries—Good Lemons Arriving.

Unless the shipments of California oranges are curtailed and regulated, as growers and packers in that state have been advised, a break in the market can be expected with the large crop. Estimates from southern California run up to 50,000 carloads, of which, up to March 13th, there had been shipped but 13,205, leaving approximately 37,000 cars to be marketed. That amount of fruit can be moved between now and August 1st, it is said, only by making average shipments of not less than 260 cars daily. The necessary average has increased during the past two weeks because heavy rains have retarded picking, and in order to catch up, growers are doing their utmost to increase shipments now. There is a splendid demand on Canadian markets for oranges as the quality is good.

The quality of the Florida celery arriving this season has been good and demand has kept steady. It is noticeable that the chief demand is for the larger sizes, namely 4's and 6's, with shipments running mostly into the latter. Tomatoes are active, reasonable prices creating a good demand. The quality is good. Trouble is being experienced in shipments from Florida on account of lack of transportation, but there are large stocks in the warehouses there and prices are expected to continue reasonable.

Lemon prices are steady with arrivals of good quality. Dealers consider this a good season for the sale of lemons.

MONTREAL.

Green Fruits.—There is a new activity among the wholesale fruitmen with the advent of open weather and open doors. Oranges are slightly higher and a good trade is reported. Strawberries are beginning to cut quite a swath in the market, although the opening price has not yet been left far behind. There is an increased demand for grape fruit, the volume of business in this particular line being quite appreciable. Apples are high in price and short in supply. On the whole business is quite satisfactory, although the opening of spring has been somewhat delayed.

Apples, bbl.	6 50	8 00	Lemons	2 50	3 00
Spies	7 00	8 00	Oranges—		
Bananas crated, bunch	1 75	2 25	Cal. navels		3 00
Cranberries, bbl.	10 00	11 00	Valencia	4 00	4 25
Cranberries, bxs.		3 25	Mexican	2 00	2 25
Cocoanuts, bags	4 25	4 50	Tangerines	4 75	5 00
Grape fruit, Flo.	3 50	4 00	Pineapples—		
Malagas keg		7 50	Floridas, case	4 50	5 00
Almerias, keg		8 00	Strawberries, Florida, qt. box	0 40	0 50

Vegetables.—The local market is well supplied with Florida celery, the condition bordering on an over supply. With the price considerably below the California variety, the demand has increased and the quantity on hand will likely find new consumers. Asparagus from Louisiana is one of the new vegetables and is finding a ready market. New butter beans in hampers are also welcome additions to the winter stock. Tomatoes are plentiful this week and it is not unlikely that the price may ease off a little under the new supply. In the other lines there is a good demand with the new spring trade already asserting itself. It is thought that tomatoes may drop to $2.50 before the week is over.

Asparagus, boxes of 2 doz		4 75	Florida lettuce, hamper		3 75
Beans, hamper	4 50	5 00	Boston, box	2 25	2 50
Beets, bag		1 00	Onions—		
Carrots, bag	0 75	1 00	Spanish, crate		2 00
Cabbage, doz	0 50	0 60	Red, bags 100 lb., per lb		02½
Cabbage, bbl.	1 00	1 50	Potatoes, bag	1 10	1 20
Celery, crate	5 00	5 25	New Bermuda potatoes, bbl		9 00
Celery, Florida	2 50	3 00	Sweet potatoes, basket	2 00	2 25
Cauliflowers, Cal., half crate	1 75	2 00	Sweet potatoes, bbl		3 75
Cucumbers, doz.	2 75	3 00	Parsley, crate		3 00
Garlic, 2 bunches		0 25	Parsnips, bag	1 00	1 25
Green Peppers, small basket		1 25	Radishes, dozen bunches	0 50	0 75
Leeks, doz	1 75	2 00	Spinach, bbl	4 50	5 00
Lettuce—			Tomatoes, crate	3 00	4 00
Curly lettuce, box	1 60	2 40	Turnips, bag	0 75	0 90

TORONTO.

Fruits.—Tomatoes occupy a prominent position on the fruit market this week, through large shipments being received from Florida. These are going out freely at $2.75 to $3 per case, a further reduction in price from last week. Apples in barrels are reported not plentiful with prices steady, while apples in boxes are more abundant. Cocoanuts are beginning to take on some life and are quoted at $5 per 100. Navels are steady at present quotations but the crop is large and the future market uncertain. Lemons are arriving in good condition and are steady at present figures. Grapes have almost disappeared from the local market, as have also marmalade oranges, in which most dealers report a fairly satisfactory season.

Apples, bbl.	3 50	6 00	Oranges—		
Apples, box	1 75	2 00	Tangerines, a strap	5 50	6 00
Bananas	1 50	2 00	California, half strap	1 50	1 75
Cocoanuts, sack	4 00	5 00	Navels, large	2 75	3 00
Grapes—			Navels, small	3 00	3 25
Almeria, bbl.	6 00	7 00	Mexicans	1 75	2 00
Grape Fruit—			Pineapples crate	4 00	4 75
Florida per case	3 50	3 75	Strawberries—		
Jamaica, case	2 75	3 00	Florida qt.	0 40	0 45
Lemons—			Louisiana, qt	0 18	0 20
Cal fornia		3 50	Tomatoes, case of 6 baskets	2 75	3 00
Messina	2 75	3 00	Rhubarb, doz		1 00
Limes, box		1 25			

Vegetables.—Shipments of Florida celery are not so large, the demand for this line having slackened somewhat. Dealers report that the quality has kept up well. Considerable cabbage is being offered at $1.25 per barrel and in ½ ton lots at $18 per ton. Shipments of Ontario potatoes have been larger since the milder weather set in, a continuance of which would mean lower prices, but one dealer said that with the scarcity in the west and with higher prices on other markets, he did not expect prices to break much this spring.

Beets, Louisania doz		1 00	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head		0 40
Cabbage, old, pr bbl.		1 25	Boston head lettuce, doz		1 25
Cabbage, ½ ton lots, ton		18 00	Boston head lettuce, hamper	3 00	3 50
Carrots, Canadian, bag	0 50	0 60	Onions—		
Carrots, Louisania, doz		1 00	Spanish, large		3 00
Celery, Florida, case 8's 6's, 4's	2 50	3 00	Spanish, 4-cases		1 50
Cucumbers, Boston, doz	2 25	3 00	Yellow, per bag	1 75	2 00
			Potatoes, Ontario, bag	0 90	1 00
			Sweet, hamper		2 00
			Parsley, per doz		0 75
			Parsnips, bag		0 60
			New turnips, p r 11-qt. basket		0 50

THE WEEK'S TRADE CHANGES.

What is Going On in the Grocery Trade From the Atlantic to the Pacific.

Ontario.—Wm. D. Atkinson, grocer, Amherstburg, has sold to G. F. Girardin.

S. Hamel, grocer, Quebec, suffered loss by fire.

E. B. Musgrove, grocer, Hamilton, has sold.

Minnie Dixon, grocer, Hamilton, assigned.

R. G. Moore, grocer, Aylmer, has sold to J. R. Stratton.

Allan Joseph, general merchant, Blackwater, has sold.

H. Gustin, general merchant, Newton, is removing to Innerkip, Ont.

C. B. Reece, general merchant, Jordon, succeeded by A. E. Griffin.

H. L. Jackson, general merchant, Perth, succeeded by R. Cameron.

Moligneux & Carmichael, general merchants, Dublin, have dissolved.

John Simpson has purchased the general store of Wm. Wood, Rockton.

R. B. Langstaff, general merchant, Devlin, is selling to Holmes & Son.

The assets of J. H. Simard, general merchant, St. Anne Des Plaines, have been sold.

Frank Zimmer has joined the staff of the R. Stirrett Company, grocers, Petrolea.

A. W. Morrison, for five years proprietor of the Family Grocery, Thamesford, has disposed of the business to W. J. Smith. The latter has conducted the Thamesford bakery for more than twenty years.

Quebec.—A demand of assignment has been made on J. A. Gervais, general merchant, Point Aux Trembles.

Maritime Provinces.—A. E. Trentowsky, grocer, St. John, N.B., has assigned.

A. Weidman, grocer, Winnipeg, has sold to M. Winshtock.

G. W. Marjerison, grocer, Winnipeg, has sold to J. B. Wilson.

McRae & Williams, general merchants, Plumas, Man., have dissolved.

B. Lett, general merchant, Vandura, Sask., suffered loss by fire.

J. R. MacAllister, general merchant, Antler, Sask., has sold to W. J. Sheppard.

A. M. Belliveau's grocery store, Moncton, N.B., was broken into and a quantity of goods stolen.

Western Canada.—J. R. Muir, general merchant, Elphinstone, Man., is discontinuing branch at Menzies.

New Florida Cabbage

Pineapples in car lots. **Tomatoes** very reasonable in price. **Bananas** of class and distinction.

The above are only gentle reminders that we excel in the Fruit Business.

A SPECIAL IN FISH FOR LENT

5 tons Qualla Salmon, very finest quality, headless and dressed. This week only. Case lots - - - - - - **6c. lb.**

WHITE & CO., Limited

Branch at HAMILTON — Wholesale Fruit, Produce and Fish, — TORONT

FINEST QUALITY

FLORIDA

TOMATOES and CELERY

Prices Very Reasonable

Send us Your Orders

HUGH WALKER & SON

(Established 1861) — GUELPH, ONTARIO



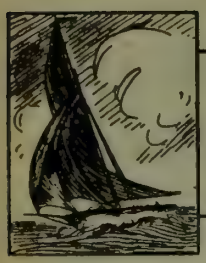
BUSTER BROWN



THE BRAND OF LEMONS

That should be mentioned in your order to insure your getting the best Lemon Value. Every care is exercised in our pack—from the tree to the trade. Mention the Brand or the Packers.

W. B. STRINGER, Sales Agent — FOLLINA BROS., Italy



Fish - Oysters



Fish Prices Fall at Some Centres

Lenten Season Drawing to a Close—Dealers Trying to Reduce Stocks—Demand is Rather Quiet—Finnan Haddie and Lobsters Scarce in Nova Scotia—Larger Catches of Halibut in British Columbia.

With the Lenten season on the wane the price of fish shows a reduction, which when compared with the opening quotations is rather marked at some centres. It is given out by one house that prices have been lowered below cost to reduce stocks before the close of Lent which is now just two weeks away. Demand is reported rather quiet, the weather having the effect expected. There is, however, a fairly good trade still passing and the quantity of frozen fish still in store is said to be fairly large. This is held in cold storage and is of fine quality, in fact just as good as any that has so far been sent out.

The trade in oysters is hanging on and considerable demand is felt. Lobsters are, however, decidedly scarce, prominent men in the fish business stating that they are not especially eager to quote prices on this luxury.

QUEBEC.

Montreal.—Fish prices have slumped quite generally during the past week. The natural break in the weather is one of the reasons, and another is the fact that the stocks still on hand are heavier than the companies care to see with Easter only two weeks away. The reduction in prices has been rather sweeping and it is claimed by some that in a number of cases they are below the actual cost.

FRESH

Steak cod	0 04 0 05	Haddock	0 05 0 06

FROZEN

Codfish	0 03 0 03½	Flounders, brl	2 00
Dore, winter caught, per lb.	0 07 0 08	Salmon, B.C., red	0 08½ 0 09
Haddock	0 02½ 0 03	Gaspe salmon, per lb.	0 20
Halibut, per lb.	0 07½ 0 08	Qualla salmon	0 07 0 08
Pike, dressed & headless, cases 150 lbs., per lb	0 06½ 0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Grass pike	0 04 0 05	No. 2 Smelts, boxes, 15 and 25 lbs. each.	0 03
Steak cod	0 03½ 0 04	Whitefish, large, lb.	0 07 0 07½
Mackerel	0 11 0 12	Whitefish, small	0 05 0 06
Mullets (carp)	0 03 0 04		

SALTED AND PICKLED

Green cod, small in bbls., per lb.	0 03½	Sea trout, ½ bar.	6 50
Labrador sea trout, bbls	12 50	Salmon, B.C., red, bbl	14 00
		" " pink, bbl	12 00
		" Labrador, bbl	16 00
Labrador sea trout, half bbls	6 50	" " ½ bbls	8 50
		" " trcs., 300 lb.	21 00
No. 1 mackerel, pail	2 00	Salt eels, per lb.	0 07
½ bbls	8 00	Salt sardines, 20 lb. pls	1 00
No. 1 pollock, bbl	6 00	Scotch herring	6 50
Scotia herrings, No. 2, bbl		" " keg	1 00
Lake trout, half bbl.	6 00	Holland herring, ½ bbl	5 50
Choice mackerel half pail	2 00	" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00
New fillets, per lb	0 11

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	6½, 7, 9, 10, 11
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	5 00
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

Halifax.—Good finnan haddies are scarce, and the market is bare of lobsters and smelts. There is no material improvement. Bad weather continues along the coast and the fishermen are prevented from reaching the banks. Lobsters were never so scarce before, during the open season. No lobsters are coming on the local market, and as a result there is a demand for the canned article, the sales being heavier than for a long time. The falling off in the catch in Nova Scotia waters has caused a rapid advance in prices in the American markets.

Cod and haddock are in fairly good supply, and there is some improvement in the receipts of fresh halibut, another cargo having been obtained from an American banker. Smoked and salt fish are in good demand, the latter, with the exception of herring, being scarce. Few salt mackerel are offering and those on the market are very small.

In consequence of the scarcity the dealers are not making any heavy shipments to upper Canadian points.

ONTARIO.

Toronto.—The trade in fish is rather slow, being affected somewhat by weather conditions. The trade are also waiting for fresh stocks to come in, as about the only kind being offered at the present are haddock and halibut, the latter enjoying a good trade at 10c per lb. Dealers are well satisfied with the season's trade and with new arrivals the business to take on activity again. Trade in oysters is also dull, as may be expected at this season, but the quality is keeping up well. The feeling seems to be that the requirements for the Lenten trade were judged pretty accurately on the local market.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07
Fresh halibut	0 10		

FROZEN FISH

Goldeyes	0 05	Smelts, No. 1	0 08
Halibut	0 09 0 10	Smelts, extra	0 14
Lake Superior herring	0 03½	Tullibees	0 06
Pike	0 05	White fish, winter caught	0 09
Pink sea salmon	0 08 0 09	Yellow pickerel	0 08½
Round red "	0 09	Mullets	0 04
Salmon trout	0 12	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 2-lb. bxs per crate	5 40	Oysters, extra selects, gal	2 25
Shredded cod	2 25	Oysters, selects, gal	1 85
Bloaters, box	1 25	Oysters, standard, gal.	1 65
Cod, Imperial, per lb.	0 06	Pickled lake herring, 100 lb. kegs	3 80
Fillets, per lb	0 13	Quail on toast, per lb.	0 07
Haddie, Finnan	0 07½		
Kippers, box	1 25		

BRITISH COLUMBIA.

Vancouver.—Better catches of halibut are being brought in, the Manhattan having 160,000 pounds, after being out fourteen days. During the winter, halibut were scarce. Little is known of this food fish, but it is evident that it is not in its accustomed place for some months of the year. The price is down again to five cents per pound.

Spring salmon have started in, and as large as 48 pounders have been caught. This is one of the nice fresh varieties.

Sturgeon are also being caught in the Fraser river. This fish is mostly shipped to the large eastern cities where there is a good demand at excellent prices.

Although this is supposed to be the close season for herring, complaint is made that Japanese at Nanaimo are catching large quantities, acting under a license which allows them to catch for bait purposes only. The fish now are spawning. Action is being taken to stop the practice.

NEW BRUNSWICK.

St. John.—The fish market shows little or no change since last report. There is a good supply of all the seasonable lines and prices are about the same.

Lobsters have been selling in Portland, Me., and Boston, for 55 cents per pound.

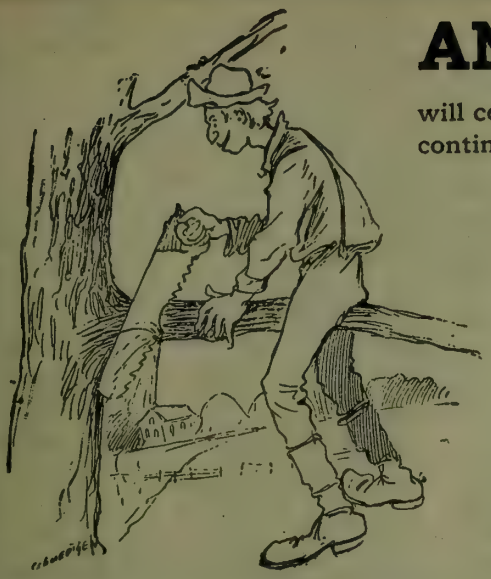
Because a large part of the sardine pack of 1910 was questioned by the Pure Food inspectors, a bill has been introduced into the Maine legislature, providing that every packer of sardines shall be required to take out a license, and his manufactures closely inspected. This would seem to be a step in the right direction. The sardine plants along the Maine and New Brunswick coast are being put in readiness for the early April opening.

BUY ONTARIO SUGAR BEETS.

Michigan Sugar Factories Secure More Than Fifty Thousand Tons Last Year.

The sugar factories of Michigan send their representatives here to "write sugar beets" with the Ontario farmer for their factories. During the season of 1910 there were shipped to the Michigan factories from Ontario 57,302 tons, for which the farmer received $257,855. Taking the quantity consumed by the three Canadian factories, 77,829 tons, plus the shipments to Michigan, 57,302 tons, give a total production of 135,131 tons of sugar beets as the Canadian crop for the year 1910.

For the year ended March 31, 1910, the sugar imports of Canada amounted to 497,781,481 pounds, while the product of the home factories was estimated at about 25,000,000 pounds.



AN UNEXPECTED FALL

will certainly take place in the returns from your fish department if you continue to overlook the best lines of profit.

Fresh Cured Finnan Haddies

(Ocean Brand)

Boutilier's Smoked Fillets

are well known by the housewife and you are making a mistake in not letting your customers see that you are stocking lines which please.

SMOKIES SMOKIES SMOKIES

Something new, eh? But delightful. They are done up in pairs. Get in a supply immediately and draw your customers' attention to them.

☛ THE SMOKIE RECIPE: "Place **Smokies** in boiling water from 8 to 10 minutes, then remove the skin and bone. Serve hot with melted or drawn butter."

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., ***Selling Branch, 45 William St., Montreal***

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited

Black's Harbour, N.B.



AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Expect Advent of Uniformed Man Driver

Manager of London Grocery Store Expresses Himself in Favor of Innovation—Arguments of Grocers Who Prefer Men to Boys as Drivers—The Care of Outfits and Cost of Carelessness.

(Staff Correspondence.)

London, Ont., March 30.—With the spread of the practice of providing uniforms for messengers and drivers in different branches of trade, it would seem that the grocers will be next to adopt it. The men who drive the wagons of one manufacturing concern in London wear a neat grey uniform with the name in gilt lettering on the collar; a shoe repair company on Richmond street supplies its delivery men with uniforms, and the bank messengers of course, have long worn the insignia of office. ...

The manager of one of London's largest grocery stores this week expressed himself as in favor of the adoption of the plan by the grocers, and the belief that its introduction by one would mean its adoption by practically all. His idea is that the drivers are the firms' representatives on street and at the back door, and that it pays to make a good impression. Furthermore, it would make the men think more of their work.

Men as Drivers.

In this connection, it is interesting to note that all grocery firms of importance in London employ men as drivers, and not boys. If a driver is laid off through illness or some other cause, it is generally a clerk who takes his place temporarily.

The reasons given for this plan are manifold, The Grocer found on enquiry. Probably the one most generally advanced is that a man will save the additional pay that he draws in taking care of horseflesh. The carelessness and rough driving of the butcher boy is almost proverbial, and that of some of his brothers on the grocery rig is often as bad. In a city of car tracks and curbstones carelessness will often cause damage to rigs that would pay a man's wages.

These wages, by the way, are about $10 to $15 in London—quite as high, probably, as any other form of unskilled labor commands. The situation appears to be that they regard their work as permanent and to be properly attended to, while a boy generally leaves school to drive a rig for the purpose of earning a little ready money. He is anything but a fixture, and may have to be replaced at any time by a new boy who will have to learn his routes and methods all over again.

In the village or small town, the grocer's stable is generally back of his residence, and the "boss" himself is more than likely to attend to his horses at night, and on Sundays and holidays. In the city, it is not often that a grocer can secure stable quarters at his house, and a stable man will do the work for him in another part of the town.

Cost of Carelessness.

"I had a valuable horse ruined in a street car collision, with a boy as driver," said a London grocer, who now has three or more men on his rigs. "It was of no further use to me, and the price I paid for another horse would have covered a man's wages for a long time."

"We have three drivers—all men," said another grocer, "and they save in horses and wagons the extra cost over boys' wages."

It seems likely that the lady of the house would more readily give an order or pay a bill to an adult driver, but this feature hardly counts in London, because canvassing for orders is the exception rather than the rule.

"We find that orders which have been canvassed are not too readily paid," explained a grocer. "Instead of settling a bill, such people order more goods. We don't do it at all."

With the added item of greater care of goods in transit from store to customer, the case appears strong for the "man driver."

GROWING OF BROOM CORN.

Manufacturer Says Nights in Canada are Too Cold.

In reference to an article on the growing of broom corn which appeared in a recent issue of The Canadian Grocer, a broom manufacturer writes as follows:—

"The writer has noticed that for the past thirty years or more whenever broom corn goes to an abnormally high price an attempt is made to grow it here.

"Unfortunately the nights are too cold for good results and it appears almost impossible to secure a fine green growth of broom corn which is the only real valuable brush.

"To-day prices are running from $50 to $120 a ton in the far west, say an average of $100, and this will net the farmer $33 per acre, which, while a fair return does not appear to be as good, from the profit point of view, as on produce now raised here."

MISSING DISCOUNTS.

Grocer Tells of His Losses on a Series of Articles.

"It is remarkable how much a man can save or lose through attention or neglect of the little things in business," remarked a grocer the other day in the course of a conversation on discounts, a series of articles about which appeared on The Grocer some time ago.

"Why," he continued, "when I commenced to figure out this question of discounts I found that my loss was greater than I had at first supposed. All along I had been paying no attention to it, regarding 1, 2, or 3 per cent. as amounts too small to be bothered with, but when a person figures it up, it certainly makes a difference in profits. A glance over last month's invoices for instance shows me that I bought $170 worth of sugar. The discount on that would have been $1.70 for payment in ten days, or 20 days ahead of the usual month. That amount would be received for $170 for 20 days which means 18 per cent. per annum while I am only getting 3 per cent. in the bank."

"Do you handle many cakes and biscuits?" was asked. "There is a 3 per cent. discount on them."

"Yes, I sell quite a large quantity of plain and fancy biscuits," was the reply. "During the month of December I got in about $100 worth. The discount on these would have amounted to $3.00. I have been finding out that a few such items saved, would go a long way toward paying the rent. I have been looking over my back invoices and find I have been letting a lot of money in discounts slip through my fingers. There is no use crying over spilt milk but I am certainly going to look carefully after this in the future. Let me show you."

"I have prepared a book," he continued, "so that I will be sure not to miss any of these discounts. In that book I enter each invoice on which there may be a saving, with the name of the company and the time it comes due. I have a page for each month so that besides my invoice book, I may check up each month and see if I have taken all discounts that were possible."

TRADE NOTES.

A "Sick and Dividing Tea Company" has been formed in Lincolnshire, Eng., which sells tea at 2s. per pound, carriage free everywhere, and offers to set aside 75 per cent. of its net profits to be handed over to a committee to distribute in sick pay and for funeral expenses among the company's customers. It is also proposed to pay 10s. a week during sickness, to be reduced to 5s. per week after a period. Combined with the sale of tea there is a sort of sick club, by which persons can get medical attendance in return for a weekly payment of 1d. and this branch of the company appears to be open to everyone between 16 and 70 years who chooses to enter and to pay a slightly higher weekly payment without buying any tea.

The value of the cod fisheries to the Dominion of Canada is now nearly $4,000,000 annually. Since 1869 the cod has yielded Canada an income of $150,000,000, leading salmon, lobsters and all other species of fish. Up to the present the cod has been dried and delivered to the consumer in that condition, but recent experiments in the canning of this fish have proved most encouraging. It is pointed out that when taken from the water and at once prepared for the table, it has a delicacy far superior in appetizing appearance and flavor to the dry cod and that the canned product in appearance of whiteness and delicacy of flavor, comes very near the fresh cod. If the canning process proves successful, the product will likely cut down the consumption of the dried article a great deal.

ORIGIN OF RAISINS.

The raisins which the grocer sells are simply dried grapes, and, although there are hundreds of varieties of table and wine grapes, there are only a few suitable for raisins, as only the fleshy varities which develop abundant saccharine matter being used. Raisins contain more sugar and less acid than fresh grapes.

Tea and Coffee Trade Symptoms on Pacific Coast

Vancouver, B.C., March 30.—Interesting phases of the tea and coffee trade were remarked upon by the manager of a local wholesale tea and coffee firm. He points out that while the price of tea has been steadily advancing for many months, during the past three months it has advanced more sharply than at any time during the past three years, and the present prospects point for higher prices for some years to come. The reasons given are that the consumption is larger while the production is smaller. In Ceylon alone, 75,000 acres have been taken out of tea production and given over to the growth of rubber, which shows large profits where tea paid poorly.

"The price of coffee three months ago," he said, "also reached a figure one hundred per cent. higher than it was two years before, though the past few weeks have shown a little easing in the market. This seems to be the result of action taken by the government of Brazil acting in conjunction with what is known as the valorization interests.

"About three years ago when green coffee was selling in Brazil as low as seven cents a pound and the business was in a depressed state, the Brazilian Government negotiated a loan of $75,000,000 with the Rothschilds, Morgan and some of the leading financial houses, and with this they arranged a campaign to keep up the price of coffee. They purchased a surplus as a reserve, and the government limiting the export of coffee to 9,000,000 bags per year, and anything exported over that amount had to pay twenty per cent. export duty. They also stopped the planting of coffee trees in Brazil, and as a result of this policy coffee rose to a very high price. Of late, however, the valorization interests announced that they will place 1,200,000 bags on the market in two sales, their policy being to keep the market as even as possible. This has resulted in a temporary easing in prices, and the best advised people consider that this is a good time to get in to purchase supplies."

M. Jivia, grocer, Hosmer, B.C., has sold out.

Brittle & Robbins will open a general store at Fort George B.C.

Wheeler & Evans, general merchants, Enderby, B.C., have been succeeded by Evans & Son.

H. L. Gaetz, general merchant, Red Deer, Alta., is opening a branch at Rocky Mountain House.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WHOLESALE

Fruit, Fish and Produce

Commission Merchants

and Dealers in

HIDES, WOOL and RAW FURS.

New Arrivals Daily!

If you wish to obtain the greatest possible profit from your Lenten Fish Business you must keep a good selection of

FRESH FISH

We are specializing just now on all kinds of Fresh Fish available, and have shipments arriving daily. Fresh halibut, haddock and cod are prominent.

Send along your open order for an assortment. We know just what are the best selling lines.

A full range on hand of the finest smoked and salted fish.

The F. T. James Company, Limited
Church and Colborne Streets, Toronto

Grocer's Encyclopedia—The Prune

Some Interesting Facts About Food Fruit That Has Become Famous as Diet in the Boarding House—Countries Where Grown—Manner of Curing and Packing.

"For men may come and men may go but prunes go on forever."

When the poet Tennyson, penned those beautiful immortal lines about the brook he little dreamed that one day they would be warped to satisfy the craving fancy of the boarding house wit. But so it has become. The phrase quoted above is well-worn by the patrons of the boarding house all over the North American continent, and will go down into history, probably as of sufficient popularity to be considered favorably with the countless puns on "hash" that have brightened many an otherwise dull "eating house" table since further back than goes the memory of the present generation.

Still, despite all, the sales of the prune increase, and, as it is recognized generally as a superior food fruit, there seems to be no reason why the demand should not steadily increase. It can hardly be said that this year the large consumption can be attributed to cheapness for prices are extremely high. But trade has kept at a high level, demonstrating that the prune has a place of its own. It is considered very nutritous, mellow and slightly laxative. Stewed in water it is supposed to be a good remedy for costiveness and feverishness. The fact that it is an excellent food, and possesses certain medicinal value as well, should be of some use to the grocer.

What Prune is.

The prune is nothing more than a plum, dried. The word itself is derived from the Latin Prunum, which signifies plum. To be more specific the word is defined as relating to the fleshy varieties of the common plum of firm texture which are easily dried whole, either in the sun or by artificial heat, without fermenting at the pit. It is prepared in many parts of the world (France, Spain, Italy, Servia, Portugal and other European countries all going in for its treating), but the prune that is generally used in this country comes from the States, California and Oregon, where the production seems to steadily grow larger.

The California prune is said to contain a much smaller proportion of stone and skin than the European variety, while the meat and saccharin matter is much greater. It also is said to be superior in flavor and to keep better and longer without sugaring. The French prune is sometimes imported to this country, but this year the production in that country, as in other parts of the world, has been but small, so that outside supplies had to be drawn upon to supply the home demand.

The Curing of It.

In preparing the fresh-gathered, ripe, and thick skinned plum is first dried in the sun until soft, sometimes spread on hurdles, and then spends about twenty-four hours in a slow brick oven. After cooling, it is put in a warmer oven, and again a third or fourth time, until sufficiently dried. Great care has to be exercised that the skin be not broken, and that the fruit is not packed until all surplus moisture has entirely disappeared; if packed while damp it will mould in the package. A skilled packer can tell by the sense of touch just when the fruit is fit for packing and when it is not.

In Servia and other parts of Europe very primitive methods are still employed in curing. In Provence the freshly gathered fruit is plunged into pots of boiling water, where it remains until the water again arrives at boiling point. It is then removed from the broilers, placed in baskets and gently shaken until cool, when it is placed on long trays and exposed to the heat of the sun to complete the desiccation. The fruit loses about 60 per cent. in weight, it is said, during the process. The prune is one of the chief resources of Servia and large quantities have been exported from that country into France, so the story goes, and re-exported as French at considerably higher prices.

The French prune industry has been declining of late years, America having proved a formidable competitor. The system of drying fruit in America has the best results and in some parts of France American methods are being adopted.

In this country prunes are packed in 25 and 50-lb. boxes. They are ranged in several sizes. The large ones, which have the smallest stones, being the dearest. This year, there is a noticeable scarcity of prunes, particularly in the smaller sizes, and prices have risen to a new high level.

The Hudson's Bay Company will build, it is said, a store in Calgary, Alberta, to cost a million and a half dollars.

In 1892, teas from India and Ceylon formed only 3 per cent. of America's imports, while in 1910, they comprised 30 per cent., a ten-fold increase. Or in figures: in 1892, the Ceylon and India tea brought into America was but 3,098,000 pounds, while in 1910 it was 43,655,000 pounds. The total importations were 118,179,000 pounds.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco

"A Trade Bringer"
Sold by all the Wholesale Trade

BRUSHES

are now among the most seasonable lines and if you wish to start the season right you will put in such leaders in Kalsomine Brushes as our

POLAR
ARCTIC
KRACKER
KLINKER

In scrubs and all household brushes our genuine solid back goods are unequalled.

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED
Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

FIRST-CLASS English Vinegar and Sauce Makers require Agent to represent them in Montreal. Apply Box 61, CANADIAN GROCER, 88 Fleet Street, London, England. (13)

ARTICLES FOR SALE.

$65 WILL BUY A No 25 McCASKEY REGISTER. Agent's price $100. Never used. Supplies complete, except check books. A. J. MACDONALD, North Lancaster. (14)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

COMMISSION LINES WANTED.

GROCERS requiring the services of a man with 100 per cent. executive ability, coupled with a practical knowledge of buying and selling, acquired by over 20 years' practical experience, should communicate with Box 379, CANADIAN GROCER, Toronto. (16)

POSITION WANTED.

YOUNG MAN wishes engagement. Active, strong, well educated, not afraid of work. Excellent references. HAYNES, 93 Wood St., Toronto. (1w)

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Business for Sale

The Stock and Goodwill of the grocery business heretofore carried on at the TOWN OF PRESCOTT by the late John Mayberry, under the firm name of John Mayberry & Co.

The purchaser may have a lease of the store premises, which are centrally located and very convenient The Stock amounts to about $7000. Terms cash. For particulars apply to

J. K. DOWSLEY,

Executor Estate John Mayberry, Prescott, Ont.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 " "		1 25
¼-lb. tins, 4 " "		0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

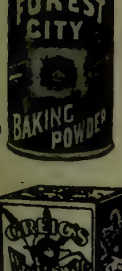
WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20

In Tin Boxes—	
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

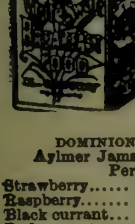
White Swan Breakfast Food, 2 doz. in case, per case $3.60.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.



White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75

Peach	1 80
Pear	1 70

Jellies	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoas—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

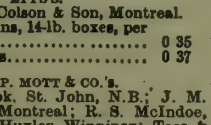
Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ¼s	0 38
" " " ½s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 [illegible]

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

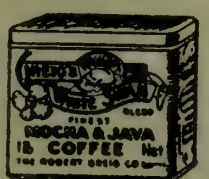
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ¼ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

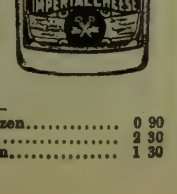
Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 [illegible]
30-lb. wood pails	0 07

Soups



CHATEAU BRAND CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant, Lasting Shine

The housewife who is houseproud—and such excellent people are in a large majority—finds

Black Knight

STOVE POLISH



quite the best for producing a rapid, lasting and brilliant shine.

Are you partaking in the profit offered from the sale of "Black Knight?" It is very economical in use and will not stain the hands.

Better send along your order to-day.

F. F. Dalley Co., Ltd.

HAMILTON, CAN. BUFFALO, N.Y.

USE NEW BRUNSWICK "KRAFT" WRAPPING PAPER

ASK YOUR WHOLESALER

The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 145 Wellington St. W. TORONTO. Main 1093

Silent Salesman Refrigerator

One of the Famous Arctic Line

Very attractive and specially adapted for the grocer Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air

Representatives in West: Ryan Bros., 147 Bannatyne Avenue' Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario



COFFEE IN PERFECTION

"KIT" COFFEE

Embodies in liquid form all that is best in the finest growths of the coffee berry.

STRONG
FRAGRANT
DELICIOUS

For full particulars apply to

KIT COFFEE COMPANY
GOVAN - GLASGOW, SCOTLAND

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T GORDON MONTREAL



All **Wood Vinegar Pumps**

are money savers for

Grocers and Dealers in Acids

Walter Woods & Co. **Hamilton and Winnipeg**

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.60; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Jam	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

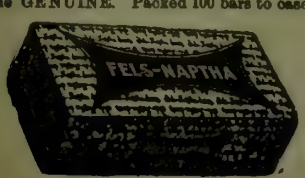
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10¾
½-bbls	0 11
Tubs, 60 lbs	0 11
20-lb. Pails	2 25
20-lb. tins	2 15
Cases 3l-b	0 11¾
" 5-lb..	0 11¾
" 10-lb..	0 11½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 30 5-lb. cans	1 50

"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz, in case, per dozen $2.25.



SHIRRIFF BRAND

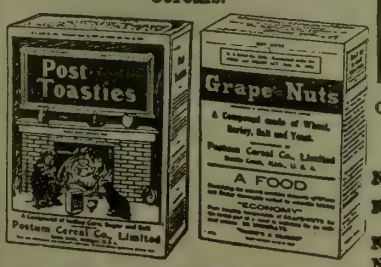
"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50
Post Toasties—No. 75 $2.85.



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 70
Silver Cow Mark	4 55
Purity Milk	4 25
Good Luck	4 00

Mustard

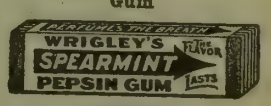
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1, cases 60 1-lb. packages			1 case	$2 85
			5 "	2 75
No. 2, " 120 ¼-lb.		"	1 case	2 85
			5 "	2 75
No. 3, "	30 1-lb.	"	1 case	2 85
	60 ½-lb.	"	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

The Season when Appetites Need Coaxing!

You customers are buying a greater quantity of

PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS

and other delicacies to tickle the palate.

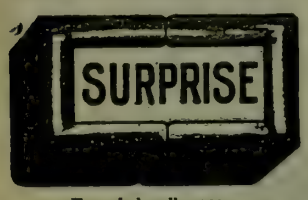
Be Prepared. ***Look over Stocks.***

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

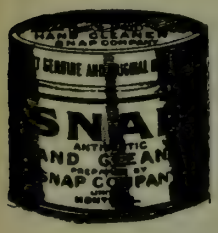
Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00

Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



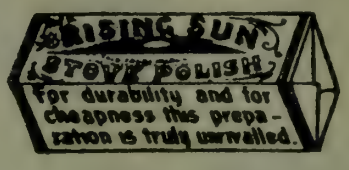
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 35½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 5s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

WAR DECLARED

ON DIRTY HANDS

and SNAP wins all along the line in chasing paint, tar, stains or dirt of any kind.

SNAP

leaves the hands clean and smooth, and is beneficial to the skin. It has many imitators but no equal.

ORDER FROM YOUR JOBBER.

SNAP CO., Limited

Montreal, 

Canada

WARNING!

Crescent 

Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

ROCK SALT

(Crushed and Lump)

Atlantic Sea Salt

and salt for every purpose

VERRET, STEWART & CO.
LIMITED
MONTREAL

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"I have covered three-quarters of the grocers here and found all but one taking The Canadian Grocer, and I am sending through his order."

This is an extract from a letter from one of our subscription salesmen who visited a Canadian city, last week, with a population of 20,000.

> "I am forwarding another list of subscribers from here (Port Arthur) and may say that The Grocer has now every grocer in the city but one, and he is too much interested in sporting events to read anything but the sport page of the newspapers."

This is an extract from a letter of another of our salesmen received the following day.

All of which goes to show the thoroughness of the canvass made by this paper; it illustrates, too, the ATTENTION, the INTEREST and the RECEPTION which The Grocer receives, because it is a BUSINESS paper for BUSINESS men—an actual money-maker.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO APRIL 7, 1911 No. 14



There's a Constant Demand for

ROBINSON'S PATENT BARLEY

And being a food it is a line you should most certainly handle. There's no more healthy and nourishing food than this, and the profit is a good one. Why not have this profit for yourself?

Write for sample and particulars, or ask your jobber for it.

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

From Halifax to Vancouver

Grocers, both wholesale and retail, are pushing

"Crown Brand" Corn Syrup

There must be reasons for this special preference. There are reasons—good strong arguments that must appeal to every grocer—Purity, Quality, Richness, Healthfulness and Profit in selling.

Do these arguments appeal to you?

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

MACONOCHIE'S

QUALITY PRODUCTS

The Result In The Use Of The

Finest Materials, Knowledge and Care







IT is not the quantity of the Sauce that gives the flavor, but it is the quality.

PAN YAN *Sauce*

Two drops of Pan Yan Sauce goes as far as a teaspoonful of any other sauce on the market.

PICKLES, to serve their proper purpose, must be excellent in every particular, and it is the superiority of

PAN YAN *Pickles*

which secures for them their immense public favor. They create that appetite for more.











FOR SALE BY YOUR JOBBER

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALITIES

NEW YORK, CHICAGO, DETROIT,
TORONTO and MONTREAL

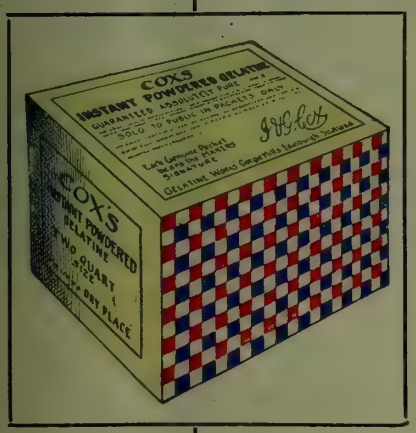
It Stands at the Head



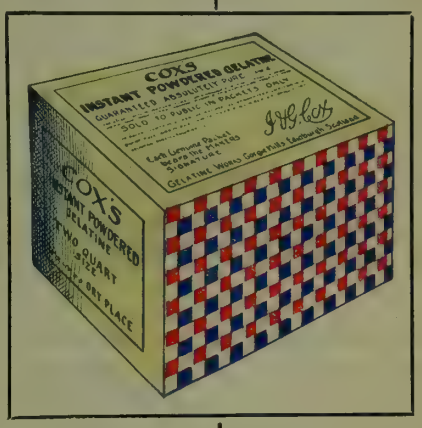
The cook who uses

"COX'S" GELATINE

knows in advance exactly what to expect, namely, exactly what she (and all other cooks) want, *satisfactory results.* There are no adulterations in Cox's Gelatine—no by-products to lessen the purity at the expense of a little extra profit for maker.



ONE PACKAGE of COX'S Gelatine makes TWO QUARTS OF JELLY



For greater convenience to meet most modern requirements it is put up in powdered form.

Strongest, Purest, Best

The maximum of quality at the minimum of price to the grocer who buys and sells it. The Gelatine that established the standard.

ABSOLUTELY PURE

For sale by all leading dealers

J. & G. COX, Ltd., EDINBURGH

"The World's Best"



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish Trade.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

CURRANTS
To Arrive
Filiatras, Cleaned and Uncleaned
Finest Vostizzas
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE
Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.
PRICES RIGHT
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

CANNED GOODS——1911 PACK

It may seem early to be talking canned goods for delivery next Fall, but it is *not too early* to plan your order, if *you want* the *best goods packed* this season. We control the entire output of a brand new factory located in one of the most desirable growing sections of the country. We offer

"ANCHOR," "FRANKFORD" & "PROSPERITY"

——BRANDS——

CANNED FRUITS AND VEGETABLES

Packed under the personal supervision of the most expert processer in the trade. This assures you a uniformity throughout the entire pack.

IT WILL PAY YOU TO PLACE YOUR ORDERS NOW

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

SELLING REPRESENTATIVES

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



Stop that Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of the United States. These have found that by the use of The McCaskey Gravity Account Register System their posting and totaling are done at the time the sale is made. They have no statements to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that

Only One Writing

THE McCASKEY SYSTEM

First and Still the Best

with it anyone can keep accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit, preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

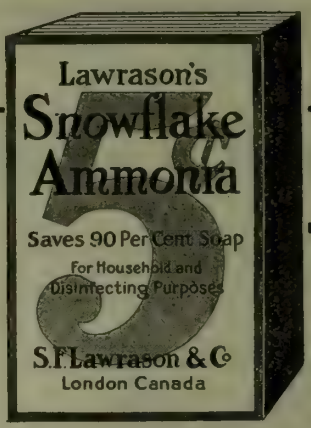
You owe it to yourself to investigate the merits of the McCaskey proposition.

A letter or postal card will bring you information without any obligation on your side to purchase.

Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

Dominion Register Co., Ltd., Toronto, Canada



YOUR OWN INTERESTS DEMAND

THAT YOU INVESTIGATE THE REMARKABLE PROPERTIES SHOWN BY

Lawrason's Snowflake Ammonia

Large Sales are founded on an assurance as to the quality of your goods. Here is a case where your experimental knowledge is backed by a splendid guarantee.

S. F. Lawrason & Co.

LONDON, ONTARIO

GUARANTEE

WE WILL PAY

$500.00

To anyone who will prove that Snowflake Ammonia is not equal in efficiency to any similar compound selling for twice the amount.

GIANT PACKAGE
5 CENTS

Folks Certainly DO Judge by Appearances

You remember the farmer's reply when the peevish grocer asked why he put his best looking apples at the top of the barrel: "Why, Henry, you tell me, please, why you brush that forelock down over your forehead---guess you've got a bald spot, Henry." Human nature is much the same the world over, friend.

If you display familiar trade-marked goods folks will judge the character of your general stock thereby. Quality merchandise is a weather-gauge that indicates the trend of your business alertness, your progressiveness. Folks DO judge by appearances---please remember that!

Let Them See THESE on Your Shelves



COCO FRUITINE

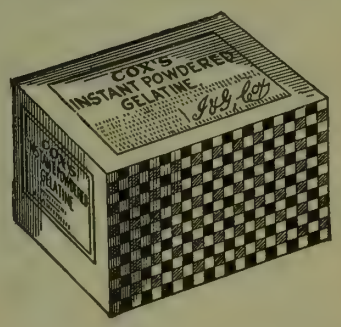
Marseilles, France, produces it through the skillful work of the original makers. Best known abroad because most largely used by economical folks in foreign countries, for cooking and pastry. A pure extract of the cocoanut.

LA CALICE



Pure Castile

Made also in Marseilles and made pure from beginning to end. The successors of Messrs. D. Leca & Co. follow in the footsteps of their predecessors, without deviating a hair's breadth from that business policy that has raised La Calice Castile Soap to the highest pinnacle of quality.



Cox's Gelatine gives a "high-grade appearance" to the general stock of any grocer's store. It is, and always has been, an authoritative standard for Quality. Pure, quick, sure — the housewives' stand-by! As staple as sugar or salt!

Arthur P. Tippet & Co., Agents

MONTREAL *TORONTO*

Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's
TRUE VANILLA



It is a real purity product, made of finest Vanilla Beans that grow in Mexico—and made in such a way that it has far greater strength – and will satisfy your trade far better—than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

STRONGER,
RICHER
DAINTIER

Shirriff's
EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

IMPERIAL EXTRACT CO.

8-10-12 Matilda Street, - TORONTO

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW SCOTLAND

CANADIAN DISTRIBUTORS:---Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John. N.B.; C. E. Jarvis & Co., Vancouver, B.C

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENTS IN CANADA FOR

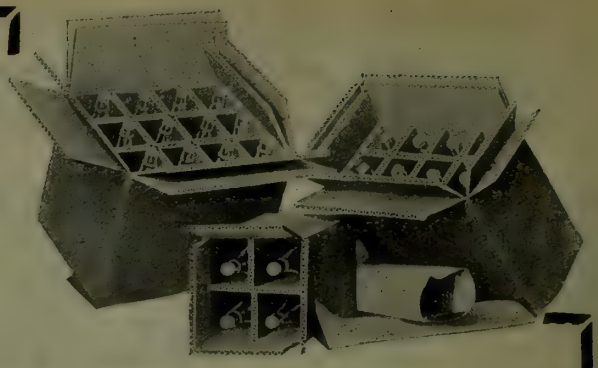
CHARTREUX MONKS	Tarragona	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	Tarragona	MASS WINES and other Tarragona Wines.
ARCHAMBEAUD FRERES	Bordeaux	Jockey-Club Brandies, Diamant and White Ball Rums.
BOUTELLEAU & CO.	Barbezieux	Cognac Brandies.
A. PERODEAU & CO.	Cognac	Sanator Medicinal Brandy and 15-Year-Old Brandy.
NUYENS & CO.	Bordeaux	French Liqueurs and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	Vichy	VICHY-GENEREUSE.
VIOLET FRERES	Thuir	Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	Amsterdam	Holland Gin.
WRIGHT & GREIG, LTD.	Glasgow	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley	Scotch Jams, Jellies and Marmalades.
TALBOT FRERES	Bordeaux	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	New York	BON AMI.

AGENTS IN PROVINCE OF QUEBEC FOR

STAVANGER PRESERVING CO. Norway....Crossed Fish Sardines.

H. J. HEINZ CO. .... Pittsburg....Food Products, "57" Varieties.

Give your Goods a Chance!



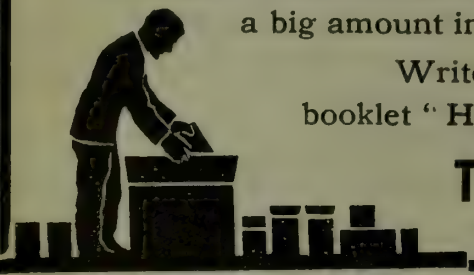
It is quite useless to spend time and money perfecting your product if it reaches its destination in a battered and damaged condition. Insure delivery in a clean, fresh and attractive condition by packing your wares in

"H. and D."

Corrugated Fibre Board Boxes

The modern package that protects from water, damp and damage.

We have an "H. and D." Box that will exactly suit the article you have to ship; the package is neat, attractive and strong; and, being much lighter than wood, saves you a big amount in freight. And it saves packer's time and storage space too.



Write us TO-DAY saying what you have to ship. Ask for free booklet "How to Pack It."

The Hinde & Dauch Paper Co., Limited

TORONTO - CANADA



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



Reproduction of 4-col. Newspaper Advertisement.

Action All Along the Line!

Biscuit business is booming for the dealer who is pushing McCormick's "Maple Leaf" and "Lemon Cream" Biscuits.

The advertising and the quality of the goods have created a demand greater than we hoped for and it has taken some hustling on our part to satisfy everybody. But now that we have caught up, we invite every dealer to "come in" and make new friends and steady customers by putting in a supply of each kind.

These two tempting, fairy-like sandwiches have a charm wholly their own, and are so delicately fragile and delicious in flavor that they are fast taking the place of heavy desserts.

Your trade will want them. Order from nearest point.

McCORMICKS

Factory:
LONDON, CANADA.

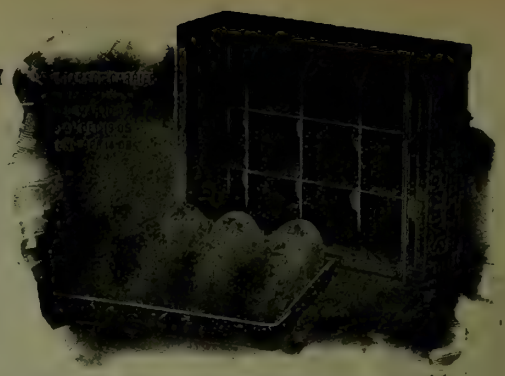
WAREHOUSES:
MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY

WIN NEW CUSTOMERS

It's a fact an up-to-date delivery system attracts new people to your store.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

always win new business.

The eggs are left on the table where both the housewife and your man can see that they are in perfect condition. ***(No chance for dispute).***

This sure, safe, sanitary egg delivery service appeals to every woman. Your ad. on every STAR EGG TRAY will influence her. Ask your jobber and write to-day for our booklet---

"NO BROKEN EGGS" and "Sample Ads."

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap.



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

? But why

"MELAGAMA"

TEA and COFFEE

because they are guaranteed to give satisfaction and you can build up a profitable trade by handling them. ***IN BULK TEAS and COFFEES*** we can interest you. Ask for samples and prices.

MINTO BROS., - - - TORONTO

A House old enough to have a reputation, young enough to be abreast of the times.

Packer's

Celebrated

Chocolates

New Goods, New Packages, New Centres specially manufactured for the Canadian Trade.

Our Mr. J. P. Wright will be at the WINDSOR HOTEL, MONTREAL about April 10th, with a full set of samples of the latest productions.

PACKER & CO., Chocolate Manufacturers, BRISTOL, England



REAL TRUE CREAM AT LAST

Mr. A McGill, the Chief Analyst to the Inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk. This is incorrect and SHOULD BE MADE ILLEGAL. As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628 which contains 28.20 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."

This one sample was prepared by FUSSELL & CO., Ltd., LONDON AND NORWAY.

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

as REAL CREAM and contains from 25 to 30 per cent. milk fat. Condensed milks—the so-called "Evaporated Creams"—contain about 8 per cent. only.

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W.H. Escott, 137 Pannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan: C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St. Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.



FIGURE IT OUT!

It is not a difficult matter to figure out the big advantage accruing to every Saskatchewan Grocer who deals with our houses at Regina or Prince Albert.

The cost of your goods is very largely increased by freight charges, and you can reduce freight to a minimum by buying from us.

We import largely, pack many lines under the famous "Trian" label, and as we represent all the leading manufacturers on the market, we can supply your wants promptly and fully.

Prompt Service Guaranteed
Write Us To-day for Full Particulars

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. **Fort William, Ont.** **Kenora, Ont.**
Prince Albert, Sask.

Orsi's Concentrated Tomato Extract

SUN BRAND

Made from the ripe fruit grown on the richest farms of fertile Italy.

This delicious extract is prepared by a **patent process** and does not deteriorate, but always keeps fresh, retaining its flavor through any length of time.

Preferable to canned or fresh tomatoes, both for the flavor, which is peculiar to the Italian fruit, and for its great economical worth.

Sample tin sent on request. ***1 case of 100 18-oz. tins for $18.00***

AGENTS FOR CANADA:

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

Matches Have Character!



A Good Match Makes Friends
and a Poor one Loses Them.

THE
DOMINION
MATCH COMPANY'S
Silent Matches
Strike Without Fail.

TRY—AND BE CONVINCED.

Full Price List of Various Lines on Application

The Dominion Match Co., Limited
DESERONTO, ONT.
OR
Canada Brokerage Co., Limited - Toronto

BOOST YOUR BONED MEAT SALES

BY INSTALLING A

"Berkel" Meat Slicer

on your provision counter. The "Berkel" is the last word in the effective slicing of your bacon and ham, cutting it in a clean and attractive manner into at least twice as many slices as is possible by hand.

The "Berkel" slices boiled ham and bacon down to the last ounce, and is an attractive addition to any store.

Fitted with an automatic sharpener, and protected to prevent accident.

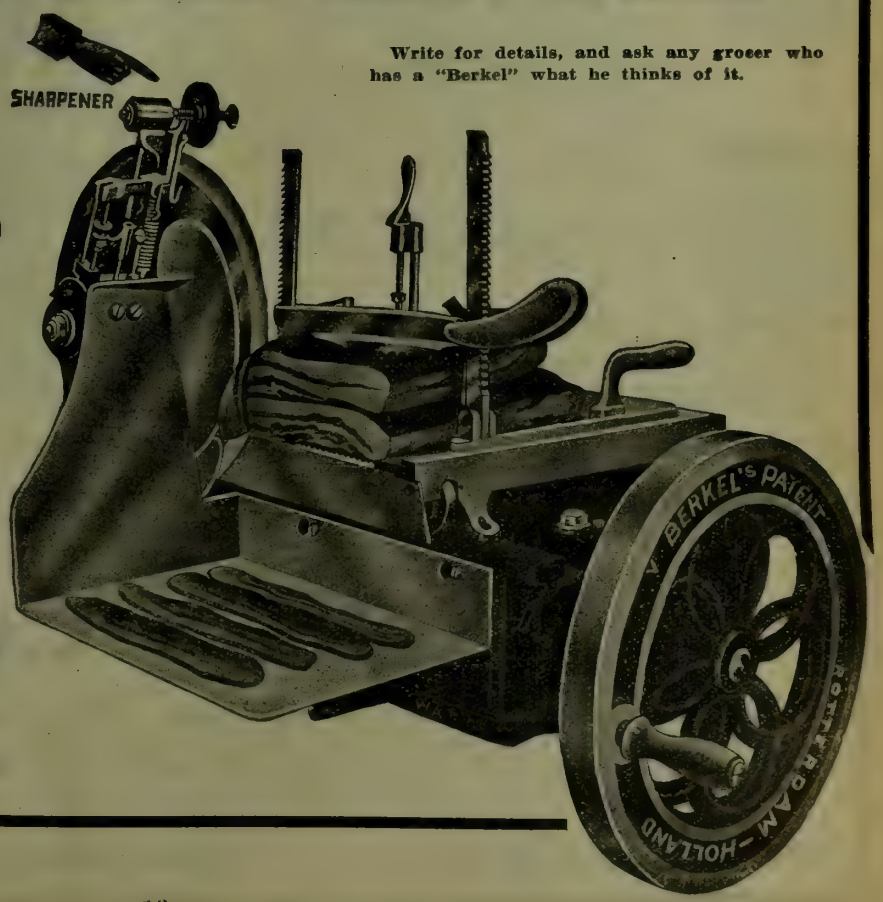
Add to your reputation by installing this profitable modern machine in your store.

CANADIAN AGENTS

W. A. Freeman Co., Limited

Hamilton, - Ontario

Write for details, and ask any grocer who has a "Berkel" what he thinks of it.



Tartan BRAND

THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



THREE OF

CANADA'S PERFECT FOOD PRODUCTS

ST. GEORGE EVAPORATED MILK
PRINCESS CONDENSED MILK
BANNER CONDENSED MILK

Week by week we have improved the quality of these popular brands until we have produced a product on which it is difficult for science to improve.

These favorite brands are made from absolutely *pure*, *fresh*, *clean* Brant County milk with the addition of *pure* cane sugar.

The grocer who pays strict attention to these lines will daily promote his sales and gain new customers. Our prices will show you good profits.

ASK YOUR WHOLESALER FOR SAMPLE ORDER AND PROVE OUR STATEMENTS

J. MALCOLM & SON
ST. GEORGE, ONT.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.; Kelly, Douglas & Co , Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

S. T. NISHIMURA & CO.

have closed out their holdings of last year's

JAPAN TEAS

except a few lines which would interest ready purchasers.

THE AVERAGE PERSON

Is not a good judge of groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced towards the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

Peek, Frean's

GOLDEN PUFF BISCUITS

Write for Sample, also for List and Album.

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in

In many ways H.P. is unique, its flavour is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell It?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N.S.
W. H. Escott, Winnipeg, Man. Calgary, Alta.
Donnelly, Watson & Brown, Ltd., Birmingham, Eng.
The Midland Vinegar Co.,



H.P. SAUCE

THE WORTH OF

WHITE SWAN

PERFUMED 100% POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED

HALIFAX NOVA SCOTIA



AN ALL-YEAR-ROUND SELLER

For steady profit and genuine satisfaction no line of canned milk can compare with

Canada First Evaporated Milk

It is guaranteed perfectly pure and very rich in cream and every can is perfectly sterilized before being filled.

A Line that is in constant demand. Made in Canada dy Canadians.

THE AYLMER CONDENSED MILK CO., Limited, Aylmer Ont.

Head Offices, HAMILTON, ONT.

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



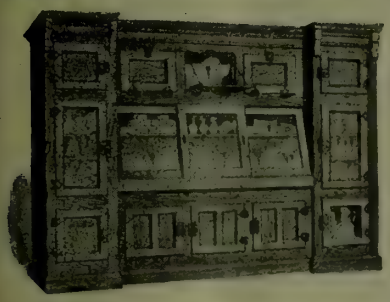
"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are atemptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

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Aubin's Patent CABINET REFRIGERATOR



is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.

Dry Air Ventilating System

Best of insulation.

Made in 10 sizes.

Highest Awards — Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

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Stewart & Co., - 122 Wellington Street West.

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. **MONTREAL**

ONION SETTS

Choice quality yellow Danver Onion Setts

5c. lb.

Condition and quality guaranteed.

Send for sample.

This is a real bargain, do not delay.

H. J. ASH

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SEIZE THIS OPPORTUNITY!

WE ARE NOW BOOKING ORDERS FOR FUTURES.

QUAKER BRAND CANNED GOODS

at 2½ cents per dozen UNDER the opening prices for Fall delivery.

ORDER NOW AND SAVE FIVE CENTS A CASE

Our travellers will be round to see you; or, write us direct.

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of superiority in soap lies in one test—that of purity

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

qualifies A1 in this respect, and is, moreover, a very economical soap. An introduction of "Asepto" into any household means constant repeat orders.

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You Can Greatly Increase Your Sales of Tapioca by Pushing



Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

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The Favorite Pickle



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SECOND-TO-NONE

PICKLES

The Perfection of Quality.

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No trouble or expense has been spared to make

RIDEAU HALL COFFEE

a brand to please the palates of your most particular customers. You can recommend "Rideau Hall" with confidence, and you will find that selling this brand leaves you a good profit.

Packed in one lb. and 25c. tins only.

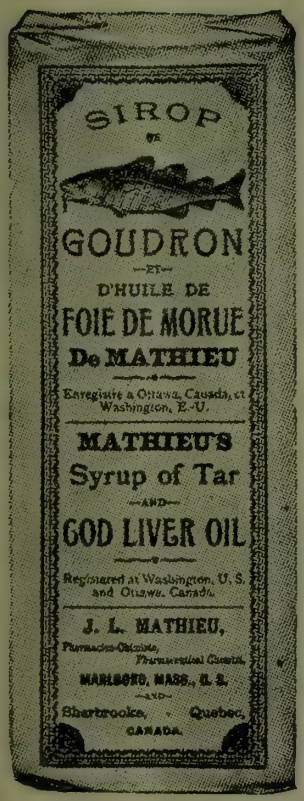
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IT MUST MEAN something to you to know absolutely that

ST. LAWRENCE GRANULATED

is produced from PURE CANE RAWS, and stands the highest government test of purity, 99 $\frac{99}{100}$ pure cane sugar.

THE ST. LAWRENCE SUGAR REFINING COMPANY, Limited, MONTREAL, P.Q.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

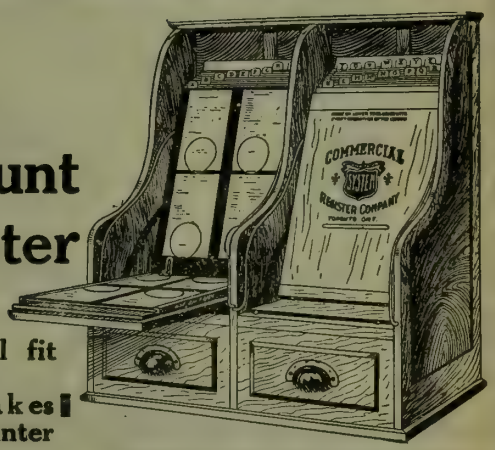
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SHERBROOKE, P. Q.

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THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

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Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

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178-180 Victoria Street - - Toronto, Ont



THE TRADE MARK OF QUALITY

OUR SPECIALTY

Sweetheart Brand Baking Powder

PURE AND WHOLESOME

Three main facts to be remembered

Quality Guaranteed Customers Satisfied
Good Profit

I X L Spice & Coffee Co.,

London, Ontario

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

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Established in 1854 by John Redpath

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Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

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THE CANADIAN HOUSE OF:

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SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Eureka Refrigerators

Represent the highest attainment in the sanitary handling of foods by the Grocer.

The result of 25 years devoted exclusively to the one line of work.

The Eureka Patented system is an absolute guarantee against Dampness and Foul Air, and there is nothing made that will keep your goods as well.

Send for New Catalogue.

Eureka Refrigerator Co., Ltd.
56 Noble Street, Toronto



SUCCESS AWAITS THE GROCER

who features **BJELLAND'S**

Smoked Herrings in Bouillon

These delicious summer-caught herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at 10 cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

CANADIAN AGENTS



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

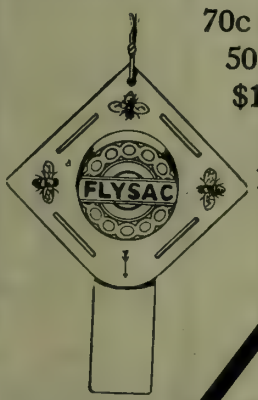
TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices

TELFER BROS., Limited
COLLINGWOOD, ONT.
Toronto Winnipeg Hamilton Fort William

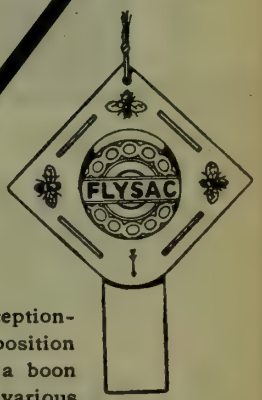
70c per box of 50 pieces. $12.75 per 1000 pieces.



THE "FLYSAC" FLYCATCHER

Hundreds of thousands sold already in Canada.

Retails 2 for 5c.



This is an exceptionally good proposition and has proved a boon to housewives in various countries.

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345-351 St. Paul Street, Montreal
Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE



Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

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WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. DOWNEY,
MONTREAL



THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The W. H. ESCOTT CO.

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Grocery Brokers

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WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

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ENGLISH

Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar in bulk or bottle

Holbrooks Pure Pickles Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand Norwegian Smoked Sardines

Olaf the Great Norwegian Smoked Sardines

The "Swan" Brand Pure Pickles in Mixed and Chow 20 oz. tall square bottle patent stopper and

HOLBROOKS

GENUINE

Worcestershire

SAUCE

CANADIAN OFFICES:

40 Scott St., Toronto

Manager, H. Gilbert Nobbs.

Head Office and Factories: Birmingham and Stourport, Worcestershire, England
Business founded 1798.

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Vancouver: Kelly, Douglas & Co

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HOLBROOKS JELLIES! JELLIES!

Now is the time for you to secure a supply of something rich in the jelly line, something you can strongly recommend to your customers and sell at a good profit.

"Double Event"
"Double Event"
"Double Event"

Club Jelly Powder

should certainly have a prominent place on your shelves. The package will please all the more because it contains not only the jelly but also a powder for sauce.

Spend a minute or two in dropping us a postal. Don't fail.

S. H. EWING & SONS

Montreal and Toronto

MAPLE SUGAR

We handle only Pure Unadulterated Maple Sugar
Write us,

WOODMAN & McKEE
Coaticook - - - Quebec.

SUCHARD'S COCOA

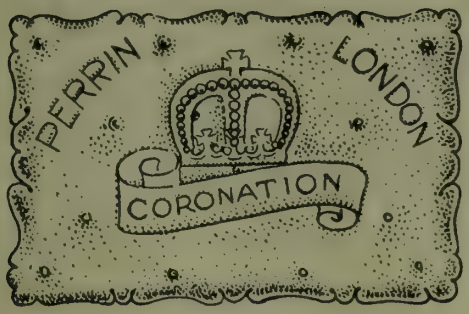
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

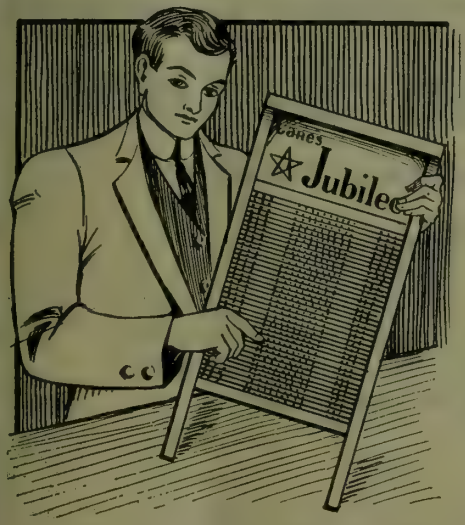
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SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S



CORONATION BISGUIT



CANE'S JUBILEE WASHBOARD

is a heavy solid zinc board with a perforated rubbing plate, a feature original with us and later widely copied, though never as successful as ours owing to the extra weight and perfect construction of Cane's goods.

Your Recommendation

WILL SELL ALMOST ANY WASHBOARD

You only need ***show***

CANE'S WASHBOARDS

to make sales and your recommendation will be given heartily after they have brought other customers through the advertising of good service.

WE MAKE MANY STYLES

and can furnish the proper grade for your trade.

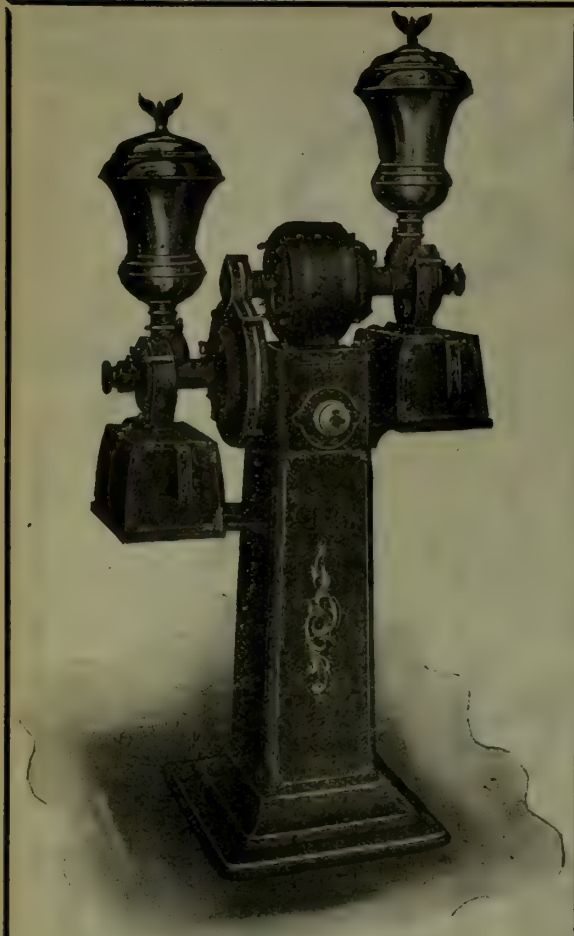
Send for information and illustrated catalog of Cane's wash-day woodenware. There is good profit awaiting you.



THE

Wm. Cane & Sons Co.
LIMITED

NEWMARKET, - - - CANADA



COLES
COFFEE MILLS

The pedestal mill illustrated here is the latest and newest design in coffee mills of this description, owing to the fact that it is constructed along the most advanced principle that has yet come into use.

The grinders both run at different speeds, as will be seen by the construction of the mill.

It is an acknowledged fact that: Granulating can be done more efficiently at high speed, while pulverizing can be done with less heating of the coffee at a much lower speed. These are indisputable facts.

Let the judgment of experts guide you, for they all decide unanimously in favor of this type of mill, which is Patent Applied For, and manufactured exclusively by us. Price—$150.00.

Made also for counter use. Price $135 00.

Illustrated catalog sent on request.



For Direct Current, $65.00

For Alternating Current, $75.00

COLES MANUFACTURING CO.

1625 North 23rd Street,

PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Important Announcement

We have now completed the reconstruction of our Montreal Factory

Formerly the Acme Can Works

and have equipped it with an entirely new outfit. We are now ready to produce tins and boxes of every description, both plain and decorated. Our new plant with the latest devices and a staff of skillful workmen make this establishment one of the most complete in Canada.

Packers' Cans

and a large variety of other containers for both dry and liquid goods, can be obtained from our Ontario Factory at Hamilton

Formerly the Norton Manufacturing Company

With these two factories in operation we can fill your orders promptly.

ALLOW US TO QUOTE YOU PRICES

AMERICAN CAN COMPANY

MONTREAL **HAMILTON**

RED CROSS BRAND



PORK and BEANS

The Size for You to Feature

is our

3'S FAMILY

This package of "Red Cross" Beans is having an abnormal sale, because the quality is superb, and the can contains more beans than 3's flat and at a less price.

"Red Cross" Beans are entirely hand-picked, processed with the greatest care, and handled in a factory that is a model of sanitation and cleanliness.

For unvaried quality, delicacy of flavor, and generous quantity 'Red Cross' Beans are unrivalled. Your jobber handles them.

SEND ALONG A LIBERAL ORDER TO-DAY.

DOMINION CANNERS, Limited

HAMILTON, CANADA

Merchandises at Reduced Prices

For

Immediate Delivery

Do not miss this Special Sale at **REDUCED PRICES**, wholly in the interest of the purchaser, by sending us your orders without delay for the following goods, comprising the best known brands, enjoying public favor.

1000 Cases of **Vegetable Canned Goods** and **Imported Fruits** of the **"Soleil"** Brand.
FRENCH PEAS "Soleil," String Beans "Soleil," Flageolets "Soleil." Medleys of Vegetables "Soleil," Asparagus "Soleil," Spinach "Soleil,"
"Soleil" SOUPS: Julienne, Printaniere, Cherfil, Puree of Tomatoes, etc.

500 Cases **French Peas**, Francois Petit & Co.

350 Cases **"Minerva" Table Olive Oil.**

450 Cases **Imported Castille Soap**, of the following Brands: **"Le Soleil,"** 72% Olive Oil; **"La Lune,"** 65% Olive Oil.

725 Cases **GOLD FINCH GIN**, of Herman Jansen.
Every bottle bears a certificate of purity from the Municipality of Schiedam (Holland).

350 Cases **Banyuls Bartissol Tonic Wine**, of Banyuls-by-the-Sea; absolutely pure Wine. Superior to any other medicated Wine.

225 Cases **BACCHUS Appetizing Wine**, from the firm of A. Sarrasin & Javilliers, of Dijon, France.

100 Cases **VICHY WATER**, from the following **Springs:**
ST. NICHOLAS.
NEPTUNE.
CAPITALE.
SANITAS (Sparkling).

800 Cases **VICHY LEMONADES**
"La Savoureuse."
"St. Nicholas."

500 Cases **REMY RICE STARCH**, Packages ¼, ½ and 1-lb., also barrels of 120 and 240 lbs.

2 **Carloads Assorted LAGER, MILLER HIGH LIFE** and **MILLER MALT EXTRACT**, for April and May deliveries.

To Arrive-- Large quantities of CANNED VEGETABLES and FRUITS of the best Canadian brands.

We recommend the **"VICTORIA"** Brand.

For all information, quotations, etc., write, phone or wire at our expense.

Laporte, Martin & Co., Limited

Wholesale Groceries, Wines and Liquors

Montreal

"It's Admitted on all Hands"



That Tea Peddling is a real menace to every grocer's best interests

We supply you with a formidable weapon to not only fight this--but to profit as the battle goes on

Tea Peddlers Pay a Special Tax

You can sell "Salada"

Without being "FINED"

BLACK, MIXED, GREEN
SEALED LEAD PACKETS ONLY

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Signs of Unrest in Provision Market

Pork Packer Reveals Some of the Worries of Manufacturers in Connection With the Possibility of Changing Markets—How Maker Buys on Thirty-day Hope of British Market—Peculiarity of Cuts Necessary to Success With English Public—Cost of Production Compared With United States—Lard and Egg Prices.

"The Canadian farmer would have been wise had he stuck to the raising of hogs through the slump period three years ago when the price of the marketable pig was low, and, likewise, he will be exhibiting wisdom if he keeps persistently at it in all the days to come," declared a pork packer the other day in discussing market conditions with The Canadian Grocer.

"The days of that depression were but few," he continued, "and yet so great was the disgust throughout the country that the breeders quit in great numbers. Those who kept at the work proved their wisdom for the price of the hog shot upward like an aeroplane because of the scarcity of supplies. The quotations have since never descended to the levels of those days, and in my opinion they never will again. I don't believe we ever will see the five cent hog on the market."

The belief of this Canadian packer, considered in the light of the proposed Reciprocity agreement will no doubt be of interest to the Canadian farmer; it should also be a matter of thought to Canadian dealers. Carried further it should be a subject of importance to Canadian consumers. The Grocer is not discussing in this connection either the merits or demerits of the suggested tariff arrangement, but its probable effects on British and home markets in the event of its becoming law must be considered as of importance on future Canadian market conditions.

He is undoubtedly of the opinion that Reciprocity will work hardship to the Canadian export trade in that it will tend towards lowering the standard of pork products marketed in England. If his diagnosis is correct then the passing of the agreement, might be of some benefit to Canadian dealers, because, if the standard of the exported goods from this country is to be taken as lower in Europe, then there should not be quite so much of it sent across the Atlantic. Hence more of this export stock would be sold in Canada, meaning, in all probability a better-supplied market. Of course the packer argues that the United States jobbers may easily absorb the surplus of stocks in this country. These things the Canadian dealer can take into consideration.

Taking Chances.

"As a general rule," said the packer, "the price of live hogs in this country is controlled by the price of the manufactured product in Britain, and there are underlying facts in connection with that rule that force the buyer here to be very careful in his purchasing of raw material. Lots and lots of times we have found ourselves facing a lower market in England with higher-priced goods in stock. Supposing, for instance, we look at the present prices quoted in cables from the Old Land, for pork products, and consider them fair. We go out, on the strength of them alone, and purchase hogs. On killing day we decide on the English "cuts" we are going to send across the pond, and proceed to the manufacture. It takes about twenty days to get these to the sea-board, and about ten more to set them down in the British centres. By the time they are set down the ruling prices there may have eased off considerably and we have marketed high-priced goods at a loss. That is the position and as you can see it's not all sunshine and roses. It is sunshine and roses only when the British market holds steady or advances from the quotations we had to work on a month previous when we put in our supplies.

The English "Cuts.

"There is one fact in connection with export goods that might be of interest to the dealer, and to the public for that matter. It is this: The cuts sold in Britain and those marketed here are not the same. I'm not talking of quality; but the sturdy inhabitants of "The right little, tight little island," likes to buy his goods in different shape to the Canadian; they are altogether different, hams, sides, shoulders and all. For that reason we have to decide on killing day whether we are going to market the resulting products in Britain or in Canada. If we decide for Britain and proceed with the manufacture, and the market drops, then we stand to lose; if we decide for Canada and the British market advances we also lose, for the Canadian cuts would not be accepted in England. In either event we would be loaded up with unmarketable goods viewed from the standpoint of 'best price.'

"Again," proceeded the packer, warming to his subject, "the standard of Canadian goods is higher in England than that of the United States. That is where the Reciprocity arrangement enters in. If the duty on hogs is taken off there will be no gainsaying the inevitable contention of the British consumer 'that he can not buy stuff made in Canada as Canadian grown, because the hog might have been shipped over from the Republic and only manufactured in the Dominion.' In consequence the standard will drop, and you know what happens to price when the standard of goods is lowered. So it's impossible for any man to forecast the market of the future, with all these circumstances in view.

Cost of Production.

"There is a lot of talk about Canadian packers paying less for the live hog and getting more for the product than does the packer of the United States. That is all rot! We are paying, now, $6.65 per hundred weight; in the United States the prices range from $6.25 to $6.75. You will notice the prices there are graded; here we have but one price. And here again enters another condition that will be of interest to the Canadian dealer. It is this: There is not in Canada the consuming population that there is in the United States. By that I do not altogether mean numbers, but the classes of the masses. The big packers of the Republic makes easily $1.50 per hog out of offal that we we have to put into fertilizer. We haven't got the Huns, Slavs and Polacks to buy the neck-bones, back-bones, livers, lungs, snouts, ears, tails and brains that our competitors there have. That is something to be thought of. And in addition our Canadian people will not eat the goods the American populace consider the very best; our people won't eat the heavy fat stuff, the Yankee gets; we don't want to see any fat at all, not a string of it. All that makes it more expensive for the packer of this country to do business. An agent of a representative United States concern gave me some ham and bacon which he considered the best that could be produced in the United States, and I had difficulty in selling it for 12 cents a pound, when I was selling our own goods for 20 and 22. That's all on account of the standard our people have set for themselves. They will not eat poor, fatty goods."

The Available Supply.

In regard to the available supplies of hogs, this packer could only say there seemed to be more hogs in the country now than has been the case since the period of depression, mentioned earlier; but he thought there were not as many as before that drop came. But he concluded philosophically, "it always takes years to get over a depletion of stock." A glance at the table given below will give the dealer an idea of the movement of hogs during the past year.

Lower Egg Market.

He felt sure there was going to be a reduction in the price of eggs, and generally was pessimistic as to the future of this market.

He cited statistics recently supplied by Mr. Pepper, one of the tariff experts of the United States, to show how large was the business of the shipping of eggs, from that country into this, and how small that from Canada into the United States. This even with the duty of three cents a dozen. He foresaw the possibility of the packers of Canada abandoning the storage of eggs that usually is done in April and May, and depending upon the Chicago cold storage houses for steady supplies. In previous years the duty imposed on eggs from the United States was the only thing standing between the cold-storage man in this country and heavy loss, when there came a break in the market for the product. Even as it was the Chicago men had flooded this market with eggs at a price that spelled loss in big bold letters, on this side of the line.

A Busy Summer.

Still as to the general provision market he looked forward to a busy sum-

(Continued on page 34.)

How Some Boosted the Provision Trade

Methods of Montreal Dealer Whose Customers Visit Store Infrequently and Who Depend Mainly on the Telephone — The Care That Must be Exercised by Merchants Under Eyes of Purchasers—Selling Power of Clerk — Economies That Bring Results.

From the investigations of The Grocer it is apparent that many merchants have adopted the policy of allowing the provision department to work up its own trade. They seem to have an idea that the mere presence of a stock of cold meats will serve the complete purpose, which is precisely why some grocers are losing their share of the provision business of their district to butchers who do take a measure of pride in it.

As in other branches of the grocery business it is the personal salesmanship of the man behind the counter that is going to count in the selling of his provisions. If he doesn't understand the stock himself, or if he lacks the "knack" to slice meats properly, then it is difficult to drum up a trade. Some dealers get over this by bringing in a man who DOES understand it and who has time to give to its development.

A Montrealer's Method.

The carrying of a dainty line of smoked and cooked meats is one of J. Johnston's simple methods of getting his share of the provision trade. His store on Prince Arthur Street, Montreal, finds among its customers a large number who depend a great deal on the telephone to send in their orders and they are infrequent visitors to the store. To a large extent therefore the "selling" of his stock is done by means of the telepnone. He suggests it merely. It is an idea in itself when the trade has advanced to the telephone stage.

Cooked roast pork, boiled hams and good bacon are necessary for the Easter trade, Mr. Johnston thinks, but especially the latter. And it is his opinion that for every sale of bacon, there should be one of eggs. One should suggest the other. He carries new tomatoes and other green vegetables to further appeal to the taste that is looking for something special for Easter.

Care is Needed.

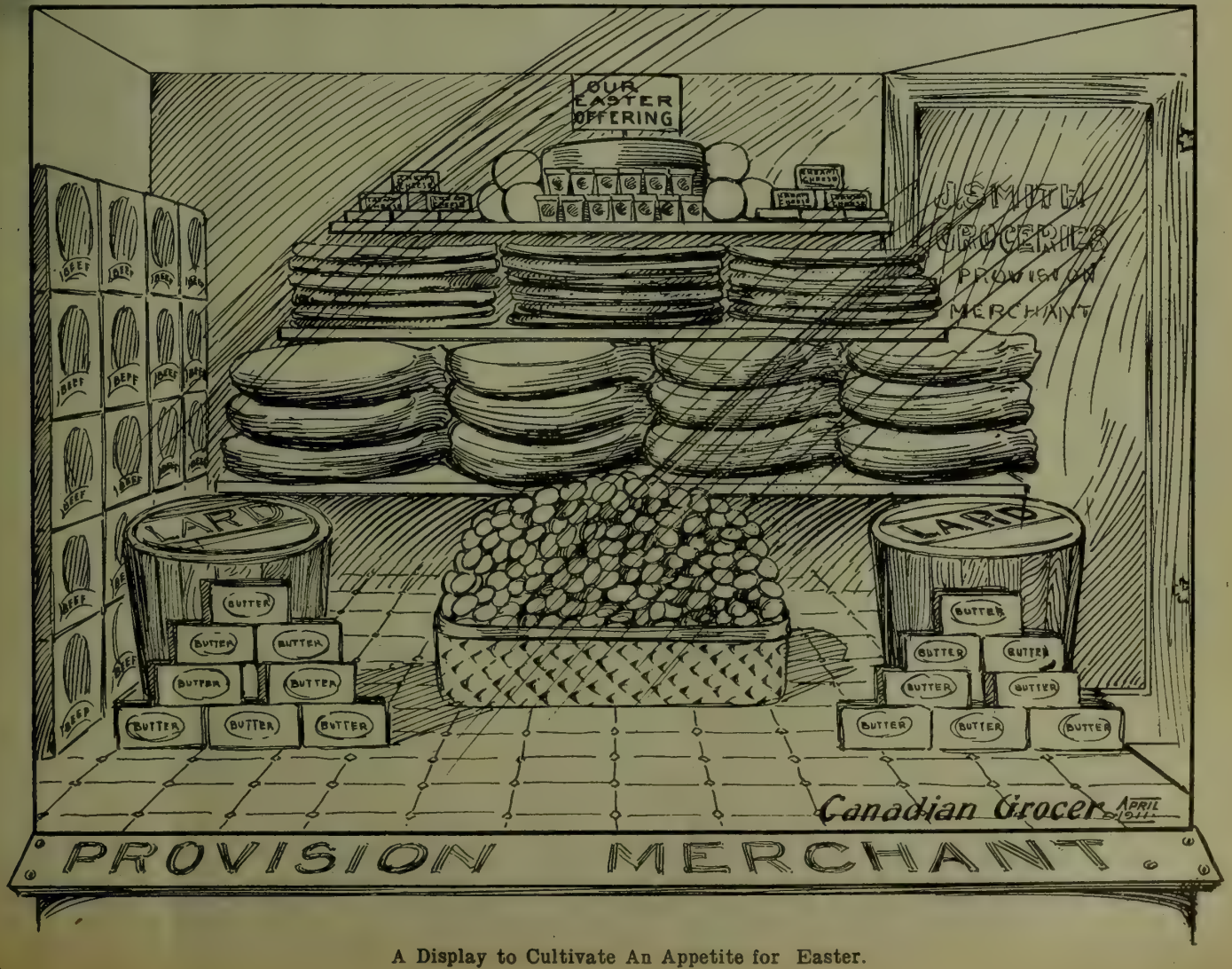
But there are many grocers handling a line of provisions to whom the telephone is not the chief selling medium, and whose store is visited almost daily by customers who like to see things for themselves. That is where, as every grocer knows, care has to be exercised. The stock has to look clean, the slicing must be done nicely, and above all the goods must appear fresh always, or there is going to be trouble.

Usually the groceries are ordered first and the provisions last, so that this trait of watchfulness has fullest possible play. The customer will stand and watch the dealer do all his slicing and everything and unless it is done to her satisfaction, the provision section of his store has suffered even if no complaint be made. Probably next time she wants something in that line she will go somewhere else. That is why many merchants never trust an inexperienced clerk in the provision department.

Regular dealers, whose specialty, whole trade in fact, is based on provisions, have several ideas in connection with the selling of meat which they claim are the means of saving them money.

One Little Economy.

An illustration of this is in the slicing of sides of bacon. These provision dealers never slice it all. They will cut it down until about four or five inches is left—piece with a bone in it. It is not easy to slice this, and, when it is sliced it doesn't look good, because the pieces are so small. So they leave the piece intact, and try to sell it at cost price. If that is not possible, they finally do slice it up, but it is placed on a platter, with a price-card attached showing the price to be down to cost.



A Display to Cultivate An Appetite for Easter.

Hiring Help---Some Real Experiences

Improvement in Grocers' Assistants Only to be Brought About by Continual Effort on the Part of Individual Grocer—The Man Who Drove the Bus—Farmer Who Was Sure the Business Had Not Changed in Thirty Years—Trials and Tribulations in Other Cases.

By Henry Johnson, Jr.

I have been led to think that the greatly needed improvement in grocers' assistants must come about much as I have suggested how improvement in the giving of credit shall be accomplished—by continual, careful, persistent effort on the part of each individual grocer. As for present conditions—well, they could hardly be worse. There is no knowledge, no skill, no sense of loyalty or responsibility to be found anywhere ready to hand. Every bit of all this must be made by each of us out of and into the "help" we hire.

He Drove a Bus.

For instance, I advertise that I want: "an experienced delivery clerk." Next day I get two or three applications. After much winnowing, I get nearly desperate, for my need is great, and I decide that I'll take nearly anybody. Just as I begin to figure that way, along comes a young fellow of lumbering, uncertain, slovenly gait and asks if I have found a "man" yet for that "job." I note the cigarette smell, the shifty eye, the "tired-feeling" pose; yet, as I said, I'm sadly in need and I parley. I ask: "Have you ever delivered goods?" "No—not in a grocery store, but I've drove a bus." I feel like kicking the fool out but hold on to myself. "Then, as you must know, you'd have it all to learn. Are you willing to begin at the bottom and take the gradual advancement?" "What'r y' payin' ?" That finishes me. Not if I had to quit and shut up shou would I hire a galoot like that.

"My friend," I say; "it's very evident to me that you're not the man for this job."

Such a Simple Business.

Why do they all think that anybody can work satisfactorily in a grocery store? Well, mayby for the same reason that so many men think anybody can run a grocery store and make a success of it. I take pleasure, in "showing" those husky fellows, who think that driving a waggon is a "snap." It gives me huge joy to kill 'em off in a week or less, tire them dead out and teach them that, if they are going to be grocers, they have to work for their knowledge honestly, laboriously, faithfully.

Three weeks ago a farmer friend of mine came into the store and on my asking what he wanted, I learned that he was "looking for a job."

A Settled Old-timer.

I looked incredulous, but he assured me it was "straight." He'd rented his farm for five years, expecting to go West, etc. I liked him. I went right to the point with him. I asked him how much he wanted to take up the work, hustle like a Trojan and do things up brown generally. "Forty-five dollars a month"—he did not mince matters. Then I settled down and talked with him. I said to him: "Jim, I am perfectly ready and willing to pay you $45 per month if you will earn it. I have no objection to paying that sum or more, providing the man is a fifty-dollar man. But my experience has been, during the past four or five years, that, when I have hired hired a forty or forty-five dollar man, I have got $25 or $30 worth of work." Well, he'd done that kind of thing before—used to drive for old Tom Smith 'way back thirty years ago and knew just what the work was. I tried to assure him that things had changed and all that, but he was certain.

A Period of Striving.

Well, we put in lots of time on Jim. We knew he was older than many and that such a man must be taken more slowly. We hoped that we'd get it back in greater accuracy and more faithful performance. We figured that some of the "loose ends" would be gathered together and made taut. I think I am safe in saying that we gave that man a chance if ever man was given a chance. But it was no use. He'd forget to load this, or he'd neglect to deliver that or he'd get names and addresses all mixed up. He'd forget to put his lantern on the waggon at noon and he'd be without it after dark and have to use matches to see. Finally, one morning we were saluted by a series of inquiries from a number of customers. "Where are my goods, ordered yesterday, to be delivered last night?" When Jim got to the store, we found he'd "forgotten" his weight the day before, his horse had left him on the last trip and gone to the barn, and Jim, thinking that what did not get out to-night would do all right the next day, went home. He had half the stuff on when he came up in the morning.

Discovered Failings.

Jim was frank about it. He said he had found things "different." He had discovered that he was too old—should have begun twenty years before. He had come to me thinking this delivery business was a "snap"—"just sit on the waggon and drive a single horse—nothing hard in that." But he had found that it was hard work. Hard work? Of course it's hard work. They learn that the whole business is hard work. It's the pace that kills. These farmers have no idea of how to do things quickly. They may move a big load, but they take all day to do it.

Expensive Bad Memories.

It takes me a long time and many a hard scold to get my boys to remember that cans and jugs and delivery crates and egg boxes cost money. They take a can of oil—profit, 12c—and leave with the oil the can which cost about 45c and sells for 65c. They indiscriminately leave delivery crates at Thomas', Richard's and Henry's house costing a snug 50c each. Well, I tell them that I'd rather pay the money to them, but since they insist on making me pay it for renewed equipment, I cannot make wages any higher. I have to-day a very well-meaning young man working for me who cannot "get next" to this idea. The result is he is getting $30 and will get it for some time. He'll work for it until he either sees this point and acts on it, or until he's much more valuable in other directions. Why, if that boy could hustle just a little faster, be a little more accurate and take care of cans, jugs and other packages, he'd be pretty near O.K. I'd gladly pay him $45 or even $50 per month.

Why might it not be a good idea for the prospective clerk when applying for a position, to try to discover whether he could do the work before asking about the pay? It has always seemed to me that something is due to the man who is going to pay the wages—it is surely not all for the clerk.

Two Green Boys.

I had a rather amusing experience recently—amusing, that is, except for its most troublesome inconvenience and loss to Johnson & Son. Two young fellows came to me for jobs. I needed both and hired both. One knew the town pretty well and the other had been here only three weeks. Neither had ever delivered groceries. I told them I'd pay the one who knew the town $30 and the stranger $25 to start. Both worked well. I was pleased with them and was just watching for some weak points before giving them advances.

The $25 boy came to me after five days' work and asked how he was doing I told him: A 1, considering how little he knew the town. I told him I was going to figure him $30 from the start instead of $25. Well, without further ado, one morning he had a better offer and was going to quit Saturday. I was sorry, but had no more to say. Then came the other the same way. I asked what had made them do it without giving me a chance. They told me they had been talking matters over with the $30 young man about whom I have just told you and he had said he was promised $35 next month. That was too slow for them and they had decided that, if they could get something better, they would take it.

Figuring Ahead.

"You see," said one, "I had to figure ahead. I could not pay board and save anything to speak of for clothes on $30 per month." Well, I told him he had not figured ahead, but badly behind, for he was just in line for promotion and would get good wages soon. I told him to go off to his new job and stay long enough to do right by his new boss, give him time to get somebody else in his place, and then come back to me at $40 per month. The other man I rehired on the same deal at $45 per month. Both had "made good."

"Now," I said, "hereafter when you want to talk over wages and prospects, come to me—don't chew things over with the one who is moving upward a good deal more slowly than he ought to do."

And that's another trouble I have. All these boys are ready to discuss the management, the financing, the advertising, etc., among themselves—help me run my end of it, in fact. I told these fellows, as I have told hundreds of others, to run their end and let me run mine, and things would be so much better all round.

Have I tired you old fellow with this week's talk? If I have, please let your boys read it—'twon't tire them and it's possible they may get a little good out of it.

Interesting Budget From Montreal

Question of Early Closing Exciting Grocers of Eastern Metropolis—Dealers are Objecting, and Say Two Nights Sufficient —The Liquor Trouble—Delivery After Hours — Address on American Systems of Accounting—Potatoes and Tariff.

Montreal, April 5.—The question of early closing has been brought prominently before the local grocers of late and at a recent meeting of the Retail Grocers' Association a strong protest was registered against the proposal of the early closing association to have retail stores in the city closed on Tuesday evenings as well as Wednesday and Thursday as at present. One of the reasons of objecting to a further reduction of the shop hours is that many of the grocers do considerable business in the evenings. They say that the departmental stores down town attract purchasers during the day time and as far as prices are concerned they cannot hope to compete with most of the cut rates offered. As it is, they are closed two evenings in the week and that, they consider, is sufficient. The early closing association is composed largely of clerks and assistants who are seeking to ameliorate their own conditions as much as possible.

Liquor Retailing.

The grocers are also in a dilemma as to whether they shall obey the municipal or provincial law in regard to the selling of liquor after certain hours. The general secretary, J. A. Beaudry, introduced the question. The new provincial law comes into effect on May 1st and forbids any grocer who has a liquor license from selling after 11 o'clock every week day except Saturday when 7 p.m. is the closing hour for these particular sales. The law does not interfere with the sales of other goods nor with the delivery of articles which had been ordered before these hours. This was a question that elicited considerable discussion for it was thought the law might prevent the delivery of liquor ordered before the prescribed hours. The authorities will be asked as to how they intend to apply the law. The municipal law says that stores must close at 7 p.m. on Wednesday and Thursday and thus the two laws conflict. Several members of the association were disposed to keep their stores open on these days after seven o'clock, in spite of the early closing municipal law. A motion to this effect was, however, defeated by a large majority.

J. P. Tremblay, representing the St. Pierre Union of Grocers' Clerks presented a resolution passed by that organization to the effect that they would not take part in the movement to secure early closing for Tuesday night as well as Wednesday and Thursday.

An interesting talk dealing with American systems of accounting was given by Mr. Archambault, the representative of a large American wholesale house. In addition a hearty vote of thanks was tendered Chief Campeau for the manner in which he had responded on numerous occasions to complaints made by the association relating to certain infractions of the law.

This meeting drew a very large attendance and keen interest from the members.

H. Laporte Retires.

The Citizens' Association loses the services of one of its most prominent mem-

(Continued on page 40).



EASTER WINDOW ON PACIFIC COAST.

In the accompanying window display of Carne's grocery, Victoria, B.C., both eggs and ham are given prominence in a neat and attractive manner. It will be noticed that the floor of the window is made up of different colors. The white is cotton while the other is pink, and green paper which is used in packing by manufacturers. The color effect produced was very attractive to the eye, but the photograph of course does not show this.

At the front there are three hams with two more to the rear, making a simple but effective selling display of this article. A basket of eggs and small groups of eggs are placed among the floor trimmings, making an attractive setting. Another feature is the appearance of rabbits carrying slices of ham while Rastus in the rear and above all, slicing ham actually makes one's mouth water to watch.

Flower decorations of Easter lilies are very appropriate and lend considerable effect to the whole window. The two show cards are well written and add considerably to the selling effect, as the talks on the cards are splendid. The selling power of the window might have been increased if one or two price cards had been added.

Three Clerks—Bad, Good and Indifferent

Selling Methods Employed by Three Different Clerks, as Observed by an Onlooker — The Transaction in Salmon — The Sale of Honey—The Attempt by Clerk Who Knew of Himself Nothing, and Leaned Wholly Upon the Boss.

Qualities of poor salesmanship, explanatory of why some stores are not able to keep trade, were disclosed to the writer in an establishment which he visited the other day.

A customer entered, and asked for a can of salmon.

"What kind do you want?" he asked, without making any attempt to show or describe to her the different brands carried.

The customer did not know the goods by brand very well and replied: "Oh, I guess a red salmon, about 17 cents."

"Here is one at 13 cents," said the clerk, at last exerting himself enough to pull a can off the shelf. "That's cheap for salmon."

"Well, I want a good salmon," said the customer, and the clerk offering no further suggestions, she said: "I guess I will take the seventeen-cent one."

"One can is all you want, is it?" asked the clerk, pushing a can to the front of the counter without wrapping it.

"I think I had better take two cans," she said, adding, "And would you wrap them up for me, please."

So the clerk at last got the two cans wrapped up in a certain manner, and continued his attempt to sell with: "That's all you want, is it?"

"Yes," answered the customer, and left the store. I do not believe she was highly elated over her visit or impressed with the service.

One Good Salesman.

Quite different was the salesmanship ability shown by a bright clerk in another store. A customer entered, and was approached by this clerk with a bright smile and a merry "Good morning."

"Do you keep Blank's coffee essence?" enquired the customer.

"No madam," replied the clerk, "we have not that brand at present. We used to carry it in stock until this one was placed on the market, but after a careful test of the two we decided that this is the best. I recommend this brand and believe it would give you perfect satisfaction."

"All right, I will try a bottle of it."

"Here is some excellent honey in the comb, madam. It is pure white clover, and the sections are well filled. They are worth 15 cents."

Selling Honey.

"Do you sell them 2 for 25 cents?" she asked.

"No, these are 15 cents straight, there is a darker one at 2 for 25 cents, but I would advise you to take this one at 15 cents. I think you would like it better."

"I will take two boxes of that kind, please."

"Now, what else can we send up? These oranges are excellent quality, and these large ones are especially fine flavored. They are navels,—seedless and very sweet."

The Force of Contrast.

And in this manner he continued his sale, showing many good points of salesmanship, presenting a decided contrast to the other clerk whose work I had observed.

Sometimes, proprietors are themselves responsible for clerks making a poor showing in selling goods, being a poor example themselves in some cases, and neglecting to point out to clerks just how to proceed in making a sale. Sometimes a clerk will be found who hardly knows that a certain article is in stock; sometimes he does not know the price, and rarely any talking points in connection with it. This is the fault of the merchant who should have advised the clerk when the new article arrived, told him the price and some information about it which would help in selling it.

One Hazy Clerk.

Recently a customer entered a store and enquired for a certain article. The clerk seemed to have a hazy idea that they had it but had to ask the proprietor about it first.

He got a package of the article and handed it to the customer, but did not know the price and had again to approach the proprietor for information. The customer made some enquiry about the quality of the goods and the clerk replied: "Yes, I think it's pretty good." Such a statement would not impress the customer much in regard to the quality. How much better if the clerk had understood the article and when the customer enquired, at once produced it, gave the price, and some information that would show that it was good quality, completing the sale in a business like manner.

Grocer Letter Box

The Canadian Grocer will be pleased to receive requests for information from any of its readers, but questions should be kept as brief and made as clear as possible. The full signature is necessary, although it will not be used, if so desired.

Editor Canadian Grocer.—Will you kindly let me know what is the principal ingredient of macaroni. Is it a whole-Vermicelli is also made from the same the same material?

Winnipeg, April 1, '11

WESTERN DEALER.

EDITORIAL NOTE.—Macaroni is made from a hard variety of wheat commonly known in Canada as "Goose-wheat," and in the Western States as "Durum." It is different feom the ordinary bread-flour wheat in that it is of a yellowish color all the way through.

It is certainly very nutritious and wholesome.

Vermicelli is also made from the same wheat.

R. J. Gracey, Wellandport, Ont., writes for the name of a firm manufacturing canning machinery.

Answer.—The Sprague Canning Machinery Co., Chicago, Ill.

Editor, Canadian Grocer:—Could you tell me of some method by which cheese may be kept moist and fresh?"

Calgary, Alta., April 3.

"ALBERTAN."

Retail grocers state that if the cut portion of the cheese is kept covered with a cloth wrung out in vinegar that it will keep moist and fresh. Many grocers have considerable trouble with cheese becoming hard and dry when it has been cut into, as customers object to purchasing the dried portion. However this may be overcome by the above method which also keeps the cheese free from mold. It should also be kept in a room where the temperature is not too high. Many retailers believe that a slicing machine tends to keep the cheese in splendid shape.

HAMILTON AT HOME.

Hamilton, April 6.—The Hamilton Retail Grocers' Association held its fourth annual at home in the Palm Gardens here, and a most enjoyable evening was spent by all present. Fencing, wrestling, boxing, music and speech-making enlivened the proceedings, and when the time came for adjournment, the function was voted the most successful of all yet held.

J. A. McIntosh, president of the association, was chairman, and he was ably assisted by Bay Hill. The first number on the programme was a song by W. Pringle. John Burjan followed with a selection, in which he accompanied himself on a banjo. Earl Hyslop rendered a couple of vocal numbers acceptably. Harry Daniels, introduced as the "silver-tongued orator," made a brief speech on "Reciprocity," in which he humorously took the position that he was in favor of the proposed trade arrangement if it would but favor him. C. Mitchell and J. Ledrew fenced to a tie, and W. Lang and J. Sheridan followed with two rounds of wrestling. W. Dore, dressed in Highland costume, sang several funny songs, to the enjoyment of the gathering. J. C. McLean and Harry Bolton also contributed musical numbers.

At the close a vote of thanks to the entertainers was moved by Ald. Forth, and seconded by J. O. Carpenter. Ex-Controller Allan and Controller McLaren moved and seconded, respectively, a vote of thanks to the association on behalf of the guests, and the gathering broke up with the singing of the National Anthem.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

H. J. Packer & Co., Ltd., have once again sent out their well-known representative, J. T. Wright, to Canada, for an extended period. He sailed on the "Empress of Ireland" on Friday, March 24th, and is carrying a considerable number of new lines, in addition to the range of last season. These will be well worth the attention of all buying houses.

H. Laporte of the wholesale grocery firm of Laporte, Martin & Cie., Ltd., Montreal, leaves on April 11th for Europe where he will spend three months combining pleasure with business.

The Canadian Grocer

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PICKLES BECOMING SCARCE.

Although there has been no further advance in the price of pickles, The Grocer would beg to impress upon dealers throughout the country the importance of getting in a good supply as early as possible. There will be a big demand coming soon, and as there is a distinct shortage of stocks, due to a light crop of the vegetables that go to make up the raw materials of manufacture. there seems to be a remote possibility that somebody is going to go short when ordering time comes.

Manufacturers are not saying much on the subject, but it is not altogether improbable that they may be heard from in the near future. So it surely behooves all good dealers to get busy and put in a goodly store of the product to tide them well on to next crop goods.

SELLING SYRUPS.

While the grocer is intent on selling maple syrup now he should remember that when attention is thus generally directed to syrup the opportunities for selling all kinds of syrup are much enhanced.

For instance the man with the slender purse hears about maple syrup just the same as the man who can afford to buy five or ten gallons of it. The former, however, feeling that he is not in a position to buy the dearer syrup looks around and buys corn syrup. And the latter is decidedly wholesome and good although it is not maple.

It is an established fact that during the maple syrup season the demand for corn syrup increases. This principle is true in every line of business and the grocer who is ever on the alert for new openings will keep it in mind when his customers are in his store during the present season.

EARLY CLOSING IN CALGARY.

Calgary is in the throes of a discussion on early closing, and seems to be experiencing some difficuly in deciding the case one way or the other.

The original proposal was to close all the stores in the city on Saturdays at one o'clock, and have them remain so until Monday morning. As in all such issues there was a line up of opposing forces immediately. Some contended closing was the proper, and modern thing to do. Others insisted with equal vehemence that it would hurt the city to have folks come in on Saturday from outlying districts only to find the shops closed. Each side, at last reports, was lying on its case.

A couple of meetings were held but no advance was made, the given reason being that the secretary had written the secretary in Winnipeg for a copy of the early closing by.law in force in the western metropolis, and that the paper had not arrived. But now, from latest reports, it would appear that this document has been forwarded, and that it has changed the whole complexion of the Calgary issue. Under the Winnipeg legislation, all shops and stores, excepting hotels, taverns, refreshment houses, tobacco stores and news stands have to close at six o'clock in the evening on all week days, to remain so until five o'clock the following morning, except on Saturdays and nights preceding holidays, when ten o'clock is the set time. According to advices from Winnipeg, this law seems to be working satisfactorily and to be generally well observed.

It seems that this by-law is more to the liking of the Calgary advocates of early closing, and it is possible the by-law, if passed in that city, will be modelled along its lines.

It is a step in the right direction. It may be necessary to keep open for a considerable time on Saturday night, but it is not so for the other evenings. Most dealers do business so late on Saturday because the next day happens to be Sunday, when no man can work. But ten o'clock, except in a few isolated cases, is late enough, and there are eastern Canadian centres that could, with profit, follow the lead of Winnipeg in this regard.

SMALL DEBT COURTS.

A delegation from the Western Retail Association recently petioned Premier Roblin, of Manitoba for relief from the "small debt" handicap, and the members seem to have received a favorable reception.

They asked that "debt courts" be established throughout that province, under the jurisdiction of stipendiary magistrates with power to decide claims for debts up to fifty dollars. **This is a step in the right direction.** The Premier promised favorable consideration and it is possible a bill may be introduced at the next session of the legislature covering the request.

In presenting their petition, the delegates urged that the merchant was considerably handicapped by the existing law; that the cost of lengthy proceedings prevented him from making full use of the courts in securing settlement of his small bad debts. They requested therefore, that in the court they asked for, the dealer could act as his own lawyer and serve his own processes to cut down the expenses; that the presiding magistrate be given authority to give judgment for the amount due, and to sentence for a term of imprisonment should default in payment ensue.

The retail world will watch with interest the result of this petition. Should the Manitoba Legislature be radical enough to pass a bill covering the need, retailing in that province will have been made a great deal more satisfactory.

All live associations of retailers in all the other provinces of the Dominion would do well to follow the lead of this Western organization. It is full time the bad debtor, as a class, should be utterly banished from the community.

HOGS ON TOBOGGAN SLIDE.

The gentle and unsophisticated hog seems to have struck the toboggan slide in earnest. Last week there was a decline of ten cents on a hundred pounds, and in this, again there has been a further reduction of twenty cents, bringing the price of the porker down to 6.45 for best grades at country points.

The cause is said to be in the steady weakening of the British provision market, for this has been in progress for some little time. But there also has been a fairly heavy supply of late, which nearly always means a lower price, no matter what the state of the British and Interprovincial markets. The stock yards in Chicago have been deluged with fat butchers, and reports from that centre have been pointing to lower quotations for the last week or two.

Doubt as to the adoption or otherwise of the reciprocity agreement with the United States is another factor. There seems to be an unrest throughout the counitry, dealers buying only in small quantities as a result. In consequence, packers are not putting forth desperate efforts to secure the raw material, and as there are lots of hogs in the country the decline was quite in the natural order of things. There are some dealers who implicitly believe that the bottom has not yet been reached.

Postmaster-General on Parcels Post

Hon. Rodolphe Lemieux Explains in House of Commons That Rural Sections Were Prejudiced Against the System as Favoring Big Mail Order Houses—Suggests Campaign of Education Among the Merchants to Show its Advantages.

Only the strenuous opposition of country merchants, apparently, has prevented Hon. Rodolphe Lemieux, the Postmaster-General of Canada, from instituting a system of parcels post in the Dominion similar to those operating in England, and several other European countries. The matter came up in the House of Commons recently by one of the members asking how far the matter had gone. The reply of the Minister, in which he suggested a "campaign of educaeion" to show the advantages to country dealers, was as follows :

"I have received within the last two or three months several representations on the proposed establishment of a parcels post, and I am at present engaged in finding a solution of the existing difficulty. I am not at liberty to say what I intend to do in the matter. If my hon. friend will wait until later in the session I may be able to be more communicative in my statement. At present, nothing is decided. The trouble is, I may say, that there is a prejudice in the rural sections of the country against a parcels post.

Country Merchants Opposed.

"The country merchants are opposed to the parcels post system. When I took office some years ago, I thought that the Post Office Department should really do the business of a parcels post, instead of leaving that altogether to the express company ; but the moment I expressed the view that we should establish something like the perfect systems of parcels post that they have in England, France, Germany and Italy, I found that there was a strong prejudice against the system in the minds of the country merchants, who feared that such a system would work exclusively to the advantage of such establishments as Eatons, in Toronto and Winnipeg, and Morgan's and Carsley's, in Montreal. I was deluged with petitions some four or five years ago when I thought I should do some progressive work in that field of operation. I think we should carry on a campaign of education among country merchants to show that such a system would not be against their advantage and that they would be the first to benefit by it. We are studying the question now and later on I may have a statement to make."

That Other Campaign.

Readers will recollect that this vital matter was taken up by The Canadian Grocer some months ago, and that as a result of the campaign inaugurated by this paper, a large number of opposing letters were sent on to the Minister.

His present utterance would carry the impression that since the time the first proposal was rendered abortive he has been endeavoring to hit upon some happy means by which he can overcome the objections that have been offered to the scheme.

Throughout the entire Dominion retail dealers will await with deep interest the next move in the game, and the inauguration of the "campaign of education," which Hon. Mr. Lemieux hints at in the statement given above.

SIGNS OF UNREST IN PROVISION MARKETS.

(Continued from page 28.)

mer. As to profits he could not say. But he said there seemed to be at present an unrest throughout the entire country and that people were buying only on a hand-to-mouth basis. He hoped all this would change, but seemed doubtful on account of the great numbers of packers who were represented by agents in all the big centres, making competition keener and more keen all the time.

The Lower Scale.

One year ago, the price of dressed hogs on the Toronto market was $4 higher than now, while live hogs now quoted at $6.65 were $9.60 per cwt., said to be the highest price in forty years. There has been a correspondingly large reduction in pork products during the year, as will be seen by the following comparison :

	Yr. Ago.	Now.	Red.
Long clear bacon—lb....	15¼	11¼	3¾
Smoked breakfast bacon.	19	17¼	1¾
Roll bacon	16	12½	3½
Light hams	18	16	2
Medium hams	18	15	3
Large hams	17¼	13	4¼
Shoulder hams	14¼	12	2½
Backs—plain	21	19	2
Backs—peameal	21¼	20	1¼
Heavy mess pork	29.00	21.00	8.00
Live hogs	9.60	6.65	2.95
Dressed hogs	13.00	9.00	4.00

One important reduction to a large number of merchants has been that in long clear bacon which is now 3¾ cents lower than a year ago, while roll bacon has been reduced 3½ cents. Present prices must be most satisfactory to dealers as during the time of high prices, profits in many cases had to be clipped pretty short.

Live hog prices, Toronto basis :

1910—April 8—9.60	1910—Oct. 14—8.50
April 29—9.00	Oct. 21—8.00
May 6—8.75	Oct. 28—7.25
May 20—9.40	Nov. 4—6.90
June 10—9.30	Nov. 18—6.65
June 17—9.00	Nov. 25—6.75
June 24—8.90	Dec. 16—6.50
July 1—8.75	Dec. 30—6.75
July 22—8.50	1911—Jan. 6—6.90
July 29—9.30	Jan. 13—7.10
Aug. 5—9.00	Feb. 17—7.00
Aug. 12—8.40	Mar. 3—6.90
Aug. 19—8.25	Mar. 24—6.75
Sept. 9—8.60	Apr. 7—6.65
Sept. 16—8.75	

As may be seen by a glance at the chart given above the movement of hogs in June and July was rather light. With the coming of fall this was changed, and since there has been an almost uninterrupted lowering of price. Still, as the pork packer says : we still are a long way from the five cent hog.

Lard and Smoked Meats.

Lard generally follows the trend of the provision market, and, like other pork products is governed to large extent by the price of the live hog. However there are other things. Sometimes accumulation of stocks will cause the market to weaken or a shortness of supply cause it to strengthen. At times too, hogs do not contain so much lard as at others. For instance a year ago, when the price of hogs was high they did not produce much lard, being lean. However, at the present time, hogs are more plentiful and fatter, so that lard prices are quite reasonable. There is said to be a great deal of compound lard being offered and sold on the market at the present time, consumers finding the lower grade article suitable for certain use. A year ago when lard was high there was a large amount of compound lard sold.

Below is given a comparison of lard prices now and a year ago.

	A Year Ago.	Now.
Lard—tierces	16¾	11½
Lard—tubs	17	12
Lard—pails	17¼	12¼
Lard—compound	13	10¼

Smoked roll, quoted a year ago in Toronto at 16 cents, can now be had for 12½ cents, so that it can be said to have followed closely the downward trend in the market during the past year. It fluctuates with the provision market as do the other lines of smoked meats. There are two reasons for smoking meats—one is to preserve them, and the other is to flavor them. Some people like their flavor and for this reason there is a trade for them during the whole year. The demand increases as the weather grows warmer, and the height of the season is during the summer.

The changes in the price of smoked roll and smoked bacon in Toronto since last year are given below :

	Year Ago.	Oct. 7, '10.	Now.
Smoked Breakfast Bacon.	19	20	17¼
Smoked roll	16	15	12½

H. Laporte of the wholesale grocery firm of Laporte, Martin & Cie., Ltd., Montreal, leaves on April 11th for Europe where he will spend three months combining pleasure with business.

AN INVESTMENT WORTH WHILE.

Editor Canadian Grocer,—I am a faithful reader of your paper and derive much good from it. I watched your advices on sugar and have made the price of subscription for TWENTY YEARS in the last few weeks.

Wishing you every success.

C. FRASER.

Windsor, March 29, 1911.

Latest Review of Grocery Markets

Raw Sugar Has Regained its Lost Ground—Trade in Refined Sugar is Quiet—Dealers are Well Supplied—Canned Lobsters are Scarce—Sale of Valorization Coffee Did Not Affect Canadian Markets—Nuts Are Higher in Montreal—Prunes and Raisins Advanced in Winnipeg.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Nuts—Several advances.

Tapioca—Decline of 1 cent.

Canned Lobster—Price advanced.

Montreal, April 6th.—The grocery business in this section continues highly satisfactory to the wholesale trade and reflects conditions that must please the retail grocers. There has been nothing of an outstanding character of late, trade being rather quiet than otherwise.

One wholesaler directed attention to a fact that no doubt has been generally observed. The scarcity in apples has helped the sale of canned apples and as this price advanced, buyers' attention was directed to dried apples. In all these lines the supply is limited and in each case good prices have been obtained. The general scarcity of dried fruits has been good for evaporated peaches of which stocks seem to have been heavier and a good business has been reported.

A scarcity of lobsters has advanced their price and also that of canned lobster and the latter quotations are likely to keep on going up. The high prices on some lines of canned goods have diverted demand to other lines with good results. Other instances might be named to show how this has worked out.

Sugar has been conservative in its actions of late. A report dealing with primary markets says there is a large quantity of sugar to come forward and that it should be gotten out of the way to make room for the 1912 crops if the industry is to be healthy. "It can be done if prices are not put too high before trade is ready for them and the market will get along much better by not traveling too fast." The report intimates that present values are likely to be maintained and that if business is good further advances will come naturally.

The recent sales of coffee did not even cause a ripple in the local market which has been practically unchanged since the first of the new year. This is a fact worth noting and is explained by the large purchases of coffee last fall.

Nuts are as firm as ever and several advances in prices have been recorded.

Sugar.—The local market is fairly steady. It is not attracting special attention just now for the reason that buyers are not falling over themselves as was noticed some weeks ago. One jobber states that he does not expect heavy business again until May. This is, of course, under ordinary conditions. It is apparent that the trade in this locality are fairly well supplied with sugar.

Granulated, bags	4 50
" 20-lb. bags	4 60
" Imperial	4 35
" Beaver	4 35
Paris lump, boxes, 100 lbs.	5 45
" " " 50 lbs.	5 40
" " " 25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 20
" 100 lb. boxes	5 30
" 50 lb. "	5 40
" " 25 lb. "	5 60
" " 5 lb. cartons, each	0 [illegible]
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	4 95
" 50-lb. boxes	5 05
" " 25-lb. boxes	5 35
Powdered, bbls.	4 75
" 50-lb. boxes	4 95
Phoenix	4 50
Bright coffee	4 45
No. 3 yellow	4 35
No. 2	4 25
No. 1 " bags	4 10

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—There is a steady market in syrups and it should be extended for quite a few weeks yet. The grocer should remember his syrup trade, especially now when with maple syrup coming on the market attention is directed that way. There is a good enquiry for molasses and the market remains steady.

Molasses, to arrive, car load lots	0 28½ 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 26
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—Dried fruits are practically unchanged as far as prices go this week. Evaporated apples, peaches and apricots are firm and are practically entirely out of first hands. In regard to prunes it is only reiterating what has already been said to the effect that present supplies are light and the market is, and is likely to continue, decidedly firm. The demand is steady and in some lines may be expected to show an increase in the near future. Raisins, for instance, during April and May, begin to show an improvement in trade.

Evaporated apricots	0 18 0 21
Evaporated apples	0 14 0 15½
Evaporated peaches	0 12½
Currants, fine filatras, per lb., not cleaned	0 07½
" " " cleaned	0 08½ 0 09
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09½ 0 10
Dates	0 06
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 13
" 9 crown	0 13 0 14
Prunes—	
30-40	0 13½ 0 14
40-50	0 13
50-60	0 12
60-70	0 11
70-80	0 10½
80-90	0 10
90-100	0 09½
100 and over	0 09
Bosnia prunes	0 11
Raisins—	
Choice seeded raisins	0 08
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 09½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08½ 0 09

Nuts.—Supplies in this market are quite limited. The tendency among the houses is to advance prices and higher quotations have been announced by several, thus indicating the strength of the market. Tarragona almonds, peanuts and walnuts are firm and although demand is not particularly brisk, still it is considerable. Reports say stocks are decidedly short in a number of lines which, with the other conditions, would suggest still higher prices before a relief will be forthcoming.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb.	0 12 0 14
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 14½ 0 16
Walnuts, Grenobles, per lb.	0 16½ 0 19
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 [illegible]
" 2-crown " "	0 31 0 [illegible]
" (in bags), standards, per lb.	0 27 0 [illegible]
Cashews	0 15 0 17
Peanuts—	
American—	
Corn, roasted	0 08
Corn green	0 07
Diamond G, roasted	0 08½
Diamond G, green	0 07½
Bon Ton, roasted	0 12
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 37 0 39
Brokens	0 30 0 32
Grenobles	0 17

Teas.—There is a good general demand in teas of practically all kinds, trade being pretty well divided. Enquiries are coming in fairly liberally.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 [illegible]
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 [illegible]

Coffee.—Since the second day of January the local coffee market has been unchanged and indeed the general market while fluctuating more or less has not undergone any marked change. This condition, as far as Montreal is concerned, is due largely to the fact that

buying during the intervening weeks has been light. Last fall the large grocery houses stocked up freely and they have not yet disposed of their holdings. The recent valorization sale has not had the slightest effect locally, nor even in New York, according to a Montreal authority and it is not expected that there will be much change until May. Demand is fair and prices are unchanged.

Mocha	0 32	0 30	Santos	0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Rice and Tapioca.—The market is steady with a fair business passing. Pearl tapioca's drop, mentioned last week, was not of long duration as it is now quoted back at the old figures from 6 to 7 cents.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ¼ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ¼ pockets, 12½ pounds	3 20
Tapioca, medium pearl	0 06 0 07

CANNED GOODS

TORONTO.—A moderate volume of business is being done in the various lines of canned goods. Vegetables command a steady trade, but it is of a hand to mouth basis, and the total volume of sales could not be called large. Peas are not going out to any great extent, the high price restricting sales. In the case of peas, corn or beans can sometimes be substituted by the dealer, so that this line is not getting the attention it otherwise would. An increase in the trade in canned apples is noted by some houses. This is due, no doubt, to the scarcity and high price of evaporated apples, and this may be the means of bringing higher prices for apples, which are firm at present quotations. The market is extremely bare of canned lobsters and $2.75 is the ruling price for any that are obtainable. The new pack will not be on the market until June and prices will likely rule high on account of the bareness of the market and the strong export demand which is boosting prices.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 2's	0 97½	1 00
Carrots, 2's	0 97½	1 00
orn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
as, Standard, size 4, 2's	1 35	1 40
Early June, size 3, 2's	....	1 50
Sweet Wrinkle, size 2, 2's	....	1 50
Extra fine sifted, size 1, 2's	....	1 87½
mpkin, 2's	0 97½	1 00
" gal	3 02½	3 05
inach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 80
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 2's	1 13½	1 10

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 10	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal.	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal.	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz. 1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz 1 87½
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			Lobsters, halves, per dozen 2 65 2 75
Humpbacks, doz	1 30	1 35	Lobsters, quarters, per dozen 1 60
Pinks	1 30	1 35	
Northern River Sockeye			1 95
Chicken	4 08		Soup, 2's 1 90
Turkey	4 00		Soup, 1's 1 40
Ducks	4 00		

MONTREAL.—The demand in this line is reported good. Peas are said to be moving better and a number of large order were recently filled, together with good business on a smaller scale. Canned lobster is again advanced and from all reports is likely to remain higher as supplies at first hand are light. Those centres which are the heaviest purchasers are hard put to secure supplies and the local market gives evidence of that effect. The wholesale houses report a continuance of good demand in general, the better grades of salmon contributing largely to the present trade.

Apples, gal	20	3 50
Peas, standard, dozen	....	1 20
Peas, early June, dozen	1 20	1 25
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	1 [illegible]
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	....	1 90
Corn, dozen	....	1 90
Tomatoes, dozen (Ontario and Quebec)	1 35	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen	....	1 90
Lawtonberries, 2's, dozen	....	1 90
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 67½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
White salmon	1 10	20
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	....	1 60
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10
Lobster—		

½-lb. flats, dozen, $1.40, $1.85; 1-lb. talls, dozen, $2.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	1 80
Compressed corned beef, 2s	3 85	Corned beef hash, 1s	1 40
English brawn, 2s	3 15	Corned beef hash, 2s	1 80
Boneless pigs' feet, 1s	3 15	Jellied hocks, 2s	3 60
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	13 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 60	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

ONTARIO MARKETS

POINTERS—

Canned Apples—Firm.

Brazil Nuts—New crop higher.

Canned Lobsters—Stocks about done.

Toronto, April 5.—The raw sugar market has become firmer again after the slight setback of last week. Its steady position has been regained and it is believed by some that the next movement in refined will be upward. Trade in sugar continues quiet, retailers having evidently taken on all the sugar they care for at present.

The canned goods market remains steady and has lost none of its firmness. A fair trade on a hand-to-mouth basis is being done in vegetables but canned peas are being slighted in the movement. The scarcity of evaporated apples has caused a better demand for gallon apples and the market at present quotations shows strength. The syrup trade is not at all confined to the new made product of maple, as both canned maple and corn syrups are receiving considerable attention.

The sale of valorization coffee in New York had no effect on the local situation which continues steady. In addition to the 300,000 bags allotted for New York for April 1, the 300,000 reserved for April 22 were also disposed of, so that the feeling of uncertainty which has kept trade throughout low in the country may be removed.

Little or no improvement is noticed in the nut trade. The market is bare of Brazils with new crop expected within two weeks which will rule higher at 19 to 20 cents.

Canned lobsters are in exceedingly short supply here, and prices are firmer on stocks still held. The new crop will not arrive until June and will probably rule higher than the opening price last year.

Sugar.—Raw sugar has regained the strength which it lost last week and at present shows a firmer feeling with raws in New York quoted at $3.86. The general situation is regarded as showing strength and some dealers believe that an upward movement will be in order soon. The easing off in raws last week gave refiners a chance to take on stocks. Trade in sugar is exceptionally quiet just now, showing that the country is well supplied. Total stocks and afloats together show a visible supply of 3,607,177 tons against 3,245,833 tons last year, or an increase of 361,344 tons.

Extra granulated, bags	4 60
" " 20 lb. bags	4 70
Imperial granulated	4 40
Beaver granulated	
Yellow, bags	4 20
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 00
" " 50-lb. boxes	5 20
" " 25-lb. boxes	5 30
Powdered, brls	4 80
" 50-lb. boxes	4 80
" 25-lb. boxes	5 20
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 50
" in 50-lb. "	5 60
" in 25-lb. "	5 80

Syrup and Molasses.—This is the syrup season and naturally all lines of syrups are brought into prominence. A steady demand continues for corn syrups and dealers state that there is a good trade passing also in canned maple syrup, for the new make is not at all

plentiful in some parts, so that the canned is called on to take its place. The molasses market is quiet.

Syrups—	Per case
1 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 15
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 36½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	2 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls.	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—There is no special feature in dried fruits this week. The market in general has lost none of the firmness which has characterized it during the whole season. Prunes and raisins are steady at the higher prices which dealers asked last week. The same scarcity of stocks continues. Prunes being in such small supply and quoted at such high prices, one dealer states that a quantity of the trade has been shifted to dried peaches which still continue around ten cents. The production of peaches last year was larger relatively than that of other dried fruits, but the scarcity of other lines has resulted in a large consumption, so that stocks are not at all plentiful. Some dealers report figs in tapnets are growing shorter in supply.

Prunes—		
30 to 40, in 25-lb. boxes	0 14½	0 14½
40 to 50 " "	0 13½	0 14
50 to 60 " "		0 13
60 to 70 " "		0 12½
70 to 80 " "		0 12
80 to 90 " "	0 10½	0 11
90 to 100 " "	0 10	0 10½
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Standard	0 16	0 16½
Choice, 25 lb boxes	0 16	0 17
Fancy, " "	0 19	0 15
Candied Peels—		
Lemon	0 09	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs—		
Elemes, per lb.		
1½ inches	0 08	0 10
2 "	0 08½	0 10½
2½ "	0 09½	0 12
2½ "	0 11½	0 12½
3 "	0 11½	0 13½
Umbrella boxes	0 12	0 14
Tapnets, "	0 04	0 04½
Bag figs	0 04½	0 06
Dried peaches	0 10	0 10½
Dried apples	0 09	0 09½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Uncleaned ½c less		
Vostizzas	0 10	0 12
Raisins—		
Sultana	0 10	0 12
" fancy	0 11	0 13
" extra fancy	0 14	0 16
Valencias selected	0 08	0 08½
Seeded, 1 lb packets, fancy	0 08½	0 09
" 16 oz. packets, choice	0 07½	0 08
" 12 oz. " "	0 07	0 07½
Sairs		0 04½
Dates—		
Hallowees—		
Full boxes	0 05	0 05½
Package dates, per 1 lb	0 06½	0 06½
Fards choicest	0 10	0 10½

Tea.—Prices of tea continue firm on this market and dealers find it necessary to make slight advances at times on certain lines as the primary market grows stronger. Prices, compared with a few years ago, are high and the primary markets do not give much hope of lower values. The continued firmness in common and low medium descriptions has been the feature of the Indian market during the past month. With it has been coupled a strong demand for the small supply of finest kinds. Among Ceylons, the moderate quantity on offer passed with a firm tone for all grades. Weather reports from Japan are to the effect that conditions have been favorable so far, both for a big crop and for a production of especially good leaves.

Coffee.—In local coffee there is no change in the situation, the sale of the Brazilian Government coffee having no effect whatever on local conditions. The market is unchanged in regard to price while trade is keeping to about the usual volume. A local dealer, in speaking of the situation, said: "The general position of coffee continues as strong as ever and future prices can be expected to be at least firm. From the present outlook I do not expect to see any cheap coffee. The prospects for the growing crop will no doubt be the point on which coffee prices from now on will be determined to a large extent. New York reports: "The spot coffee market is quiet and steady, though it is hoped that improvement will result once the country has absorbed the news that no more valorization sales will be held here this year. Some coffee was offered for resale and it was suggested that this meant that a substantial portion of the 600,000 bags had been underwritten by insiders who would sell to lighten their load."

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Rice and Tapioca.—Trade in both rice and tapioca is only normal. The primary markets in rice exhibit an upward tendency, while tapioca, if anything, is pointed the other way.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 3 00

	Per lb.		Per lb.	
Rice, stand B	0 03½	0 03½	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03½	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Nuts.—If dealers intend pushing the sale of nuts at Easter time, they have not as yet purchased supplies, as wholesalers report no improvement in the trade. Prices are steady. The market is bare of Brazils at present but new crop is expected to arrive in a week or ten days, and will rule higher at 19 to 20 cents per pound.

Almonds, Formigetta	0 15	0 15
" Tarragona		0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux		0 14
" Marbots		0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20½
Brazils	0 19	0 20
Peanuts, roasted	0 09½	0 12½

Beans.—In Michigan the bean market has declined about 30 cents per bushel. This year farmers held on to stocks expecting prices to advance in the spring as they have done other years. Stocks now are found to be large with a consequent decline. There are some dealers who believe the situation in Ontario to be somewhat similar, with farmers holding stocks for higher prices. There are others though who take a different view and believe that stocks, especially of good quality, are not larger than will be required.

Prime beans, per bushel	1 90 2 00
Hand picked beans, per bushel	2 05 2 15

Evaporated Apples.—The same scarcity of stocks continues, with holders who have supplies asking high prices. The ordinary trade will likely be diverted to other lines of dried fruits while canned appled will also be called on to take their place.

Evaporated apples 0 13½

Brooms.—Fire recently destroyed 50 cars of broom corn at Charlston, Illinois, and will no doubt have the effect of putting more strength in the market here. One broom manufacturer in speaking of it said: "The fact that 50 cars of corn from a good corn district have been taken from present supplies will no doubt have some effect in strengthening prices in the broom market, but is not expected to make any material change in prices. The loss of this corn, which was being held by brokers, is regrettable from the fact that it was said to be of good quality, whereas choice corn is scarce this year." Speaking in regard to the price of brooms he said: "Brooms are fully 25 per cent. cheaper this year than last. Last year broom corn was extremely scarce and prices were forced to a high level, Brooms have been selling well, dealers evidently preparing for the house-cleaning season. The quality is gradually being improved, which is a good thing, giving better satisfaction to dealer and customer. Out of orders amounting to 3,800 dozen, 90 per cent. were for high grade."

Seeds.—The seed market is steady and shows very little change. The continuance of cold weather which has delayed the beginning of seeding has kept trade quieter than it otherwise would have been, but with favorable climatic conditions, the trade will likely be brisk. Clover, alsike and timothy are steady. Irish cobler and Delaware seed potatoes are quoted at $1.25 per bag.

MANITOBA MARKETS

POINTERS—

Raisins.—Advanced.

Prunes.—Advanced.

Nuts.—Heavy demand.

Cream of Tartar.—Strong.

The general grocery trade is very active, and local wholesalers report the retail condition throughout the country in splendid shape. At the present time all wholesalers are in the midst of stocktaking, and it is difficult for them to find time to fill orders satisfactorily. Not only is there a scarcity of time, but stock-taking has revealed to them that there is a scarcity of stock in almost every line, and local houses are exerting considerably in making equivalent and satisfactory deliveries.

The general consumption of the goods comprising a much wider range of lines than it is possible for us to quote, is very heavy in every part of the west, including the most remote centres. Farmers and villagers alike are buying freely, and retailers are making satisfactory turnovers, and the future season's outlook is certainly very satisfac-

tory. Manufacturers are being taxed to supply stocks, and the whole commercial machinery seems to be running with a full head of steam.

Sugar.—We quote B. C. granulated at $5.15 to-day and there is little prospect of lower prices, as refineries are scarce of raws and are finding it difficult to supply the demand. There is plenty of stock in the west and merchants need not suffer from scarcity.

Montreal and B.C. granulated, in bbls	5 15
" " " in sacks	4 40
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 75
" " in boxes	5 95
" " in small quantities	6 40
Powdered sugar, in bbls	5 55
" " in boxes	5 75
" " in small quantities	6 10
Lump, hard, in bbls	6 05
" " in ½-bbls	6 15
" " in 100-lb. cases	6 05

Dried Fruits.—A heavy demand continues on the complete line. Prunes have been advanced in anticipation of an exceptionally heavy demand for camp supplies. Pears, peaches and apricots are firm, and the demand is excellent. Only a moderate demand is being felt for currants, but the price is still fairly strong.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¾-lb. packages per package	0 07½
" " fancy seeded, in ¾-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 07½

Prunes—

25lb. bx, 90-100, lb	0 10	Prunes, 50-60 "	0 14
" 80-90 "	0 12½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 13	Silver prunes, sc. to quality	0 11½ 0 14½
" 60-70 "	0 13½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 16½	Nectarines, lb.	0 12
Peaches, standard, per lb	0 09 3-5	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Syrup Market.—The syrup market is still very weak, and there is no change in the price. The ordering is fairly good, but not what it ought to be at the following figures, as the quality is quite up to the standard. Wholesalers have a big stock on hand in anticipation of a big season on account of the construction camp ordering, and there is good reason to believe that they will not be disappointed. Molasses is unchanged and the ordering is moderate as usual.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 21
3 20-lb. tins, per case	2 22
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Beans and Peas.—There is no change in the price of beans and peas, and there has been a most tremendous demand for supply. There is quite a scarcity on the local market, and almost every merchant's order has to be cut down. It is reported that both split and whole peas are to be advanced. The price of whole peas is about $2.35 today.

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

Tapioca and Sago.—We are making the following quotations on these lines, but there is no rigid price being quoted. Our price on tapioca is the maximum, and the price on sago is the minimum price, as sago is advancing. Barley is very scarce, the price is stiff and the demand good.

Pearl tapioca, per lb	0 06½ 0 06½
Sago, per lb	0 05 0 06
Pearl barley, 98 lb. sack	3 55
Pot barley, 98 lb. sack	2 55

Cream of Tartar.—A very strong market prevails, and although the quotation is 31½c per lb. a local wholesaler stated to-day that that price could not be maintained many days.

Coffee.—A temporary weakness prevails in the coffee market, but the prices are still held very firm. Higher prices may be expected in a short time as a better demand will be created and it is a well-known fact that stocks in crop centres are not heavy.

Coffee, standard Rio	0 15
Coffee, choice	0 16
Coffee, extra choice	0 17

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., April 6.—There is quite a stringency in the potato market. Supplies are small and it looks as if the price will go to $50 a ton before the early summer article arrives. Two enterprising Japs, quick to learn the methods of the country of their adoption, are holding, it is said, potatoes for a good price. Enquiry was made at Yakima, in eastern Washington, as to prospects of getting supplies, and the reply was that the price would be $35 without freight or duty, which would bring the jobbing price up to about $45 a ton. The Japanese potatoes are said to be soft as they are grown in a warm climate. As it now stands it is not known where the potatoes will come from. It is not known either where there is a surplus, but with a strong demand it is expected that supplies will come from either Canada or the United States.

Floods in California held up orange shipments for a couple of weeks, and there was quite a local scarcity of this fruit. With the settling of the waters carloads have arrived.

Tomatoes are here from Mexico and Florida, but their color seems to be against them. They are pale as yet.

NOVA SCOTIA MARKETS.

Halifax, N.S., April 6.

With the arrival here this week of a number of fishing vessels, and the majority of them taking on supplies before proceeding to the Banks, the wholesale grocery trade was brisk. Then navigation is opening at the coastal ports, and vessels are beginning to make regular trips, all of which materially helps business. One Halifax wholesaler is reported to have placed an order for one thousand barrels of sugar this week.

With the exception of dried fruits there is not much change in prices. Evaporated apples have been advanced from 11 to 12½c and prunes are 2c per lb. higher. The market is well stocked with Spanish onions of fine quality they being quoted from 2½ to 2¾ cents.

Eggs continue to drop, but the demand shows no marked changed. The low price does not seem to be any inducement to purchasers.

Butter receipts are rather light with prices unchanged.

Pork products are easier, hams and bacon being down one cent per pound.

Apples are scarce, and good stock is hard to get.

Some spies marketed this week sold for $5.50 per barrel. These prices are pretty stiff for the home market.

NEW BRUNSWICK MARKETS.

St. John, N.B., April 6.—Few changes were recorded in the local market last week. In the provision line domestic pork is easier, being now held for from $22.50 to $23.50. Compound lard is also off a quarter of a cent per pound, the quotation being 11½ to 12 cents, in tubs. Eggs are fairly plentiful at 20 cents per dozen by the case and 22 to 23 cents for new laid stock. Butter is selling at 20 to 22 cents in tubs and 21 to 24 cents for rolls.

Maple sugar is now on the market and is selling at 12 to 14 cents per pound and maple syrup at $1 to $1.25 per gallon.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Cocoa-Nut Butters, Limited, Montreal, have issued a neat little booklet of "Recipes for Household Cooking, Frying and other Baking Purposes." These will be supplied free of charge to any grocer writing for a supply, and will no doubt prove of considerable value in securing repeat orders for "Kokobut." This pure cocoanut butter is 100 per cent. pure fat and contains no added ingredients whatever, neither water nor salt, and is manufactured with the most modern plant under the mast hygienic conditions.

Orders for Wilson's fly pads already secured this year total more than a whole season's output of a few years ago.

The Crescent Manufacturing Company, Seattle, U.S.A., makers of "Manleine," have secured an injunction against the manufacturers of a product known as "Manloma," as infringing upon their rights. The Seattle firm contends also that the use of any word coined out of the word "maple" constitutes an infringement upon their registration.

The attention of the trade is drawn to the reduced price sale offered to immediate purchasers of merchandises of the best known brands announced on another page of this issue by Laporte, Martin & Co., Ltd., of Montreal. The intention of this firm is to reduce its stock through a notable reduction in prices, on goods sold for immediate delivery or for the opening of navigation. First come, first served.

As the readers are probably aware that the football games in Great Britain for the Association Cup are the great events in the British Association Football world, the leading teams are drawn against each other in a "knock out" competition, 64 teams entered for the competition, and up to last Saturday the number of teams still in were brought down to four, viz., Newcastle United, Blackburn Rovers, Bradford City and Chelsea. It is an interesting fact that every one of these four teams is composed of men trained in Oxo.

UNAUTHORIZED CANVASSER.

A man who signs himself as W. Keppel White, is taking collections, renewal and new subscriptions for the MacLean publications in the Maritime Provinces, without any authority. The assistance of any subscriber in locating this man will be appreciated.

SHORT TALKS TO CLERKS

By Old Philosopher

"Not always is the race to the swift, and the battle to the strong."

The man, who said, centuries ago that this was so, had no idea that men of the twentieth century would be repeating the phrase without questioning its applicability. Undoubtedly it was a sage who penned those lines, but it was a sage who lived in an age when brawn counted for more than brain, and brute strength more than quick wit. Tact was almost unknown and was possessed only by the wise leaders of the nations. Only the mighty thews of man, and his relative domination over other men, counted. True there were traders in those days, but they were generally considered as of no use in a fight, and of little worth to the nation. Despised, they were, to be explicit.

Times Have Changed.

But now all this has changed. The things that counted least in ye olden days, count most to-day. Brain dominates brawn, and wit makes of brute strength a thing to be laughed at. Tact holds an important place and ability in business is clearly not despised. Old Mother Earth has worked many changes.

Surely there is something in these things which a clerk anxious to make his way in his calling, can turn to good account. If he takes thought on the matter at all, there must be enough in that review of changing events to induce him to strive anew toward greater things. Even if he is, as he calls it, "only a grocery clerk," what of that. Hundreds and thousands of other men are grocery clerks, too, but not all of them will remain under a boss. And men who were grocery clerks have in many cases, risen to dizzy heights in the life of the country.

Talking It Over.

Come, let us talk the matter over, you clerks who have gone into the grocery business as a definite part of your life-work ! Let us see if we cannot find some ladder of policy, up the rungs of which you may mount, if you but will, steadily higher and higher until the breezy, roomy, plateau of success is reached. What matters it if there be many besides yourself who seek the same plain. Let us content ourselves in concluding that the eyesight and foresight of hosts of these are not so good as yours, and that some will lose sight of the path, no matter how straight it runs.

The Ladder.

When a young man goes into any business, fresh and raw, he is not worth much to his employer, and won't be until he is able to do THINGS FOR HIMSELF. That is to say the Boss will not take notice of him until he sees him doing little jobs of usefulness, which he was not ordered to do. When the young chap begins to do those things and shows he really wants to learn, he will find plenty willing and anxious to teach him. There we have the first step on the ladder accounted for.

Gradually the things that seemed so frightfully hard to do at first, become easy with continuous doing, and the clerk is ready for something else. If he is a good boy, he will want that something to be useful. The Boss tells him to study the stock, and gives him pointers on how he should sell goods. He shows him by word of mouth and practical example how to overcome difficulties. It takes longer to conquer this field, but when it is accomplished, another great big section of the ladder has been traversed. And the queer thing about it all is that the work instead of becoming irksome, and heavy, is pleasant and light. The clerk KNOWS things, understands his shelves, and his eye is ever bright with interest. He is achieving something and glories in it.

The Last Rung.

Well, then, generally speaking the only other thing a clerk must really know



Not his the yawn of the laggard and trouble-hunter.

is the executive end of the business. He must learn how goods are bought, and how they must be sold that a profit may be returned to the Boss. He must be able to recognize leaks, and to discover methods of repairing them. He must in short, study the management. For this thing he must surely know if he would make a trial at running a store of his own ; unless he knows it thoroughly he is almost sure to fail.

But even if he never cares to launch out into business for himself, he has won for himself a definite place in the community. He has done something that others found hard, and has done it well. He has been a success. His step as he goes about his store is quick and springy. Not his the yawn of the laggard, and trouble-hunter, but the conscious elation of the victor. He has in fact, made good.

THE SENSITIVE BANANA.

The banana is an exceedingly sensitive and delicate fruit. It responds readily to atmospheric conditions and to handle at a profit during the winter, great care must be taken by the merchant. The bananas will not stand the cold temperature as oranges and apples will. Sixty degrees may be considered the minimum winter temperature, and 70 or 75 degrees for a good ripening atmosphere. If kept at a proper temperature they will keep their good color as well in the winter as the summer. Chilled fruit loses its color and taste and is bad for both dealer and customer. If your store is not warm enough at night, giving the least chance of a chill, the bananas should be covered with heavy paper, or other article to keep out the cold. Proper care would mean better fruit, an increase in trade and more profit.

TRADE NOTES.

F. H. Berdux, grocer, Tillsonburg, Ont., has sold his store at the corner of Brock and Broadway to Mr. Hicks, of Cornell. H. Tabor has taken a position as clerk with Mr. Hicks, in place of Mr. Stewardson, who has engaged with N. Stillwell.

St. Thomas, Ont., April 6.—The governors of Amasa Wood hospital have decided to buy groceries and other supplies this year wherever they can get the lowest quotation. The cost of keeping up the hospital is much in excess of the cost per head in other institutions, and the governors, it is understood, will buy out of the city any supplies which it may appear they can secure cheaper from other than local sources.

THE GROCER'S DREAM.

Last evening I was talking
With a grocer aged and grey,
When he told me of a dream he had,
I think on Xmas Day.

When snoozing in his store
The vision came in view;
Then he saw an angel enter,
Dressed in garments white and new.

Said the angel, "I'm from Heaven,
The Lord just sent me down
To bring you up to glory,
And put on your golden crown.

"You've been a friend to everyone,
And worked hard night and day;
You've cared for many thousand,
And from few received your pay.

"So we want you up in Glory,
For you have work hard;
And the good Lord is preparing
Your eternal just reward."

Then the angel and the grocer
Started up to Glory's gate,
But when passing close to Hades
The angel murmured, "Wait."

"I've a place I wish to show you,
It's the hottest place in H——,
Where the ones who never paid you
In torment forever dwell."

And, behold, the grocer saw there
His old patrons by the score;
And grabbing up a chair and fan,
He wished for nothing more.

He desired to sit and watch them,
As they sizzle, singe and burn;
And his eyes would rest on debtors
With any way they'd turn.

Said the angel, "Come on up,
There are Pearly Gates to see."
But the grocer only muttered,
"This is Heaven enough for me."

INTERESTING BUDGET FROM MONTREAL.

(Continued from page 31.)

bers by the resignation of ex-mayor H. Laporte, who has vacated the presidency. It is on account of the state of his health that Mr. Laporte is retiring from this position, his physician having asked him to give up all activities outside of his own business. He also desires to spend more time at his office and to take a rest. This is the third association whose presidency he has resigned within the past few months. Mr. Laporte has an extended trip through Europe before him in which business will find a place with pleasure.

Potatoes and the Tariff.

A local dealer said in part recently in regard to the effect the proposed tariff arrangement would have on potatoes: "The present duty on potatoes is twenty cents per bushel of sixty pounds, and under the new arrangement they will enter Canada free.

"During the past five months there have been shipped into Montreal 600 car loads of potatoes, or approximately 400,000 bushels. Of this quantity 550 car loads were from New Brunswick and the balance from Ontario, Quebec, Maine and New York State. Three weeks ago when prices of New Brunswick potatoes reached 63 cents a bushel in Montreal, New York State potatoes could be laid down here at 62 cents and Maine potatoes at 60 cents per bushel after paying freight charges of 10 cents per bushel and duty of 20 cents per bushel netting the United States farmer 27 cents per bushel as against 43 cents to the New Brunswick farmer." This business man believes that the proposed agreement would crowd the New Brunswick potato out of a large part of the Canadian market it now occupies.

The Milk Question.

Many of Montreal's grocers sell milk. Although this is uncommon in the majority of cities it is quite au fait here. The writer was recently in one grocery store where the proprietor showed the care with which he handled milk. The health department want a by-law passed whereby all milk sold in stores must be bottled and therefore sealed. The grocer should welcome the move if for no other reason than it will facilitate the handling of milk. The day of the open can is about over.

Continued Success.

The annual meeting of Fraser, Viger & Co., Limited, was held on Monday evening last. The past year has been the most successful since the company was founded in May, 1885, by Alex. D. Fraser and the late Hormidas Viger. The usual dividend was declared on the paid up capital stock and a substantial amount added to the rest account in the form of undivided profits. The old board was re-elected as follows:—President, Alex. D. Fraser; vice-president, George A. Fraser; directors, J. E. Tardy, Alex. Davidson, Chas. Shepherd and Chas. P. Macklier.

The company are preparing to greatly extend their business. A branch store will be opened on Laurier Ave., in the Montreal Annex, early in May and will be followed according to the plans, by additional branches in other suburbs of Montreal and in other cities.

THE TOO-GRAND STORE.

In a small country town, a few years ago, a merchant started in the general store business. The store was built as he directed. All the latest improvements of modern stores were put in. The counters, shelves and wall cases were the best that could be had. The store was nicely decorated, fancy trimmings installed, as well as fixtures that would do credit to the best city store.

When the stock had been put in the store presented an excellent appearance. But even with good advertising and methods, the merchant could not work up a trade.

The reason for this was that the store did not fit the trade. Situated in a plain farming community, its magnificent trimmings seemed almost forbidding to customers, who would pass it in awe, to go to the next store down the street, which, if neat and clean in appearance, was not set out in such costly style.

There is such a thing as having so grand a store that it turns people away, especially in the country district, where they are used to the common and plain.

IMPORTANT

CANADIAN CONFECTIONERY—AGENTS WANTED—Large firm of English Manufacturers of hard boiled specialties—Gum Pastilles, Satins, Toffees, etc., will be pleased to hear from Large Buyers or Agents covering Territories—object, arranging Agencies. Apply **Box No. 62, Canadian Grocer, 88 Fleet St., London, Eng.**

MOODY'S KLENZINE



PEOPLE WILL BUY

Klenzine Ammonia Powder

because, once used, it becomes a necessity for household use. It does so many things well—cleans floors, sinks, dishes, pots, pans, as well as being delightful for the bath.

You serve your own interests in writing for information, etc.

ALPHA CHEMICAL CO.

BERLIN, ONTARIO

There is yet Time!

WRITE us for particulars about our **"Constructive Salesmanship"** Competition. It closes May 1st. The winners receive medals.

Will those who have all particulars kindly forward their methods without delay.

ADDRESS:

The Editor, The Canadian Grocer

143-149 University Avenue, - - Toronto

Ramsay's "Farm Cream" SODAS

Made from the finest flour, delightfully crisp and delicious, lightest on the market.

SPECIAL — IMPORTANT NOTICE — SPECIAL

THE IMPERIAL SYRUP COMPANY, Montreal, ask you to accept this notice that they have formed a new Company and are now operating under the name of **Ramsays Limited,** as **Syrup Refiners, Manufacturers of Biscuits and Confectionery,** with factories at 29-31 Vitre Street West, and 330 Nicolet Street. Offices at 29-31 Vitre Street West, Montreal.

RAMSAYS LIMITED, MONTREAL

Ramsay's HIGH GRADE SWEET BISCUITS

Particularly made for particular people. The kind you can guarantee.

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

RELISHES

Sterling BRAND

RELISHES

The favorite alike in cottage and mansion. "Sterling" Sauces and Relishes are distinguished by their distinctive flavor and perfect purity, and are a line that sell readily and profitably.
We specially recommend our SOUTH AFRICAN-CANADIAN CHILI SAUCES.

GET OUR PRICES ON THESE LINES

The T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

Competition—The Commercial Sieve

Run over in your mind the history of the package tea trade as you know it for ten years. You will at once agree that the outstanding feature has been Red Rose Tea coming from a tailender in Ontario and the West to a leader during that time, while many others, once prominent, have dropped far behind in the race. This remarkable success of Red Rose Tea has convinced the trade that Red Rose Tea "is good tea." You believe it, but have you proved it for yourself? We find that when grocers use Red Rose Tea in their homes they sell more of it. Every customer to whom you sell a tea that pleases her more than the tea she is using is a better customer for you. Try a package of Red Rose Tea in your home, and you'll want to recommend it to your customers. It will please more of them than any other tea.

Red Rose Tea

"is good tea."

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.



THE KING OF ALL SEEDS

Steele, Briggs' "LION" RED CLOVER

SUREST - PUREST - BEST

ALSO

Steele, Briggs' "ERMINE" TIMOTHY

These two brands represent the best values produced in seeds. Ask your merchant for these brands. He'll have them. If he hasn't, send to us direct.

STEELE, BRIGGS SEED CO. LIMITED

TORONTO, HAMILTON AND WINNIPEG

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

THE PENNY WISE POUND FOOLISH DEALER

A Few Instances of How Merchants in all Parts of the Country Have Lost Customers Through Little Things—A Transaction in Yeast — Inferior Goods — Over-charging — Lighting a Customer's Pipe.

The "penny wise, pound foolish" merchant, has been defined as one who sees only the immediate present and entirely overlooks the future. A case in which this was evidenced, occurred not long ago. A customer entered a country store and asked for a good brand of bread flour. The merchant recommended a particular brand, staking his reputation behind it. The customer then asked for a package of yeast. So far, good. But that day the merchant had been exploring about the store, and had discovered three packages of yeast that must have been on the shelf a terribly long time. When the customer asked for yeast, he was pleased, as it gave him a chance to work off the old goods. As a result he gained five cents and, lost the trade of that customer which amounted to a large figure annually.

Then there is the merchant who recommends inferior goods because he makes a little more profit. Such a merchant is cutting off his nose to spite his face. Every dealer before recommending an article, should be thoroughly convinced of the quality. If he is not, he need not hope that customers will place any confidence in him.

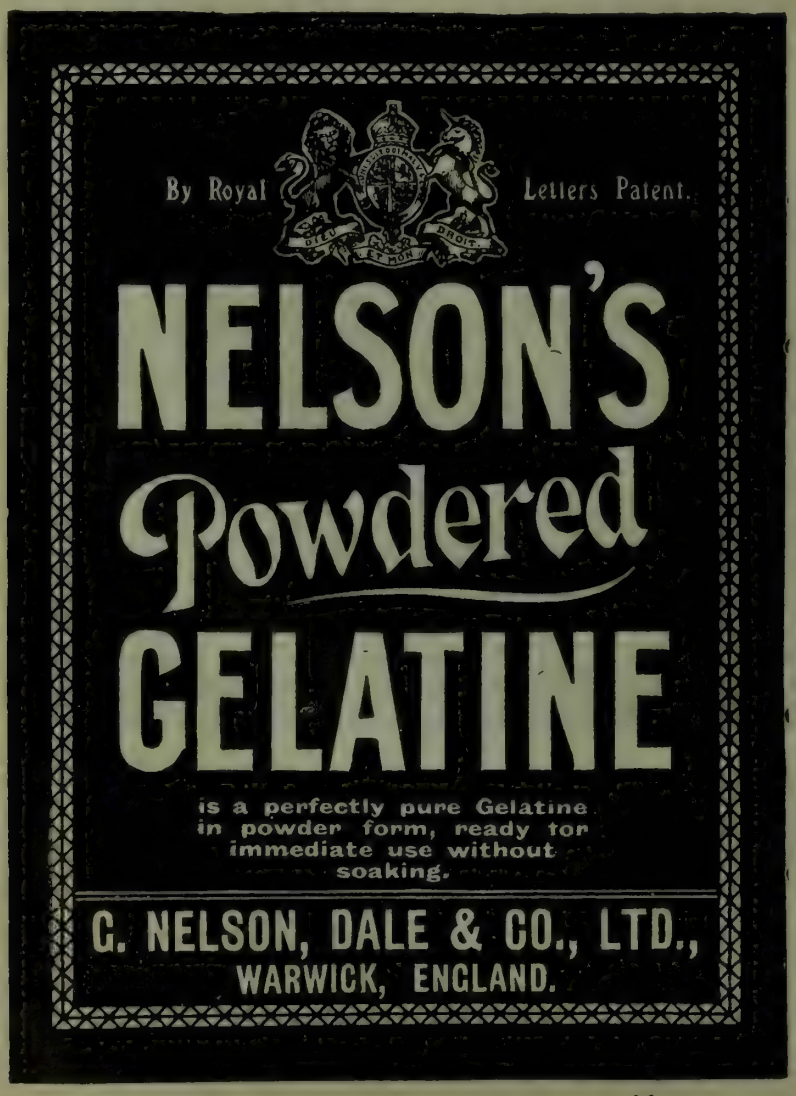
A few months ago a customer moved to a new neighborhood. She went to a nearby grocery store to make her first purchase, which happened to be a bottle of a well-known brand of goods, that retails in all stores at 15 cents. Now this grocer was one of those greedy mortals, who are always watching to pull in as much money as possible, and, thinking it was only a transient purchaser, he charged her 20 cents for the article. This lady had bought them before at 15 cents, and not wanting to pay 33 per cent. more than the usual price, she decided to deal at another store where prices were not so high.

Another merchant in an Ontario town lost a regular customer over a cent. Wanting to light a cigar he had come in for a cent box of matches. He tendered a five dollar bill in payment. The merchant took it, occupied about five minutes in making change, and came back and gave the customer his $4.99. The man, who bought on an average, $20 worth of goods a month, decided to withdraw his account from a man who would do such a small thing.

There are many other ways in which merchants are at times "penny wise and pound foolish," and this can only be guarded against by taking thought always. A business man to be successful, must be tactful. A common fault with some is that they do not analyze each case, nor measure the possibilities of the future.

No man is in business for his health or for fun. You are not, and therefore should see that you get a profit on everything sold.

One store should be able to sell goods as cheaply as another, so that the trade of the store resolves itself into a matter of service to large extent.



With Fels-Naptha soap not only is the quality there, but the profit to the merchant is better than on the average laundry soap.

The dealer who keeps Fels-Naptha well stocked is sure of a steady, fair profit on it.



Living Possibilities in the Great West

If you are planning to place your goods on the booming Western market, you will be well advised to avail yourself of our services. We have an intimate knowledge of western business conditions and requirements, we maintain large track warehouses at the five chief distributing centres, and our financial standing is very sound.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade, in a wholly effective way that no other house can offer.

Write us for details of this promising market, and particulars of our service.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers **Head Office, WINNIPEG, MAN.**

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

The Catsup with the different flavour!



There is a delicacy of flavor and appetising richness to every bottle of

"E.D.S." Brand Tomato Catsup

that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is *pressed out* by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best Catsups made in the States or any other country.

It will pay you to feature this splendid line!

"E.D.S." Brand jams and jellies (a very wide range) are real profit-producers and trade-winners.

E. D. SMITH *Made only by* at his own fruit farms **Winona, Ont.**

GUNNS
QUALITY HAMS

G

The seal of Public Approval. "Appetizing and Satisfying." Always Sweet, Tender and Juicy. One of the many 'PON-HONOR products of the HOUSE OF QUALITY—

GUNNS LIMITED
WEST TORONTO

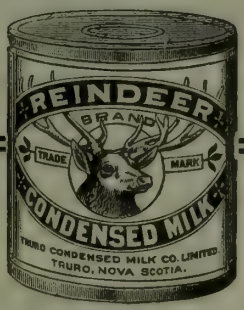
EASTER

The Easter Season comes this year about the middle of April. It will soon be here. How is your stock of Hams and Bacon? Easter marks the opening of the season for the demand for Hams, both smoked and cooked, and also for Breakfast Bacon. Let us have your order now so that your supply may be in stock ready for the demand and requirements of your Customers.

All Meats made under Government Inspection

F. W. Fearman Co.
LIMITED

HAMILTON



Reindeer Milk Builds Sturdy Little Folks

Reindeer Brand Condensed Milk is best for babies, not merely because we take every precautiou for safety at our own factories, but also because it is produced on cleanly. inspectly farms, from healthy cows.

Reindeer Brand Condensed Milk

"good enouth for children," is good enouth and pure enough for any purpose,

The Truro Condensed Milk Co., Limited
TRURO, N.S. HUNTINGDON, P.Q.

Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

More Life Is Expected In Provisions

Easter is Looked to for More Activity — Future in Provisions Uncertain—Chicago Market Rules Easier—Hogs Reduced 20 Cents in Toronto—The World's Visible Supply of Lard Shows Increase—Butter is Steady—Eggs are Easier—Plentiful Supplies for Easter Trade.

The provision market is still unsettled and uncertain. While Montreal has ruled firm this week, the Toronto market is slightly easier with a twenty cent reduction in live hogs and an easier feeling in provisions generally. While on one hand the increased demand that is expected to take place after Lent should be a cause of steadiness for the market; still, in the Chicago market the quotations for future mess pork and lard are below present prices.

Eggs are a little easier again this week under continued free arrivals. No doubt next week will see a big rush of eggs to the market for the Easter trade, but this may be counterbalanced by a corresponding increase in demand. However, the decrease in demand which is liable to take place when Lent has passed, and the expected continuation of heavy supplies is likely to keep prices easy. Dealers say that prices will have to go down to an equal basis to United States markets before they will feel safe in putting them away."

"The butter market seems to be ruling steady, more so than some dealers expected. There has been a good demand during Lent but some markets are reported quieter. The question as to price depends to a certain extent upon the stocks held. If they have been worked shorter by the good demand during Lent, even with the new make coming in, prices will rule firm. If stocks are considered too large and holders commence to force sales, weakness will probably result.

Honey and poultry continue quiet as for some time back with no new features to the market.

MONTREAL.

Provisions.—The present trade in provisions is not very heavy, but the big houses are looking forward to a good Easter trade. Enquiries thus far indicate that it is likely to be good. Prices have been steady since the declines of last week. The situation is therefore unchanged. It is expected that with increased demand higher prices will be quoted, but who can tell? On the Chicago meat market the quotations for future mess pork and lard are much below the prices now ruling.

Pure lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 11½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10¾
" 5 " " " "	0 10¾
" 3 " " " "	0 11
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10 0 10½
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 275 lbs., per lb	0 10½
One pound bricks	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Boiled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 15
Hogs, live, per cwt	7 25 7 50
" dressed, per cwt	8 25 10 00

Butter.—The butter market is reported firm and yet it is rather quiet. New Eastern Townships butter is being offered, but the tendency here is to work off the old stocks first. The question as to price depends largely upon the stocks held. If they are light it is only to be expected that prices will be stronger even with new stocks coming in.

New milk creamery	0 26 0 27½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—New laid eggs are down to 20 cents, owing to the liberal supplies that have been offered. The price paid west of Toronto has been 15 cents, while 16 cents is the figure thae is reported in the eastern districts. For a select class of eggs 23 cents has been reported, and it is likely that this price is being received. The demand is good and even if supplies are coming in freely the demand is not far behind the surplus over last year's figures.

New laids	0 20
Selects	0 23

Cheese—Only a small quantity of cheese is now held in store. The price quoted is steady. Attention is beginning to be directed toward the new make some of which has already been reported. It is, however, only a small quantity.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

Poultry.—This market has not contribdted any feature for some time now. It is quiet with the demand rather light and offerings are of the same nature.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Honey.—Quotations are unchanged and the demand remains along lines that have been followed for some time. There is not much hope for any marked improvement at present.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 06½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—The provision market shows a little easier feeling. A further drop in live hogs of 20 cents this week following last week's reduction of 10 cents is responsible for the weaker tone. While the arrival of hogs shows no material increase, the demand for Canadian bacon in the Old Country is at prices nearly a shilling lower than last week, and hogs have been forced down to 16.45 at country points. Lard is off ¼ cent per pound, while prices are being shaded slightly on backs and cooked hams. Some firms are quoting long clear bacon at 10½ to 11 cents this week. Dealers report some improvement in business this week, as tne Easter trade will no doubt put some more life into the trade.

Long clear bacon, per lb	0 10½ 0 11
Smoked breakfast bacon, per lb	0 16 0 17½
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12 0 12½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18 0 18½
" pea meal	0 18½ 0 19½
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	24 00 25 00
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 12
" pails "	0 12½ 0 12½
" compounds, per lb	0 10½ 0 11
Live hogs, at country points	6 35 6 45
Live hogs, local	6 75 6 80
Dressed hogs	8 50 9 00

Butter.—Butter is steady with prices unchanged. There has been some improvement in arrivals, but the market has been held by a good demand. One dealer pointed out that the heavy demand throughout the Lenten season has worked off a large quantity of old butter, which has created a firmer feeling in the new make. Creamery prints are selling from 26 to 30 cents, according to quality. Prices are expected to hold for a short time, until supplies of the new make become larger than at present, or until the demand drops off. However with the increase in the new make that is expected, prices will no doubt become easier.

	Per lb.
Fresh creamery print	0 27 0 29
Creamery solids	0 24 0 26
Farmers' separator butter	0 25 0 26
Dairy prints, choice	0 22 0 23
Fresh large rolls	0 20 0 21
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs.—Eggs are quoted this week at 18 cents. The demand has been brisk and stocks have been worked down to a better basis. However there is an easier feeling in the market, and dealers feel that prices will go lower, for as the roads in the country get better, offerings will be larger, which with the drop in demand that will occur after Easter, should force prices lower. Producers generally rush their eggs to the market the week before Easter, which might mean a drop during the coming week, but this may be counterbalanced by the big demand for the Easter trade.

New laid eggs	0 18 0 19

Cheese.—The amount of business passing in cheese is not large but stocks are extremely short and higher values than the present quotations of 14 for large and 14½ for twin can be looked for.

New cheese—		New twins	0 14½
Large	0 14	Stiltons	0 14½ 0 15
Old cheese	0 14 0 15		

Honey.—Interest in honey has dropped to a low ebb. Supplies on hand are quite large enough to take care of all demand. Prices show no change.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 06½ 0 07

Poultry.—Quietness is the feature of the poultry market. Prices are steady and dealers are looking for some improvement in trade.

Chickens, dressed	0 16 0 18	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 13 0 14
		Turkeys, dressed	0 20 0 22

Storage, 2 cents lower.



Does Advertising Help You Any?

As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

Apply your answer to our **Dromedary Dates**, which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates**, selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

The carton means a good deal more in dates than it means in most other things.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.

Beach and Washington Sts., NEW YORK

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

RICE-KNIGHT



LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light?

The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

RICE-KNIGHT, LIMITED
TORONTO, CANADA



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

Galesburg Cornice Works,

93 Cox Street, GALESBURG, ILL.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order our expense.

TORONTO SALT WORKS

TORONTO, ONT. Geo. J. Cliff, Manager

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.

Grocers: An article must have merit in order to warrant the expenditure of large sums of money to advertise it. Advertising alone may influence the initial purchase, but it is quality that brings the repeat orders. The goods that repeat often are the profit producers in a Grocer's stock. Magic Baking Powder is recognized as the standard baking powder of Canada. It is pure and uniform in quality and can be recommended at all times.

MAGIC BAKING POWDER

Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

Montreal TORONTO, ONT. Winnipeg



It Pays

SHREDDED WHEAT is one of the best paying food products you can handle, not only because **you make a good profit** on every sale, but because **it's a steady, all-year-round seller.** Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT better known** and easier **to sell** than any other cereal food. Thousands of visitors to Niagara Falls pass through our $2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made, and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to **push**

Shredded Wheat

"It's all in the Shreds."

A Quick Turnover in Clark's Meats

This is the rule in Clark's Meats, which is especially true also of

CLARK'S
PORK AND BEANS

It is a pure, wholesome, good value food and it always keeps moving.

BRAND
CLARK'S CHATEAU
CONCENTRATED
SOUPS

ARE NOW SURE SELLERS

Wm. Clark, - Montreal

Manufaoturer of High Grade Food Specialties

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. J. Estabrook, St. John, N.B. — J. M. Douglas & Co., Montreal — R. S. McIndoe, Toronto

Jos. E. Huxley, Winnipeg — Tees & Persse, Calgary — Johnston & Yockney, Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you!

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Now is the Right Time to Stock up With

BRAND'S POTTED MEATS

to meet the demand of the coming season's trade.

There is nothing nicer for picnics, or for breakfast, lunch and supper sandwiches, and, like all Brand's preparations, they will be found to be delicious in flavor and of guaranteed purity. They conform to the pure food laws of this or any other country.



10% Discount on quantities of 6 dozen. Assorted to suit customers.

$1.55

LEADING LINES

Beef

Bloater Paste
Chicken and Ham
Chicken and Tongue
Chicken, Ham and Tongue

Ham

Ham and Tongue
Tongue
Turkey and Ham
Turkey and Tongue

BRAND'S ROLLED OX TONGUES in Glass

FOR YOUR PARTICULAR CUSTOMERS. PRICES RIGHT.

BRAND'S A1 SAUCE. A Fine Tonic and Digestive.

BRAND & CO., Ltd., Mayfair, London, Eng.

T. O. BAXTER, 25 Front St., E. TORONTO
H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

$1.75

LEADING LINES

Anchovy Paste
Salmon and Anchovy
Salmon and Shrimp
Shrimp
Turkey
Chicken
Game

Terms F.O.B. Toronto or Montreal, Net 30 days.

Wheat Prices Drop Under Bullish News

New Low Level Reached by Cereals Because of Favorable Word as to Growth From Crop Centres—Flour Easier in Tone, But Unchanged in Price—Amount of New Business Not Large —Cereals Quiet.

Bullish estimates putting the new growth of winter wheat 35,000,000 bushels in excess of last year, aided in forcing wheat prices still lower during the latter part of last week. At the beginning of this week crop prospects were believed to have been vastly improved by the timely moisture in the wheat area and prices were forced to a new low level.

One dealer in speaking of the situation said: "Wheat has lost every friend it ever had. Every time it drops, the bottom is believed to have been reached with this belief shattered in a few days by still lower values being named. However, up to the present, all conditions have been favorable for growing crops and a continuance of such very favorable conditions can hardly be expected, although it is quite possible, so that the future in wheat is decidedly uncertain."

Through it all, flour quotations remain unchanged, prices ruling at figures that have existed since last November. Although it seems as if lower values in flour are warranted, still with the present lack of new business there may be no change. One dealer in speaking of it said: "With the present low level of wheat, there is a possibility of flour being reduced, but I cannot say that it is altogether expected at the present time. There is no telling when a reaction may come in the wheat market and flour prices will not likely be changed until it is demonstrated that wheat is going to stay at the low price."

It was intimated that some mills at least will not be in a hurry to reduce flour prices, having loaded up with wheat at a high price. It is reported that one firm took on 5,000,000 bushels of wheat at a high figure, which, with the decline up to the present, will mean a big less to them.

With the opening of the spring, trade in confectionery is expected to brighten up. Many dealers around the Easter season put forth extra efforts in this direction with good results. Along with the ordinary lines carried, maple sugar in different forms at this season is found to be a good seller.

MONTREAL.

Flour.—This market is unchanged both in regard to prices and the general situation. There is a fair enquiry for winter patents. Trading is steady but without any feature.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents, bbl		5 10
" strong bakers		4 90
" second "		4 50

Cereals.—The local market remains unchanged and is rather quiet. There is considerable business passing, but it is rather of a routine character. The receipts recently show an increase and the exports are much reduced.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated " "	2 35
Rolled cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 05
" barrels	4 40

TORONTO.

Flour.—Flour is weaker on account of lower values in wheat but there have been no changes in quotations, $5.40 per barrel still ruling. Wheat prices have dropped to a new low level during the past week, No. 1 Northern Manitoba being quoted at 95½ cents, a reduction of 2 cents per bushel over last week. With wheat at the present low level there is a possibility of flour prices being changed, but with the present lack of new business, it is doubtful whether mills will make any reduction.

Manitoba Wheat.		
1st Patent, in car lots		5 40
2nd Patent, in car lots		4 90
Strong bakers, in car lots		4 70
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 45
Patents	4 80	5 00
Blended	4 60	4 90

Cereals.—The situation in cereals is unchanged. Rolled oats business is normal but without feature. Cornmeal is steady.

Rolled oats, small lots, 90 lb. sacks		2 05
" " 25 bags to car lots		1 95
Standard and granulated oatmeal, 98 lb. sacks		2 25
Rolled wheat, small lots, 100 lb. brls		2 75
" " 5 brls. to car lots		2 65
Cornmeal, 100-lb. bags	1 70	1 80

MERCHANTS' EXPENSE ACCOUNT.

Some Items Often Overlooked by Many Capable Dealers.

Many merchants do not know what it costs them to do business. Many think they do, but generally their estimates fall below the correct amount, for this reason some merchants find at the end of the year that they have not made as much money as they expected.

In reckoning the cost of doing business, in most cases the merchant will include rent, clerks' salaries, light and heat, and think they have covered the items completely. Now, among the items that have to be considered in making up an expense account are:—

Rent, salaries, advertising, light, heat, delivery, management, stationery, printing, loss by bad accounts, wrapping paper, twine, decorations, fire insurance, telephone, deterioration of fixtures, cost of collections and business tax.

Of course every merchant makes allowance for a certain number of incidentals, but has he included all the following in the list:—Brooms, cleaning, donations, papers, horse shoeing, harness, nails, messenger service, pens, pencils, postage, post office box rent, repairs, soap, telegrams, free candy, free cigars, extra help, broken and destroyed goods, articles not charged and other leaks?

The merchant who looks over this list of expenses connected with the store will realize that he must get a fair profit on every article sold if he wishes to stay in business. Merchants who cut prices may find in this the reason why their financial statement at the end of the year does not show a very favorable balance.

JOHN D.

ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD, - ONT.

Factories at
STRATFORD, - ONT.
WINNIPEG, - MAN.

MAKE MONEY WITH



MAPLEINE

Mapleine is a new and delightful flavoring.

Put it in your stock—the demand for it is large and growing. We keep it constantly before the consumer. All you have to do is to sell it.

CRESCENT MANFG. CO.,
Seattle, Wash., U.S.A

Grocer's Encyclopedia—Grape Fruit

Some Pertinent Facts About a Fruit Which Has Been Considered the Type of Which Eve Ate in the Garden of Eden—How it Grows—Peculiarities of Shape Explained—Its Medicinal Value—Places Where it Comes From.

The Forbidden Fruit.

Whether those who first exploited this tasty tidbit, which is fast becoming so popular on the country's breakfast table, imagined it to be the original luscious dainty which caused the mouth of Mother Eve to water in the Garden of Eden to our eternal discomfiture, or not, forbidden fruit, as the grape fruit has been named, and is still known under that head in many establishments.

Strange that it should be so, for there is nothing there suggestive of punishment, but to those who have once used it will always be a source of temptation. For to taste is to like; and to like in many cases, is to become a confirmed devotee. But the name was given, some authorities say because, there is, in many samples, an indentation, as though the mark of Our Mother's fatal bite was never to be eradicated.

It belongs to the shaddock variety of the citrus family, and is the only one that is edible. "Pomelo" is the Indian name.

People have often wondered why it was called grape fruit, and when first introduced to customers it leads them to expect the flavor of the grape. The name grape primarily signifies "cluster" and as these grow on the tree in clusters, the name is thus derived.

Flatten in Growth.

The fact that they grow in clusters is important for the dealer to know. The grape fruit when received is generally flattened on one side which would lead one to believe that it was bruised or had been flattened out in the packing, and customers sometimes complain of this. This shape, however, is due to the fact that they grow in bunches and become flattened so. Dealers should explain this to customers so that they may not think the fruit is bruised.

Its Medicinal Value.

Besides being of food value the fruit is distinguished for its medicinal qualities. When eaten with sugar it makes a fine dessert fruit, and is winning favor as a breakfast food, owing to its mingled flavor of sugar and acid and because it is an excellent tonic. It is itself a food, a complete nutriment for the body; it is a great aid to digestion, and is of the utmost value in helping the body to eliminate waste matter.

While some are impressed with its flavor at first trial, it takes others a short time to acquire a taste for it. Therefore the grocer, in pushing its sale, should impress its medicinal qualities upon the customers so that they will use it, until the taste is acquired, when they generally continue without further prompting.

Care should be taken that the customer be not turned against it on first trial, which is liable unless the proper method of preparing it for use is explained. They are likely to eat it as they would an orange.

Where it Comes From.

Canada's supply of grape fruit is imported from Florida and Jamaica, and dealers state that the consumption in this country is increasing yearly. It is grown also in nearly all the West Indian Islands and in Ceylon. As previous-stated the fruit belongs to the shaddock variety, and the real shaddock fruit is 6 to 9 inches in diameter, and weighs up to 15 pounds each. The tree on which the fruit grows is most handsome and, grows 20 to 40 feet high, bearing thick glossy foliage and throwing out white fragrant blossoms. The grape fruit is the smaller variety of shaddock, and about the only kind that is edible, the others being of a very disagreeable and bitter flavor.

The quality of the fruit arriving of late years is much better than it used to be as more care is taken now in packing for shipment. At the beginning of this season, the quality of fruit was not so good as usual and as oranges were of excellent quality, trade turned somewhat to that line, but the quality of the fruit arriving now is excellent, so that it would seem to be a good time for grocers who have not done so, to introduce this fruit to their customers.

It is packed in cases running from 46s to 96s, and the Florida product on the market now is quoted at $3.50 to $3.75, and Jamaica at $2.75 to $3.00 per case. The Cuban, which is offered now is about the same price as those of Jamaica.

The Place of Talc in Confectionery

Canadian Wholesaler Says Mineral Powder is Not Used by Reputable Dealers in This Country—Talc Not a Food, but a Neutral Ingredient—Some Facts as to Mining of the Face Powder.

Up till now not even the most fanatical member of the most radical of Pure Food Leagues, have regarded minerals or mineral products as a constituent of articles of diet, and there may be a few who will, because of an article that appeared recently in a Toronto daily paper, cut off, henceforth and forever, confectionery said to include talc in the ingredients entering into the making. At any rate the reading of the item in question would not tend to increase the sale of sundry lines of candies, biscuits and other "goodies" supposed to come within the circle.

But the merchant need not stop selling these lines solely for fear that he may be giving his custamers adulterated food, as it can be fairly said that talc is not used as an ingredient of candies or biscuits in this country, at least not by any reputable dealers.

One Wholesaler's Views.

A Canadian wholesale dealer in confectionery, in speaking to The Grocer in reference to the newspaper item said: "I do not know where they got the idea that talc is used in the manufacture of confectionery. I think there is not a candy manufacturer in this country who uses the powder in making his goods. There are not at least any reputable dealers who do so, because talc is not a food at all, but a mineral that is used largely in the manufacture of face powder. However, it is just possible that some unscruplous firm might have used it, for, while it is a mineral, it is of neutral qualities and would have no bad effect on a person, other than what any article that is not a food would have. It can be said though that no reputable Canadian concerns use talc or any ingredient not pure and wholesome in the making of their candies, and the people can feel safe that in using candies, they are consuming food stuffs only."

What Talc Is.

Talc or soapstone is a soft soapy kind of mineral, commonly of a pearly grey color, but sometimes whitish green or greyish green. It is used in making face powder, employed in the lining of ovens at times, in the manufacture of paper and in slate pencils and crayons for glaziers to mark glass for cutting. One variety is known as tailors chalk.

In Central India there are about twenty-five old soapstone quarries or pits in a belt of hills known as the "Behlaipahari" Range. These pits, which are surrounded by a dense jungle, are 40 to 60 feet deep, each having a shaft 4 feet in diameter. Each pit is manned by 20 or 30 workers, the slabs of soapstone being carried up the shaft by women and children and thence to a small village by coolies to be shipped.

There are also quarries in Virginia, while Canada imports quantities from New York State to be ground fine for toilet purposes, and not to be used in making sweets and dainties, as the Toronto newspaper intimated.

VALUE OF CLEANLINESS.

Perhaps your store needs a little brightening up. Unless watched carefully the interior of the store is liable to become shabby and more or less forbidding. No one likes to purchase goods in a dirty or musty store. Especially is this true of the grocery store where food supplies are secured. Make an effort to keep everything clean, bright, and attractive. The extra effort does not amount to much and has a great effect. Customers will return again to a clean, well kept store. They will never go back to one that is unclean.

It is reported that the retail grocers of Montreal, are protesting vigorously against the proposal to close early on Tuesday night as on Wednesday and Thursday. It is also suggested in that city that where the selling of liquor by retailers is being considered, arrangements should be made to allow of sales being made, say, on Saturday afternoon and deliveries in the evening.

"Christie Biscuits sell more than Biscuits."

That's the slogan of reputable grocers from one end of Canada to the other, and reasonably:—Because if you sell her ladyship the best biscuits on the market—the biscuits she wants—it's more than likely that she'll become a tea and coffee customer too.

The reasons underlying the known superiority of Christie biscuits are not hard to understand. In the first place the big biscuit makers only manufacture biscuits. They have no side lines to distract their attention. All their knowledge of the baking business is concentrated in the making of better biscuits.

Then every ounce of raw material is of high-grade table quality—the best that money can buy.

But the real cause of success—the cause of the biggest, brightest and cleanest biscuit factory in all Canada lies in the Christie ideals. It's this whole-souled devotion to Christie ideals on the part of our happy, high-salaried and contented employes—this constant effort to improve the product of yesterday that has made the word "Christie" a synonym for biscuit perfection.

Sell her Christie's and you'll sell more than biscuits.

Christie, Brown & Co., Limited

Items for Busy Dealers from Here and There

Strange Facts and Peculiar Proposals That Stand Out Clearly —Jam Factory in B. C.—Selling Vegetables by Weight—Montreal and Early Closing—Saving in Manchester—Taxing Mail Order Houses in Missouri.

It is reported that work will be commenced shortly on a $50,000 jam factory at Brownsville, on the south bank of the Fraser River, and near the limits of the city of New Westminster, B.C. The builders' expect to handle this season's crop. The company will market their output between Winnipeg and the Pacific Coast.

At a meeting held in Toronto last Saturday The Ontario Vegetable Growers' Association decided to sell all vegetables by weight in future. It was also decided to request the Dominion Government to pass an act fixing the following weights as bushel and bag standard:

	Bush. Lbs.	Bag Lbs.
Artichokes	56	75
Beets	50	70
Carrots	50	70
Onions	50	75
Parsnips	45	60
Potatoes	60	80
Turnips	50	70

According to the analysis of 339 samples of cream of tartar made by the Inland Revenue department, from different parts of Canada, 26 were below the commercial standard and the same number adulterated. The report bulletin adds that the cream of tartar as sold by druggists is not a better article than is to be found on the shelves of the grocers.

Dr. Hastings, Medical Health Officer of Toronto, announced recently that he would institute legal proceedings against all bakers who persist in making bread in sizes not provided for in the "Bread Sales Act." April 5th was the date he set when immunity from prosecution would be at an end.

An "All British" shopping week will be held in London, Eng., from March 27 to April 3, in which the business men will give special prominence to all British products.

Some retail stores in Manchester, England, are promoting a scheme which aims at the provision of saving bank facilities for customers. Any sum may be deposited, and it is so ordered that as the small sums reach the sum of twenty shillings, it is transferred to a bank of recognized standing where it bears the usual rate of interest for the depositor.

The Lethbridge, Alta., Business Men's Protective Association object to the dumping of out-of-date and bankrupt stocks on the city's market for disposal, to the injury of the local men who pay heavy taxes and otherwise assist in building up the city. A committee composed of two representatives of each line of retail business has been apointed to urge the city council to impose a license of at least $25 per day on transient traders.

The average production of wheat per acre in Australia, the Argentine Republic, India and Russia, is from 10 to 12 bushels. In Canada it is over 18 bushels.

The first day's receipts of the little store which John Wanamaker, the great American retailer, started in Philadelphia fifty years ago, were $24.67. He kept the 67 cents for making change the next day, and immediately spent the $24 for newspaper advertising. That was about the bravest business deal he ever made.

It is generally held by all practical men that the difference between "dressed" fish and fish in the "round" is about one-eighth of the total weight; that the entrails and waste products constitute about one-eighth or 12½ per cent. of the weight of the round fish.

Under a bill passed in Missouri, catalogue houses will have to pay a license tax of 5 per cent. on the first $100,000 worth of business transacted yearly in that state; 3 per cent. on the second, 2 per cent. on the third, and 1 per cent. on each additional $100,000.

The Department of Agriculture of the United States has taken another jab at the retail grocers' profits on food products. In its March report, it makes the direct charge that while staple food products have declined on an average 30 per cent. within the past year, the retailer has given but 20 per cent. to the consumer.

Things a Clerk Should Know Ere He Becomes Manager

A clerk who had been a salesman, and a good salesman, too, in a grocery store for a couple of years became filled with the idea that he was entitled to something bigger and could see no reason why he should not make a far better income if he went into business for himself. He knew that he could sell more goods than any other man in the store in which he was employed, and believed there was no reason why he should not make it go. So he opened up a fine store in an excellent locality.

His trade became large, because he was a good salesman and sales exceeded any of the stores in the neighborhood. Things looked bright and he calculated that he was receiving an excellent income. However, when the accounting time came at the end of the year, he was astonished to find that he had hardly come out even. What was the reason? Simply because he understood little indeed about the management of a store. The big profits that he should have made on the year's business had dropped away in little leaks. For instance, his fruit business was a source of loss simply because he did not give proper attention to buying.

"Make haste slowly," is a good motto for clerks, fired with excessive ambition. While every man behind a counter should continually be trying to advance, he should remember that it takes time. It is far better to get a good training before starting into the battle. Some of this ambition to own a business should be turned into an endeavor to learn more about the business in which he is employed. Salesmanship while a mighty important thing is only one side of merchandising. There are many other things to be learned about proper management before a clerk is able to conduct a store properly.

Qualifications of Success.

The clerk busy behind the counter from morning to night serving customers, sees the boss sitting behind a desk, writing letters, giving orders, and receiving travellers and he thinks what an easy time he is having, deriving all the profits while the real work is being done by others. He sees no reason why he could not also run a business. He is counted a good salesman, has many friends, knows the goods that customers want, and dreams rosy dreams of the position he would occupy were he in business for himself.

People who contemplate entering on some new project are apt to see only the bright side, and not the troubles and worries attendant on it, while what they will be able to do if in business for themselves is in their mind, often enlarged, for "distant fields look green."

The clerk who is intending at some time to be manager, or owner, of a business (and every ambitious clerk ought to), should be on the alert to learn everything possible in the business from the ground up, so that when he starts for himself, he will not only be able to sell goods, but to manage the business, so that a fair profit on sales may be realized.

THE PRICE OF CURRANTS.

"It doesn't look from present statistics as if there would be any drop in currants, even if there may be no further advance," said a grocery broker recently. "The high prices do not seem to have made much difference in the demand so far, as up to February 1st, 97,134 tons were exported from Greece as compared with 99,229 for last season. The total production of currants for export this year amounted to about 120,000 tons, so that there are only about 20,000 tons left in Greece to carry all markets until October, while if consumption keeps up with last year, from now to the end of the season, England will want 19,216 tons more; Holland, 11,470; America, about 8,000 tons, and Germany, 1,400 tons. However, there will no doubt be a falling off in the total consumption for the year, and these figures given should be taken with the proverbial grains of salt. Nevertheless it is true that present supplies are short, especially in the lower grade fruit and that the firmness in price is quite likely to be maintained until the new crop."

A. O. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale
Groceries, Flour, Grain, Provisions, Etc.

Advertising Creates the Demand!

And the goods that are in demand are those you ought to feature! Did you ever figure out what the extensive consumer and bill-board advertising of

Tillson's Oats

A Food--Not a Fad



means to you? It means a steady call for the most nourishing, most appetising and most profitable breakfast cereal you can handle. Open a package of "Tillson's," note the NEW FLAKE, broad, good looking and without dust in the bottom of the package. Notice how clean the Oats are—how free from hulls and black specks---compare them with any you like, and then decide to send that order along for a liberal supply.



No breakfast specialty gives the same satisfaction and profit as "Tillson's."

The Canadian Cereal & Milling Co.
LIMITED
Head Office: Lumsden Bldg., - Toronto, Ont.



SALESMEN WANTED

Trained Salesmen earn from $1,200.00 to $10,000.00 a year, and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can get Practical Experience as a Salesman and earn $100 a month or more while you are learning. Write to-day for our free book *"A Knight of the Grip,"* list of good openings, and testimonials from hundreds of men recently placed in good positions.

Address nearest office, Dept. 29

National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans

MONEY! MONEY!

Can be made by poultry raising either by yourself or your customers.

Why don't you interest your country patrons and point out the economy of

Incubators and Brooders?

Everyone you sell will mean orders for

Poultry Requisites

THINK WHAT THAT MEANS

English and American Incubators and Brooders from $8.50 up

Drop a postal for fuller information

A. CORISTINE
119 Place D'Youville MONTREAL

WILSON'S FLY PADS



The demand for these best of all fly killers is growing largely every season.

Mr. Grocer! The coin that's getting away will make you rich!

Forgotten charges, disputes, errors, poor collections—all mean LOSS! There IS a way to stop that loss.

Allison Coupon Books

point the way. They enable you to realize every possible penny of profit from your business.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

Tomatoes

STRAWBERRIES
NEW CABBAGE
CELERY

Do not forget to have your orders in early for Easter, we'll have full supply of new vegetables

ORANGES
LEMONS
PINEAPPLES
STRAWBERRIES. ETC.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Remember

"St. Nicholas" Lemons

ARE AS FINE AS EVER

BUY THEM.

J. J. McCABE

AGENT

TORONTO, ONT.

Climatic Conditions Against Trade

Fruit and Vegetable Trade Adversely Affected by Colder Weather—Easter Week Expected to Bring Increased Demand —Tomatoes Enjoying Brisk Trade—Shipments of Celery About Done—Prices Expected to Rule Higher—Orange Arrivals Larger —Lemons Firmer.

Weather conditions have not been favorable to the fruit and vegetable trade of late, which is regrettable as the spring trade in these lines should be well advanced by now. However, dealers are hoping for climatic conditions soon more to their liking, when business will no doubt show more life. Easter week is expected to bring a good general trade in fruits and green goods and this will be quite acceptable, dealers being anxious to get the spring trade under way.

Tomatoes are ruling at slightly lower prices than a week ago and this has resulted in a good trade, although it has been slacker during the colder weather. The quality of the tomatoes arriving is good.

Shipments of Florida celery are about done, the season drawing pretty well to a close. The crop this year was shorter than last and, as pointed out before, prices will likely rule higher.

On account of the heavy rains in California, shipments of oranges for a time were curtailed and prices became firmer. However, larger consignment are now coming forward and the market should rule easier if present conditions continue.

The trade in lemons is quiet but should soon come into its own. They are slightly firmer as damage by storms is reported from the producing district and most dealers look for slightly higher prices.

MONTREAL.

Green Fruits.—Climatic conditions have taken on wintry appearances again with results that have not been particularly to the liking of the wholesale fruit trade. It is time now that spring was coming to its own but the tendencies in that direction are not yet very pronounced. It is stated that owing to the scarcity of apples oranges have been enjoying a good demand and as the latter have been reported rather scarce of late prices are higher and the market locally firmer. Lemons are quiet but will soon come unto their own. Otherwise the market is steady with not the interest there should be for the first week in April.

Apples, bbl.	6 50	8 00
Spies	7 00	8 00
Bananas crated, bunch	1 75	2 25
Cranberries, bbl.	10 00	11 00
Cranberries, bxs.		3 25
Cocoanuts, bags.	4 25	4 50
Grape fruit, Flo.	3 50	4 00
Malagas keg		7 50
Almerias, keg		8 00
Lemons		3 00
Limes, a box		1 50
Oranges—		
Cal. navels		3 00
Valencia	4 00	4 25
Mexican	2 00	2 25
Tangerines	4 75	5 00
Pineapples—		
Floridas, case	4 00	4 25
Strawberries, Florida, qt. box	0 40	0 50

Vegetables.—The market is still rather quiet under dull conditions. Local dealers are carrying fairly good stocks and the demand is fair but there is much room for improvement. The trade are eagerly looking forward to Easter week for a good general trade and looking ahead from this stage the amount of business then to be done promises to be good. "It would need to be," said one of the men, not because it was really needed, but rather that it would put the spring trade away to a good start.

Asparagus, boxes of 2 doz.		4 75
Beans, hamper	4 50	5 00
Beets, bag		1 00
Carrots, bag	0 75	1 00
Cabbage, doz.	0 50	0 60
Cabbage, bbl.	1 00	1 50
Celery, Florida	2 75	3 25
Cauliflowers, Cal., half crate	1 75	2 00
Cucumbers, doz.	2 75	3 00
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 60	2 40
Florida lettuce, hamper		3 75
Boston, box	2 25	2 50
Onions—		
Spanish, crate		3 00
Red, bags 100 lb., per lb.		0 03
Potatoes, bag	1 10	1 20
New Bermuda potatoes, bbl		8 00
Sweet potatoes, hamper		3 25
Parsley, crate		3 00
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 50	0 75
Spinach, bbl	4 50	5 00
Tomatoes, crate	2 75	3 25
Turnips, bag	0 75	0 90

TORONTO.

Fruit.—Apples: supplies are growing shorter on this market and prices are firming up. Barrels at present range from $3.50 to $6.50, while we hear of No. 1 Spys bringing as high as $7 per barrel. A few Washington and Oregon apples in boxes are being offered at $2.50 per box while Canadian box are bringing $2.00 per box. Supplies of Jamaica grapefruit are decreasing, but Cuban goods are being offered at the same price. Lemons are firm and dealers are looking for higher prices. Florida strawberries are growing lighter in supply and in some cases are bringing higher prices than present quotations. Louisiana's in prints are offered at 20 cents and a few Alabama berries at 18 cents. Tomatoes are offered at lower prices than a week ago, with a good trade, although somewhat affected by the colder weather.

Apples, bbl.	3 50	6 50
Apples, box	1 75	2 00
Bananas	1 50	2 00
Cocoanuts, sack	4 00	5 00
Grapes—		
Almeria, bbl.	5 00	7 00
Grape Fruit—		
Florida, per case	3 50	3 75
Jamaica, case	2 75	3 00
Cuban	2 75	3 00
Lemons—		
California		3 50
Messina	2 75	3 00
Limes, box		1 25
Oranges—		
Tangerines, a strap	5 50	6 00
California, half strap	1 50	1 75
Navels, large	2 75	3 00
Navels, small	00	3 25
Pineapples crate	4 25	4 75
Strawberries—		
Florida, qt.	0 40	0 45
Louisiana, pt.	0 18	0 20
Tomatoes, case of 6 baskets	2 50	2 75
Rhubarb, doz.		1 00

Vegetables.—There is a firmer tendency in the potato market and the weakness apparent the past two weeks has gone. Ontario s are being quoted at 95c to $1, and Delawares at $1.10. One dealer said offerings of Ontario potatoes were quite large but that holders were asking higher prices. There is a firmer feeling also in cabbage just now. Florida celery is almost off the market and prices of present stocks are expected to stiffen. There are few home-grown onions on the market and the trade is now mostly confined to Spanish. Trade in green goods has been somewhat affected by the colder weather ruling during the past week.

Beets, Louisania doz.		1 00
Canadian beet, bag	0 60	0 75
Cabbage, old, pr bbl.		1 25
Cabbage, ½ ton lots, ton		18 00
Carrots, Canadian, bag	0 50	0 60
Carrots, Louisania, doz.		1 00
Celery, Florida, case 3's, 5's, 4's	2 50	3 00
Cucumbers, Boston, doz.		2 25
Endive, 12 heads		1 00
Lettuce, Canadian, head		0 40
Boston head lettuce, doz.		1 25
Boston head lettuce, hamper	3 00	3 50
Onions—		
Spanish, large	2 90	3 00
Spanish, ½-cases		1 50
Yellow, per bag	1 75	2 00
Potatoes, Ontario, bag	0 90	1 00
Delawares		1 10
Sweet, hamper		2 25
Parsley, per doz		0 75
Parsnips, bag		0 60
New turnips, per 11-qt. basket		0 50

THREE WINDOW SUGGESTIONS.

Seasonable Displays That Might be Profitably Employed.

This is the time when the grocer is trying to interest the housewife in dried fruits and perhaps there is no better way to attract attention than by proper window displays.

A suggestion for a dried fruit window might be: At the back of the window have a box each of prunes, figs, dates, currants and raisins tilted forward so as to be easily seen. In front of these on fancy paper, the name of the country of production is spelt out with the dried fruit. For instance: at the top, "California" will be spelt with prunes; "Turkey," with figs; "Arabia," with dates; "Greece," with currants; and "Spain," with raisins.

People are generally interested in the sources of supply and this kind of a window will draw their attention. The addition of price cards should not be forgotten.

Along the line of sources of supply, another idea in the display of articles can be worked out which will appeal to customers. Goods from different parts of the world are displayed with the name of the place they come from. Some of the articles which might be shown are: olive oil, France; lemons, Spain; jams, England; oranges, California; currants, Greece; figs, Turkey; rice, Japan; sugar, Cuba; grapefruit, Florida; raisins, Spain; tea, Ceylon; coffee, Brazil.

In the centre it would be a good idea to show Canadian flour, potatoes, butter, eggs and ham and affix a show card "Canada's big items." While this window, on account of the large number of articles shown, might lack somewhat in selling power, it would attract the public attention and serve its purpose as an advertising agent.

For a seed window, a map of Canada made on the window floor out of seeds, each province being marked out by a different kind of seed should attract attention. The display could be finished off by a showing of seeds in packages and in bags in the background and a growing exhibit of a couple of kinds on each side.

Now, with the opening of spring merchants should give some attention to the appearance of their store front. A store is judged by its looks.

For the Easter Holidays

Fancy Pineapples Tomatoes Asparagus
Bananas Grape Fruit
Cucumbers Head Lettuce Radishes, etc.

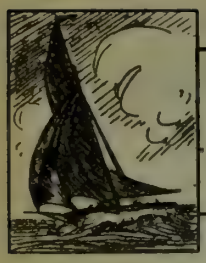
Fish for Good Friday
1 CAR FRESH HALIBUT
DUE MONDAY MORNING

EVERYTHING IN FRUIT AND FISH
WHITE & CO., Limited
HAMILTON TORONTO

FINEST QUALITY
FLORIDA
TOMATOES and CELERY
Prices Very Reasonable
Send us Your Orders
HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO


BUSTER BROWN

THE BRAND OF LEMONS
That should be mentioned in your order to insure your getting the best Lemon Value. Every care is exercised in our pack—from the tree to the trade. Mention the Brand or the Packers.
W. B. STRINGER, Sales Agent FOLLINA BROS., Italy



Fish - Oysters



Brisk Trade Expected Last Week of Lent

Weather Quite Satisfactory for Thinning Out of Frozen Fish—Fresh Goods Not Yet Offering in Large Quantities—Good Demand for Fresh Halibut—Preparations for Salmon Pack and Extensions in B. C.—Newfoundland Catch.

The market is still rather quiet with the closing week of Lent near at hand. Next week there will be a good demand for fish of practically all kinds, but the season itself is done and business will now settle down to a steady character that should be satisfactory.

Fresh fish is a little more plentiful, its arrival on the market in quantities that have recently shown an increase, marking a new departure as far as this season is concerned. With the opening of the bays, as the ice begins to move out, fresh fish will become more plentiful and supplies of fresh pike, halibut, haddock, carp, etc., may be expected. In the meantime there is some fresh fish offering, but the frozen stocks are still moving out.

The market has been steady as far as prices go during the week, quotations being influenced by the general condition of the market.

QUEBEC.

Montreal.—The local fish market is quiet. The weather man has not disappointed the trade and frozen fish is still offering. The bulk of the Lenten demand is over now, although the last week should bring a fairly heavy trade. Prices are unchanged from those that prevailed last week. Fresh fish are coming in a little more liberally and are finding a good demand.

FRESH

Steak cod	0 04 0 05	Haddock	0 05 0 06

FROZEN

Codfish	0 03 0 03½	Flounders, brl	2 00
Dore, winter caught, per lb	0 07 0 08	Salmon, B.C., red	0 08½ 0 09
Haddock	0 02½ 0 03	Gaspe salmon, per lb	0 20
Halibut, per lb	0 07½ 0 08	Qualla salmon	0 07 0 08
Pike, dressed & headless, cases 150 lbs., per lb	0 06½ 0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Grass pike	0 04 0 05	No. 2 Smelts, boxes, 15 and 25 lbs. each	0 03
Steak cod	0 03½ 0 04	Whitefish, large, lb	0 07 0 07½
Mackerel	0 11 0 12	Whitefish, small	0 05 0 06
Mullets (carp)	0 03 0 04		

SALTED AND PICKLED

Green cod, small in bbls., per lb	0 03½	Sea trout, ½ bar.	6 50
Labrador sea trout, bbls	12 50	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" " pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
½ bbls	3 00	" " ½ bbls	8 50
No. 1 pollock, bbl	6 00	" " tres., 300 lb	21 00
Scotia herrings, No. 2, bbl		Salt eels, per lb	0 07
Lake trout, half bbl	6 00	Salt sardines, 20 lb. pls	1 00
Choice mackerel half pail	2 00	Scotch herring, keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00
New fillets, per lb	0 11

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10, 11
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

Halifax.—Twenty cents each for nine-inch lobsters was the staggering price that greeted Haligonians this week. Never before have the prices been so high, as nine-inch lobsters are about the smallest that is marketed here. A few years ago the same sized lobster could be purchased for 20 cents per dozen, and even at that price the sales were slow. Local dealers say that even at the prevailing high prices the public bought the lobsters as usual. They seemed bound to have them at any cost. The catch along the coast during the week shows a slight improvement, as do the catches of fresh fish. There were ample cod, haddock, and halibut marketed to supply the local demand. Smelts are now off the market. Sales of fillets show a large increase, and this kind of fish is now finding favor.

Salt codfish and also boneless cod are in good demand, and the sales of salt herring are up to the average. About one thousand boxes of finnan haddies were shipped from Digby to points in New England and Eastern Canada this week.

About twenty sailors of the Lunenburg fishing fleet were here this week preparatory to going to the banks for the spring catch. The fleet this season will be larger than usual.

ONTARIO.

Toronto.—The trade in fish is rather quiet as can be expected with the big rush of the Lenten trade over. During the last week of Lent, however, a good demand is anticipated in fish, when the trade will likely settle down to steady proportions. Fresh fish are not yet arriving in large quantities, fresh halibut at 10c per lb. selling freely. A few fresh fish are being taken in Lake Erie but are being shipped mostly to the New York market. Prices are steady, some firms shading prices on lines of frozen fish in which they find an over supply.

FRESH CAUGHT FISH

Steak cod	0 03	Haddock	0 06 0 07
Fresh halibut	0 10		

FROZEN FISH

Galdeyes	0 05	Smelts, No. 1	0 08
Halibut	0 09 0 10	Smelts, extra	0 14
Lake Superior herring	0 03½	Tullibees	0 06
Pike	0 05	White fish, winter caught	0 09
Pink sea salmon	0 08 0 09	Yellow pickerel	0 08½
Round red "	0 09	Mullets	0 04
Salmon trout	0 12	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Oysters, extra selects, gal	2 25
Shredded cod	2 25	Oysters, selects, gal	1 85
Bloaters, box	1 25	Oysters, standard, gal	1 65
Cod, Imperial, per lb	0 06	Pickled lake herring, 100 lb. kegs	3 80
Fillets, per lb	0 12	Quail on toast, per lb	0 07
Haddie, Finnan	0 07½		
Kippers, box	1 25		

NEW BRUNSWICK.

St. John.—The supply of fresh fish continues very satisfactory. Last week gaspereaux caught at Lorneville made their appearance and were sold by the fishermen at $3 per 100. For some weeks past, a large quantity of these fish have been taken through the ice on the St. John river, but the warm weather now makes it rather dangerous work.

BRITISH COLUMBIA.

Vancouver.—Halibut has been arriving only in small quantities during the last few days. The Manhattan brought in 70,000 pounds and was followed by the New England with 80,000 pounds. The Kingfisher's load was 120,000 pounds, while the Celestial Empire had a fair cargo.

There promises to be greater activity in the fishing industry in British Columbia. A Vancouver company is establishing a salmon cannery on Seymour inlet; another Fisheries Company is building a cannery and cold storage plant at Quatsino on the west coast of Vancouver Island; a fishing industry is projected at Kyuquot Sound, and a cold storage plant is to be established in connection with a cannery at Uchucklesit on Barclay Sound.

Preparations are being made for the season's salmon pack. Traps on the southern coast of Vancouver Island are being got ready. Two fish-curiog plants will be operated at Victoria, the output being sent to European markets.

NEWFOUNDLAND.

St. Johns.—There has been no change in the fish market here. Trade is at present not brisk. The seal fishing steamers are out and reports received by wireless are not as good as those for the same time last year, but correct results will not be known until the steamers arrive. They are expected in a few days. Salmon, which advanced to $6.50 per case one month ago, still holds steady at that quotation. Prices ruling now are:

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	6 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" 48 1-lb. tins, per case	6 50
Cod Oil, hardwood casks, tun	105 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70



SMOKIES SMOKIES SMOKIES

There is always a look of satisfaction about the table when SMOKIES, made from choice haddock, smoked round, are served up.

HERE IS YOUR CHANCE

to increase the returns from your fish departments. Every housewife appreciates the very choicest in fish, and by associating the name BOUTILIER with this new line there will be as good returns as from

Boutilier's Smoked Fillets

which are welcomed by the rich as well as the poor

There is No Chance of a Drop

in the demand for

OCEAN BRAND { HADDIES KIPPERS BLOATERS

KEEP A TAB ON THEM.

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., ***Selling Branch, 45 William St., Montreal***

SARDINES In Oil ← **NEW PACK** → HERRING In Tomato Sauce

The attention of the trade is directed to our **NEW PACK Sardines in Oil** and **Herring in Tomato Sauce.**



Our exacting methods for obtaining only the best fish make our

"Brunswick" Brand Sea Foods

The Brand of Quality

for leading Canadian dealers.

Get in touch with us or our agents throughout Canada for prices and information about the **NEW PACK** Sardines and Herring. There is guaranteed **Satisfaction** and **Profit** in them for you.

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



FOR THE LAST OF THE FISH.

Hints for Dealers in Regard to Passing of Lent.

As the Lenten season draws to a close the dealer will do well to consider the reduction of his fish stocks, that the end of the season will not find him with large supplies on hand. Sometimes, at the end of the season, pickled and salt fish hang on for a long time. The merchant should try to get his stock reduced to reasonable limits before the demand begins to fail.

If a barrel of fish is partly used do not allow the few to lie there in the bottom of the keg, covered with brine. It doesn't look good. Take some out, spreading in a conspicuous place, with a price card attached. If they are not sold at night, replace them in a barrel and next day display two others, so that none of the stock will be damaged by exposure to the air.

Care should be taken that barrel-fish be kept well covered with brine or they will become dry and rusty. But, in covering do not pour the water in the barrel but mix first in a separate dish and see that it is the right strength before pouring over the fish.

EXTERMINATE THE HOUSE FLY.

Time When Merchant Should Take Active Measures Approaching.

Now is the time for the grocer to start in his war against that great summer pest of the grocery store—the fly.

As the weather grows warmer it will begin to make it's presence known and the grocer should start right away on his campaign of total extermination.

It has been declared by scientists that more benefit is derived by the public from the death of one fly in April than from the extermination of 100 in July. The reason is that the amount of damage caused between April and July is greater than can be atoned for by the most watchful care during the remaining part of the season. The house fly is also a terrific breeder as is denoted by the tremendous increase in numbers during the summer, and the death of 100 in the early part of the season would mean a big decrease in the ultimate season's swarms.

The chief source of attraction and also the largest breeding ground for the fly is to be found in the deposits of filth allowed to accumulate in or near the house or store. The merchant should therefore put his place in order so that it will have no attraction for this great enemy of all grocery stores; he should remember that the best way to prevent multiplication is to kill as many as possible, early.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ontario
and Sault Ste. Marie
WHOLESALE
Fruit, Fish and Produce
Commission Merchants
and Dealers in
HIDES, WOOL and RAW FURS.

SELL SARDINES
WITH A GUARANTEE
There's nothing like a guarantee to help sell your canned goods! Read the exact wording below:

CONCORD CANNING CO.
We guarantee
1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing of
CONCORD CANNING CO.
We ask the consumer kindly to write us if dissatisfied

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler
List of Agents—
R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

CASH OR PARCEL CARRIERS
SAVE TIME & MONEY

OUR GUARANTEE
We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.

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14 Colored Plates. 176 Pages. 100 Illustrations.
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GOOD FRIDAY

A Fish Advertisement

Many associations come to our mind with this holiday—the first holiday of Spring. Really, it is the only holiday that ranks with Christmas in that it is observed by *everybody* and has its special outstanding features of pleasure, religion and **commercialism.**

We have our own particular ways of observing the first two features, but as **business men** our attention is focussed on the **commercial features.** *Seasonable goods are the Bread and Butter of business.* And through time-honored custom, everbody, as far as **articles of diet** go, associates eggs for Easter and Fish for **Good Friday.** Somebody is going to supply these demands, but are you going to get your share? Now with the fish demand, Mr. Grocer, it is of vital importance that you place your orders where **Quality** is considered first.

Because, Mr. Grocer, if you dared to send a bad fish to your customer *your business at large and your reputation both suffer.* **Now we come in.** We **don't** claim to have the **lowest** prices. Certainly not. Because, don't you see, where value lowers, price always follows suit. And where **price** is lowered it is **well worth investigation** as to quality. And always keep in mind that **"Quality is Remembered** long after price is forgotten."

Our prices are always compatible with the quality given and we are looking to supply an enormous Good Friday trade from a progressive and up-to-date retail trade.

The F. T. James Company, Limited

WHOLESALE FISH and OYSTER DISTRIBUTORS

Church and Colborne Sts. - - - Toronto

THIS WEEK'S TRADE CHANGES.

What is Happening in the Grocery Trade Throughout the Dominion.

Ontario.—Davies & Dunn's general store, Kelso, was destroyed by fire.

J. W. Mathewson, general merchant, Russell, deceased.

W. D. Atkinson, grocer, Amherstburg, has sold to G. F. Girardin.

C. E. Jones & Co., have opened a grocery store at Uxbridge.

Wm. Andison Glenview, has sold his general store to S. Forde.

Chas. Lynch, grocer, Hastings, has sold to Robt. Oakman.

B. Grennan, Streetsville has purchased a general store at Woodville.

Geo. Hacquvil, grocer, Fort William, has sold to Smart & Taylor.

Maloney & Co., general merchants, Glen Davis, has assigned.

W. H. Spence, grocer, Kingston, succeeded by G. D. Valleau.

James McGregor, general merchant, Creighton Mines, has assigned.

H. A. Ross of Raglan, has purchased Littlejohn Bros. grocery store at Oshawa.

C. M. Allen, of Elizabethville, has bought Goodrich's grocery at Castleton. He will carry on business at both places.

Quebec.—Fred Boun, grocer, Montreal, has sold to Jas. Mondoux.

J. W. Brogan, grocer, St. John's, N. B., is selling out.

The assets of Ernest Juneau, Sr., St. Felicite, have been sold.

Maritime Provinces.—Allan I. McDonald, general merchant, Souris, P.E.I., deceased.

W. R. Edgett of Alma, N.B., has purchased a grocery store at Amherst, N.S.

WESTERN CANADA.

W. J. Lay has opened a grocery store at Melville, Sask.

Wm. Gilroy has opened a grocery store at Edmonton, Alta.

George Martin will open a general store at Manor, Sask.

A. Widman. grocer, Winnipeg, Man., has sold to M. Winshtock.

Ballentine Bros., general merchants, Gladstone, Man., dissolved.

M. S. Simons, grocer, Vancouver, B. C., has sold to J. Monoghan.

S. Chamney will erect a general store at Renoun, Sask., this spring.

Mrs. W. H. Shaw, grocer, North Battleford, Sask., suffered loss by fire.

J. J. Frieson, general merchant, Laird, Sask., has sold to J. P. Epp.

McDonald Bros., Vancouver, B.C., have sold their grocery store to C. Reid.

J. H. White, general merchant, Carroll, Man., has sold to S. P. Wilson.

Iver Larsen, general merchant, Cummings, Alta., has sold to Craig Bros.

J. F. Tennant & Co., general merchants, Pope, Man., sold to H. R. Morgan.

M. Krushen, general merchant, Yorkton, Sask., has sold to S. Millman & Co.

J. W. Broatch, general merchants, Fairlight, Sask., succeeded by A. P. Cook.

A. A. Taje & Co., general merchants, Kingman, Alta., have dissolved partnership.

Berge & Kusch, general merchants, Regina, Sask., have sold to J. A. Krutzweiser.

The general store of Ben Lett, general merchant, Vandura, Sask., was damaged by fire.

R. Lily, general merchant, Dauphin, Man., will erect a five storey departmental store.

S. Millman & Co., general merchants, Humboldt, Sask., have sold to J. M. Margolius.

A. Macdonald, wholesale grocers, Winnipeg, will rebuild the warehouse on Market street, which was burned last fall.

Wm. Busch, general merchant, Langenberg, Sask., has sold to Frank A. Hofiman.

T. E. Holmes, Senlac, Sask., has sold his general store to the Macklin Trading Co. It will be run under the name of the Senlac Trading Co.

HINTS FOR GROCERS.

The man who uses his memory as an order book will find customer often asking for goods which are "just sold out." A "want" book can be placed in a handy spot and articles that are getting short noted with little trouble.

It is all right to cater to the "high class trade," but always be on the look out for the working man.

See that the farmers get prompt service when they stop in front of your store. It is the way to bring him back.

Buy goods in such a quantity that you will be able to sell them within a reasonable time. Do not buy goods for which there is "going to be a demand" unless you are prepared to push the line hard yourself. Demand, in but few cases, grows in itself.

A much more attractive arrangement can be made if more care is taken in placing goods on the shelves. See that shelves and stock match, and that long goods are not placed on short shelves and short goods on long shelves.

Stand at the entrance to your store, and cast your eye about. See if appearances are such as would attract you, a customer, entering the store.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada
Hamilton, - Ontario

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

BRITISH COLUMBIA — Agents with first-class connection wanted to represent British Pickle and Sauce Manufacturers. Box 66, CANADIAN GROCER, 88 Fleet Street, London, England.

ARTICLES FOR SALE.

$65 WILL BUY A No. 25 McCASKEY REGISTER. Agent's price $100. Never used. Supplies complete, except check books. A. J. MACDONALD, North Lancaster. (14)

GROCERY FIXTURES — One side, glass doors, length 24 feet; other side, tea tins and bins, 19 feet; also 18 foot counter, solid oak top, entire cost was $500. Bargain. 744 Gerrard, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

COMMISSION LINES WANTED.

GROCERS requiring the services of a man with 100 per cent. executive ability, coupled with a practical knowledge of buying and selling, acquired by over 20 years' practical experience, should communicate with Box 379, CANADIAN GROCER, Toronto. (16)

POSITION WANTED.

YOUNG MAN wishes engagement with retail or wholesale dealer. Active, strong, well educated, not afraid to work. Excellent references. Apply Box 381, CANADIAN GROCER, Toronto.

BUSINESS CHANCES.

FOR SALE—Well equipped grocery, large turnover, Walker bins, up-to-date stock. Will sell building or stock and fixtures. In live Western Ontario railroad town. Owner going West. Box 380, CANADIAN GROCER.

Grocery Business for Sale

The Stock and Goodwill of the grocery business heretofore carried on at the TOWN OF PRESCOTT by the late John Mayberry, under the firm name of John Mayberry & Co.

The purchaser may have a lease of the store premises, which are centrally located and very convenient The Stock amounts to about $7000. Terms cash. For particulars apply to

J. K. DOWSLEY
Executor Estate John Mayberry, Prescott, Ont.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10 12-oz., 2 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		Per doz
		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
		Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ½'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 [illegible]
Royal Navy, ½'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
1-lb. packages, assorted, in 5-lb. boxes	0 [illegible]
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 13	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 15	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 23

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W S P.	R.P
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 7 en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ¼-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ¼-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Soups

CHATEAU BRAND CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



BLACK KNIGHT STOVE POLISH

The favorite of the thrifty housewife!

There's a growing demand for this most satisfactory polish, and it will pay you well to be ready to meet it. It gives a brilliant shine in the shortest possible time and will not stain the hands. Better send your order along to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N. Y.

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited
206 Papineau Avenue - - MONTREAL

"Arctic" GROCER REFRIGERATOR



meets every requirement of your trade. Case is of ash, hardware of solid brass with lining of spruce, shellacked. All parts separable. Perfect circulation of cold, dry air is guaranteed

Write for Catalogue

John Hillock & Co., Ltd. - Toronto
Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



GOOD STOCK!

To hold only good stock is the aim of every up-to-date Grocer.

"KIT" COFFEE

is good stock.

EASY to make.

ECONOMICAL in use.

EXCELLENT in flavor.

For full particulars apply to

KIT COFFEE COMPANY
Govan, - Glasgow, Scotland

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 ou.	10 50
" "	tins ½ kilo	100 tins	14 50
Extra Fins	" ½ "	100 "	14 00
Tres Fins	" ½ "	100 "	12 50
Fins	" ½ "	100 "	11 00
Mi-Fins	" ½ "	100 "	10 00
Moyens No. 1	" ½ "	100 "	9 50
Moyens No. 2	" ½ "	100 "	9 00
Moyens No. 3	" ½ "	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ¾ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Luna," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ¾ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme 12 qts	5 00
" 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs. per lb.	0 08
" 50 lbs., 1 lb. "	0 08
" 100 lbs., ½ lbs. "	0 08
" 200 lbs., ¼ lbs. "	0 08
Brl. 240 lbs. "	0 07½
Keg 120 lbs. "	0 07½

Japan Teas—	
Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



OCEAN MILLS
Montreal

Chinese starch, 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box

HALF TIME SHOE PASTE
(Moody's Extra Fine)

4 doz. in wood box.....per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75

HAND CLEANER (Moody's Electric)
In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1¼ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood box



ST. CHARLES CONDENSING COMPANY.
Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

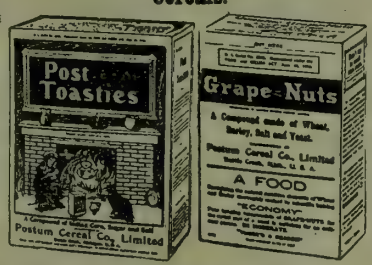
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Cereals.



Grape Nuts—No. 22, $3 00; No. 23, $4.50
Post Toasties—No. T2 $2.85.

Jelly Powders

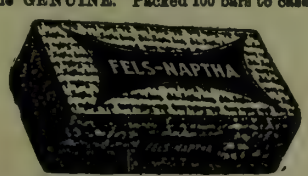
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10¾
Tubs, 60 lbs	0 10¾
20-lb. Pails	2 20
20-lb. tins	2 10
Cases 31-lb	0 11½
" 5-lb..	0 11¾
" 10-lb..	0 11¼



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Mustard

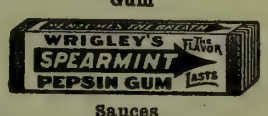
COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE
½-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases doz. 1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA
Ontario and Quebec Prices. Per case

No. 1,	cases 60 1-lb. packages	1 case	$2 85
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

The Season when Appetites Need Coaxing!

You customers are buying a greater quantity of

PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS

and other delicacies to tickle the palate.

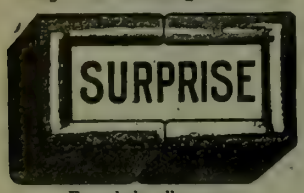
Be Prepared. ***Look over Stocks.***

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00

Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½

20-lb. boxes, ½c higher.

Celluloid—Boxes of 45 cartons, per case 3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00



Milk.

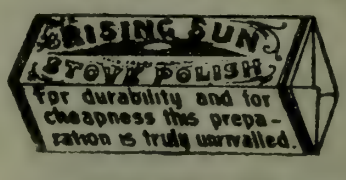
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz in case			$3 50
5	"	1 " "	4 0
10	"	½ " "	3 95
20	"	¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	¼ only	0 55	0 80
Gold "	¼ only	0 70	1 00

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	46
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7½	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

On ario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

BLUENOSE  BUTTER

Put up in tins for Hunters and Prospectors. A line of uniformly excellent quality and flavour Every can of "BLUENOSE" is packed to sell another can! Sells on sight.

Make good provision on your shelves for this ready seller.

SOLE PACKERS

SMITH & PROCTOR, - - Halifax, N. S.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962



We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

MANUFACTURERS

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

ROCK SALT

(Crushed and Lump)

Atlantic Sea Salt

and salt for every purpose

VERRET, STEWART & CO.
LIMITED
MONTREAL

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods

ARE YOU HANDLING IT?

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The High Reputation The Canadian Grocer has attained in the Past is making itself felt among Non-Subscribers more than ever.

Proof of this lies in our weekly reports of new subscribers. Last week another record was reached when we added **59** new readers to The Grocer.

And these dealers are **good** dealers. They are men who have the power to **create** demand. They are therefore desirable men to interest; The Canadian Grocer has **quality** in its circulation.

"We like The Grocer very much," write Hadlock Bros., Barnston, Que., "and could not place $2.00 to any better advantage."

Just another proof that The Canadian Grocer is a **profitable** investment.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO APRIL 14, 1911 No. 15

Robinson's Patent Barley

has a world-wide reputation as a health-giving and nourishing food and is a line particularly suited to the needs of infants and invalids.

Why let the druggist have all the selling of this profitable article?

It is right in your line and is in general demand for family consumption.

Write for Samples and Particulars or Ask Your Jobber for ROBINSON'S.

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

PURE—HEALTHFUL—PROFITABLE

You can be sure of an increased volume of Syrup Sales and a large amount of profit if you are featuring

Crown Brand Corn Syrup

It is a line to which special attention has been given to insure quality and is a rich, refreshing syrup that never fails to please.

Why not give "CROWN BRAND" greater prominence? It will pay you handsomely.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal



THERE are very few articles that look more alike than two cakes of laundry soap. The wrappers, the shape, the size and even the weight of each may be the same, and when you look at them together you wonder why one sells well and the other doesn't. Same way with men. You see a man who has made a million and has the confidence of the whole country, and in most ways he looks as much like the ordinary individual as two cakes of soap. But you've got to cut his head open to see where the difference lies, and you've got to put SURPRISE in the wash tub to see why it holds its present place among Canadian consumers. Once you do this the whole thing is clear to your mind; for while it looks like other soap, the distinction is in the QUALITY.

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Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes made by Codou of France, a delicacy and flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the **"BEST"** insist upon having "Codou's."

Look for the Name "CODOU"

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. "Codou" **that** is the name to think of.

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Made in France

Order Now



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and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



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67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

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We are open for a few high class specialty lines

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WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
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The Irish Grocer, Drug, Provision and General Trades' Journal.
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When writing advertisers kindly mention having seen the advertisement in this paper.

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Open for a few more first-class lines.

CURRANTS
To Arrive
Filiatras, Cleaned and Uncleaned
Finest Vostizzas
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T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
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Established 1885

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Wholesale Commission Merchants and Importers
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JUST ARRIVED IN STORE
Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.
PRICES RIGHT
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THE HARRY HORNE CO.
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Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
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Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
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"PRIDE OF CANADA" guaranteed absolutely pure.—5 gallon tins—Get our quotations for immediate shipment.

"BELGIAN" CANNED **PEAS**—MOYENS—$8.00 per case.

You will find these a ready seller—Exceptionally good value.

A SNAP IN **TOOTH PICKS**—HARDWOOD DOUBLE POINTED

CASES—100 packages each, 1000s, $2.50 a case.

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EAGLE BRAND CONDENSED MILK

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By recommending these Brands you will please your customers.

They are the best that Science can produce.



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"Leaders of Quality" Established 1857
SELLING REPRESENTATIVES
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THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST is sold before you stock it, because your customers know what it will do and every one of them has read our slogan



"Let the Gold Dust Twins do your work"

GOLD DUST sells itself—you don't have to "talk it up," we DO THAT in our advertising and the thousands of women who USE it TALK FOR IT, too. You can sell a customer her GOLD DUST and six other articles in the time it would take to tell her about some other washing powder, and she'll always buy GOLD DUST and be pleased with it. Don't talk yourself into trouble by "pushing" powders that have no standing—just SELL GOLD DUST.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

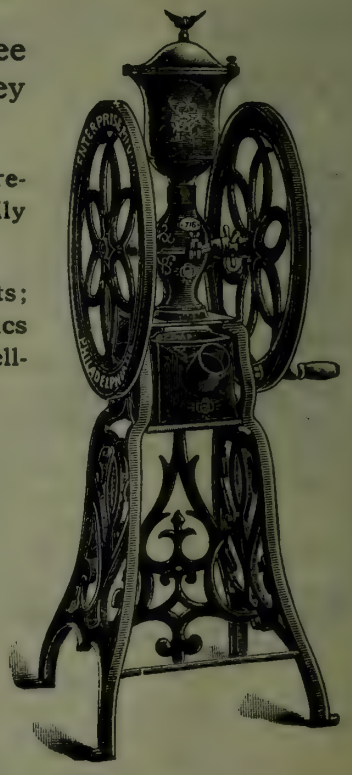


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"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they ***grind*** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.



We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

The Enterprise Mfg. Co. of Pa.

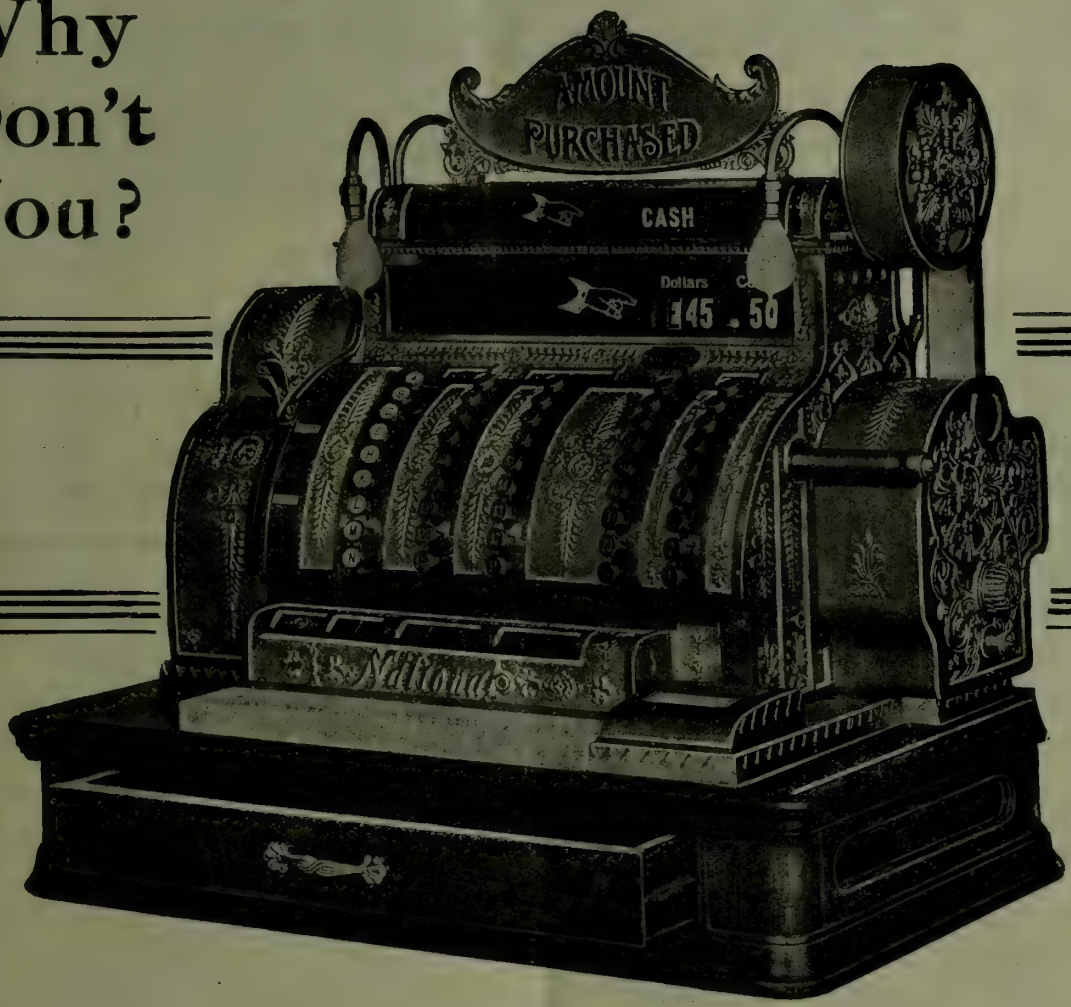
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Successful Merchants Put a Receipt in Every Parcel

Why Don't You?



National Cash Registers afford the quickest and safest known method of recording every sale and of automatically issuing a printed receipt. Each receipt is consecutively numbered and dated, shows the amount of the transaction and clerk's initials. Duplicate record is kept inside the machine where only the proprietor can get at it. You need this protection. Why keep on "trying to get along without it"? Write for booklets and price list.

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A McCRAY
Refrigerator Display Case

will sell your goods. It is not only a display case, but also a practical refrigerator. You know by experience that goods well displayed are half sold. The use of this case will enable you to display your dairy goods and delicatessen to the best advantage and will keep them clean and fresh.

We manufacture Refrigerators and Coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

Write to-day for our Catalogue No. 67, which shows McCray Refrigerators, Display Cases and Coolers of all kinds and sizes for groceries.

McCRAY REFRIGERATOR COMPANY

Please address all correspondence to the Factory, Kendallville, Indiana.

231 Lake Street, KENDALLVILLE, INDIANA

The American Can Co.

are ready to quote you prices on

Tin Cans of all kinds for all purposes

FRUIT and VEGETABLE CANS,
SYRUP and OIL CANS,
BAKING POWDER CANS,
SPICE CANS, COFFEE CANS,
MEAT CANS, TEA CANS,
LARD PAILS, JAM PAILS,
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Plain Tin or Decorated Tin

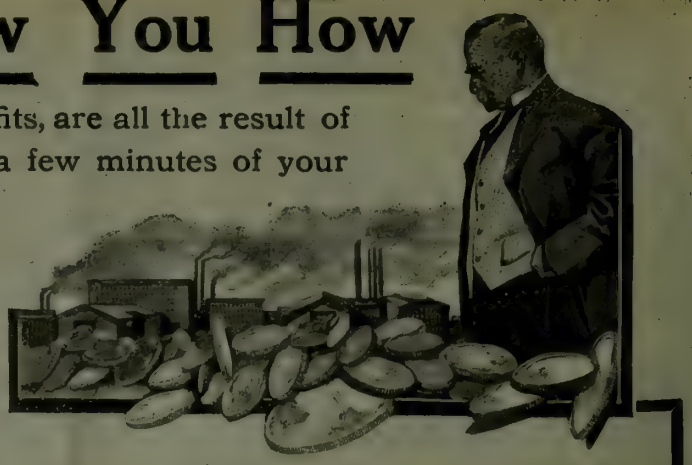
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The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

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More money, bigger salaries, bigger profits, are all the result of better salesmanship. If you will spend a few minutes of your spare time with Sheldon to master the fundamental principles of how to sell your product or your services to best advantage in the best market, you can immediately put yourself on the way to more money.

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SANITARY CANS

FOR

WINTER PACK

OF

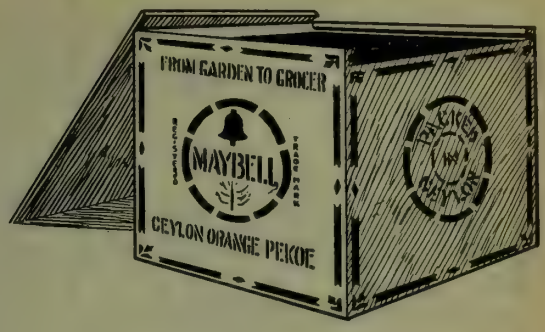
BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"MAYBELL" CEYLON TEA

IN DECORATED 5 and 10 lb. CHESTS



All in sealed lead lined packages.

Prices

5 lb. boxes (8 to a case)	24c. lb.
10 lb. boxes (4 to a case)	23½c. lb.
50 lb. half chests	20c. lb.

Perfect in quality, convenient in quantity, attractive in appearance, moderate in price, satisfactory in profit. The ONE tea proposition that can win back your tea trade from the peddler.

Terms: Net 30 days f.o.b. Toronto.

CANADA BROKERAGE COMPANY

LIMITED

Toronto - - - - Canada

NEW 1911 MODEL



The hood rotates on and off of front of cabinet from an axis at the top with the same convenience attached to operating a roll-top desk.

IN CASE OF FIRE

would your accounts be protected, or would they burn as common ordinary merchandise? Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night.*

The KEITH System

will protect your accounts against fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us it works out the few dollars you put into it in the beginning several times over in the course of one year.

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too—all done with *one writing.*

Our Catalogue Explains. ***Send for Full Information.***

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE

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FOR SAFE EGG DELIVERY

Designed and manufactured especially to protect eggs during vehicle delivery.

STAR EGG CARRIERS AND TRAYS

Stop Breakage **Stop Miscounts**
Save Time **Save Money**



Made in one and two dozen sizes.

The carriers are made of strong white wood and will stand hard usage for years. The trays which hold the eggs in the carrier during delivery serve also as a dish in which to leave the eggs on your customer's table. The STAR EGG TRAYS are the best ever for your ad. Find out about it. Ask your jobber and write us. There's a lot in our booklet "NO BROKEN EGGS." It's free to you.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

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Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

RED CROSS BRAND



PORK and BEANS

The Size for You to Feature

is our

3'S FAMILY

This package of "Red Cross" Beans is having an abnormal sale, because the quality is superb, and the can contains more beans than 3's flat and at a less price.

"Red Cross" Beans are entirely hand-picked, processed with the greatest care, and handled in a factory that is a model of sanitation and cleanliness.

For unvaried quality, delicacy of flavor, and generous quantity 'Red Cross' Beans are unrivalled. Your jobber handles them.

SEND ALONG A LIBERAL ORDER TO-DAY.

DOMINION CANNERS, Limited

HAMILTON, CANADA

Save Time and Money!



YOU, Mr. Saskatchewan and Western Grocer, can save time and money dealing direct with us—**time,** because you get the promptest deliveries from our Regina and Prince Albert Houses; **money,** because you save considerably in freight charges, and obtain the benefit of car load rates.

Look into the proposition we have to offer you! We carry large and complete stocks of all lines, and are quoting the closest prices.

Write Us To-day

CAMERON & HEAP CO., Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. Fort William, Ont. Kenora, Ont. Prince Albert, Sask.

Have You Had a Sample Tin?

Orsi's Concentrated Tomato Extract

SUN BRAND

is preferable to canned or fresh tomatoes because:—It has the flavor characterstic of the Italian fruit. It is of greater economic value. It is prepared by a PATENT PROCESS. It does not deteriorate but retains its delicious flavor through any length of time.

Note these very reasonable prices:--

1 case of 100 18-oz. tins for $18.00. ***You can get "yours" out of every sale.***

DROP US A POSTAL.

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Enquiries from all of Canada outside of Ontario to our Montreal office.

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SPECIALISTS IN ITALIAN PRODUCTS

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SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISGUIT

PERRIN LONDON
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Improve Your Store Interior!

Increase your store efficiency and augment your profit by installing a

HOBART COFFEE GRINDER



It is a necessary adjunct to every up-to-date store, and is a handsome ornament to any business.

Provided with automatic release—an effective protection against accidental damage to motor.

Guaranteed to be the fastest and most efficient coffee grinder on the market.

All parts are of selected materials and perfectly made and fitted.

May we give you further information? It is free for the asking. **Write us to-day.**

W. A. Freeman Co., Ltd.
Hamilton, Ont.

Tartan BRAND

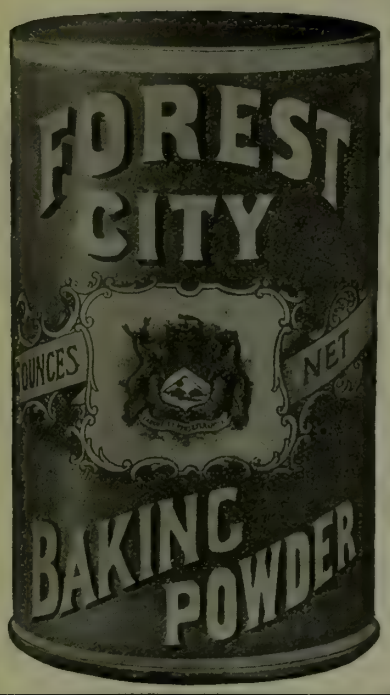
THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured by
GORMAN ECKERT & CO., Limited
London and Winnipeg

Durability — **Fast Grinding**



Finish — **Easy Adjustment**

These are some of the features which recommend the

ELGIN NATIONAL COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for descriptive catalogue:

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COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

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ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



Rowat's Goods Sell!



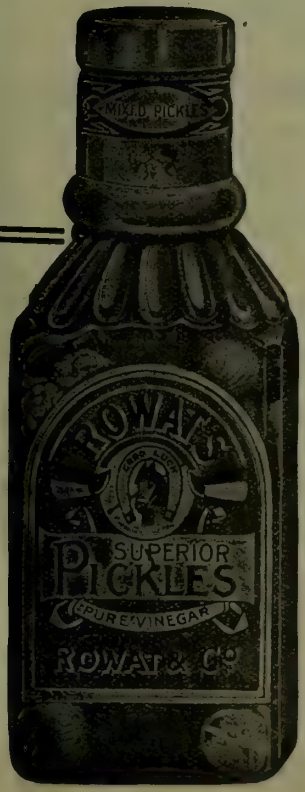
The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.

GLASGOW, SCOTLAND.

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EQUALLY GOOD FOR
TOILET, LAUNDRY, BATH OR SCRUBBING

This is the exceptional claim we make for

Wonderful Soap

And hundreds of housewives throughout the Dominion will back our claim.

We are now wrapping each cake of "Wonderful' Soap, instead of putting six cakes to a carton as formerly, and the attractive wrapper we are using cannot fail to gain attention.

"Wonderful" Soap is the best soap for your profit and reputation. It is always safe, sure and speedy.

Write for details of our dealer-helper-selling plan.

The GUELPH SOAP CO.

GUELPH :: :: ONTARIO

ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.
Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. Sauce. Now how about you?

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H.P. SAUCE

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,
and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

WE are issuing a very attractive Cook Book containing a number of recipes which will be found very useful to the housewife. These are being placed in the cases of Molasses now being sent out, and we would ask the merchants to kindly see that they are placed to the best advantage. This will assist the dealer to increase his sales of the now popular GINGER-BREAD BRAND MOLASSES.

The Dominion Molasses Co.
LIMITED
HALIFAX, NOVA SCOTIA

FRESH COW'S MILK IN ITS MOST PERFECT FORM



For infants and invalids—safer than fresh milk on every occasion.

CANADA FIRST EVAPORATED CREAM

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - - Aylmer Ont.
Head Offices, HAMILTON, ONT.

S. T. NISHIMURA & CO.

have closed out their holdings of last year's

JAPAN TEAS

except a few lines which would interest ready purchasers.



THREE OF
CANADA'S PERFECT FOOD PRODUCTS

ST. GEORGE EVAPORATED MILK
PRINCESS CONDENSED MILK
BANNER CONDENSED MILK

Week by week we have improved the quality of these popular brands until we have produced a product on which it is difficult for science to improve.

These favorite brands are made from absolutely *pure*, *fresh*, *clean* Brant County milk with the addition of *pure* cane sugar.

The grocer who pays strict attention to these lines will daily promote his sales and gain new customers. Our prices will show you good profits.

ASK YOUR WHOLESALER
FOR SAMPLE ORDER AND
PROVE OUR STATEMENTS

J. MALCOLM & SON
ST. GEORGE, ONT.

ONION SETTS

Choice quality yellow Danver Onion Setts

5c. lb.

Condition and quality guaranteed.

Send for sample.

This is a real bargain, do not delay.

H. J. ASH

44 CHURCH ST., - - TORONTO

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are atemptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

It is a genuine germ destroyer. It is also the most economical soap powder made, it makes your customer's money go farther

ASK YOUR JOBBER

ASEPTO SOAPS, Limited, ST. JOHN, N.B.

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.



Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

Canadian Representatives
Canadian Specialty Co, Toronto
R. B. Hall & Son, Montreal
W. S. Clawson, & Co, St. John, N.B.

BAIRD'S

WORCESTERSHIRE

SAUCE

is

DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.



By Special royal permission

THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

"KING OSCAR" BRAND

NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

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SEIZE THIS OPPORTUNITY!

WE ARE NOW BOOKING ORDERS FOR FUTURES

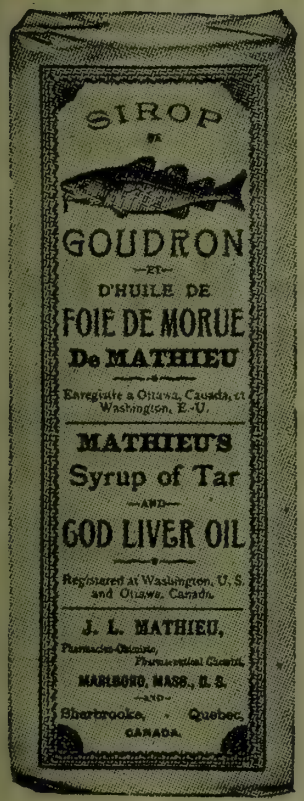
QUAKER BRAND CANNED GOODS

at 2½ cents per dozen *under* the opening prices for Fall Delivery.

Order now and save five cents a case.

Our travellers will be round to see you; or write us.

MATHEWSON'S SONS :: P.O. Box 2360, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

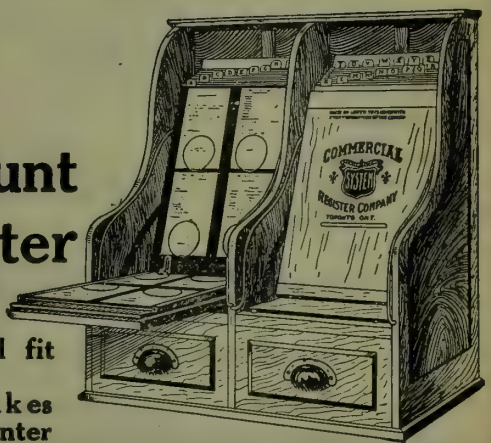
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Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

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THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

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Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

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This can be quickly and satisfactorily answered by you to every user of Stove Polish.

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supplies a lasting, brilliant polish that does not burn off. Creates no dirt or dust.

IT PAYS A GOOD PROFIT.

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

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Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "**Redpath**" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co.,
Limited
Montreal, Can.

Established in 1854 by John Redpath



She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her too.

The Canadian Salt Co.
LIMITED
Windsor - - Ontario

TO THE WHOLESALE TRADE:

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305 St. Nicholas Building
MONTREAL

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SUGARS
MOLASSES

and all West Indian Produce

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Refrigerators

Represent the highest attainment in the sanitary handling of foods by the Grocer.

The result of 25 years devoted exclusively to the one line of work.

The Eureka Patented system is an absolute guarantee against Dampness and Foul Air, and there is nothing made that will keep your goods as well.

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BAKING POWDER

The Leader for 50 years
and
STILL THE BEST

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Made from the finest flour, delightfully crisp and delicious. Lightest on the market.

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High-Grade Sweet Biscuits

Particularly made for particular people.

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All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious
Appetizing
Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

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You Invite Your Customers' Fullest Confidence

by telling them frankly the advantages of different lines of goods.

CLARK'S MEATS

have so many excellent qualities that their sale is assured, if the grocer knows just how good they are and lets his customers know what he thinks.

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Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

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are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

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might bring inquiries. Better write for rates to

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The W. H. ESCOTT CO.

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Grocery Brokers

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COVERING

MANITOBA and SASKATCHEWAN

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As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.

Beach and Washington Sts., NEW YORK

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ***ESTABLISHED 1871***



It dries them up ***Common Sense*** ***KILLS*** { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

JELLIES! JELLIES!

Now is the time for you to secure a supply of something rich in the jelly line, something you can strongly recommend to your customers and sell at a good profit.

"Double Event"
"Double Event"
"Double Event"

Club Jelly Powder

should certainly have a prominent place on your shelves. The package will please all the more because it contains not only the jelly but also a powder for sauce.

Spend a minute or two in dropping us a postal. Don't fail.

S. H. EWING & SONS

Montreal and Toronto



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HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

GET PRICES

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MONTREAL

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SARNIA, ONT.

Your particular customer will always buy

MASON'S
No. 1 SAUCE

once he has tasted it, because there's a piquancy and flavour to it that give a zest to even the plainest fare. Recommend it strongly.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous MASON old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

No. 1 SAUCE
MASONS LIMITED,
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Agents wanted where not represented.

DON'T LOOK FOR TROUBLE!

There's plenty in store for the average retailer without seeking more. Feature lines of known repute! In the line of condiments sell—



QUEEN QUALITY Pickles, Tomato Catsup and Worcester Sauce- a Universal Sause

They are noted for their purity and flavor, and never fail to add a zest to even the plainest fare.

All ingredients are selected with the utmost care, and the composition of our goods is one long tale of skill and cleanliness.

Write for discounts and prices.

TAYLOR & PRINGLE CO., LIMITED
OWEN SOUND, ONTARIO

BRUSHES

are now among the most seasonable lines and if you wish to start the season right you will put in such leaders in Kalsomine Brushes as our

POLAR
ARCTIC
KRACKER
KLINKER

In scrubs and all household brushes our genuine solid back goods are unequalled.

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

A HANDY PACKAGE

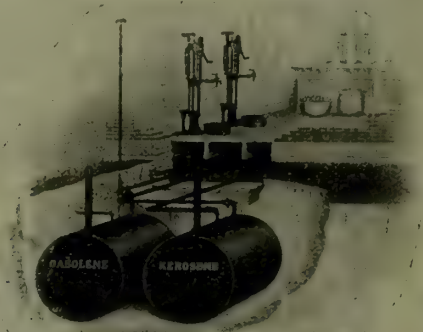
Forty half cartons to the case, done up in an attractive carton to sell to the consumer at a popular price,

25 Cents a Package

Crystal Diamond Lump Sugar

This package is now on the market and can be secured from all jobbers. IT PAYS A GOOD PROFIT.

THE ST. LAWRENCE SUGAR REFINING COMPANY, Limited, MONTREAL, P.Q.



A Clean Store | A Sure Profit | A Safe Method | A Good Purchase

If you want these advantages in your oil department buy a

BOWSER

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

S. F. BOWSER & CO., Limited

66-68 Fraser Ave., TORONTO, ONT.

HOLBROOKS
LIMITED

of Birmingham, England

Sole proprietors of

The "**HOLBROOK**" Brand Norwegian Smoked Sardines in pure Olive Oil.

"**SWAN**" Brand Pure English Pickles in 20oz. tall, square bottles with patent stopper.

And

HOLBROOKS

WORCESTERSHIRE

SAUCE

Canadian Offices:

40 Scott St., TORONTO, ONT.

Manager : H. GILBERT NOBBS.

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ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., - Collingwood, Ont.

THE RECOGNIZED STANDARD.

ENGLAND'S PREMIER LEMONADE.



No Grocer in England considers his stock complete unless it includes a supply of

EIFFEL TOWER LEMONADE

The time is fast approaching when no Canadian Grocer also will consider his stock complete unless it includes a supply of

EIFFEL TOWER LEMONADE.

Why not be the first to introduce it to your customers? They will gratefully appreciate your enterprise.

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W H. MALKIN Co., Vancouver, for British Columbia.
The HARRY HORNE CO., 30 King St. West, Toronto, for Ontario.
Agencies open for progressive Firms at other points.

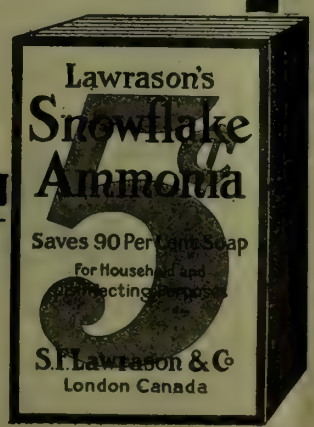
Address FOSTER CLARK Ltd., Maidstone, England.



Good Service Makes Friends For Lawrason's Snowflake Ammonia

$500 GUARANTEE

LIES BEHIND THE STATEMENT THAT THIS AMMONIA IS EQUAL IN PERFORMANCE TO ANY OTHER SELLING FOR DOUBLE THE PRICE.



5 CENTS FOR A GIANT PACKAGE

Progressive Grocers

handle only those goods which are found by test to be superior. Other brands will hurt their trade.

You will never regret your first order of

Lawrason's Snowflake Ammonia

IT IS THE BEST

S. F. Lawrason & Co.

LONDON :: ONTARIO

What People Demand

YOU WILL FIND PROFITABLE

Moody's Preparations

Include Polishes, Washing Powders, Preservatives and Household Chemicals of many sorts, among them being

KLENZINE AMMONIA WASHING COMPOUND
ROYAL BLUE
RELIABLE BORAX
ANTY DRUDGE
ROYAL MEDICATED
CHLORIDE OF LIME
HALF TIME SHOE POLISH
QUICK SHINE STOVE POLISH

Write for Particulars and Prices

Alpha Chemical Co., Limited
BERLIN :; CANADA

PEEK, FREAN'S

PAT A CAKE BISCUITS

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND

Sell Mushrooms

There's Good Money in it

We are arranging with one leading grocer in each town to handle our mushrooms during the coming season.

As the supply of these dainties very seldom equals the great demand, the men who secure a local agency for our product are sure of big sales at extra good profits.

Better write us to-day for full particulars before your competitor closes for the exclusive rights in your locality.

WRITE US TO-DAY

Canadian Mushroom Growers
Limited
LINDSAY :: ONTARIO

O·K

ENGLAND'S LEADING FRUIT SAUCE
25 years' reputation, and the only sauce backed up by a purity guarantee of
1000 GUINEAS
Sells at 15 cents and 25 cents
BE WARY OF IMITATIONS

SAUCE

GEO. MASON & CO.
LIMITED
Sole Manufacturers - LONDON, ENG.
Canadian Agents—DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

CANE'S WASHBOARDS and WASHDAY WOODENWARE



"NO, THANK YOU, MA'AM, I won't need a new washboard. This is a CANE DIAMOND KING and will last a long while yet"

DIAMOND KING — The king of all washboards, best English glass rubbing plate, in selected wood frame, lock corner, splendidly finished.

are designed to meet every need of every housewife in a way that will more than satisfy.

From our catalog you can select exactly the style and grade best suited to the use of your customers. The prices and finish vary widely, but the merit is always there.



Cane's Goods sell well because they wear well.

The WM. CANE & SONS CO.
LIMITED

NEWMARKET, ONTARIO

When you sell a customer unknown brands of coffee you have to make the whole sale.

Chase & Sanborn's COFFEES

are half sold when you put them on your shelves.

CHASE & SANBORN
MONTREAL

Profit by the Reduced Prices of this Special Sale

We offer at very advantageous prices for **immediate delivery** or for the opening of navigation the following merchandises:

840 Cases **Imported Alimentary** Pastes, of Blanc & Fils, just consigned to our warehouse. Complete assortment.

300 Cases **Assorted Teas: Japan**, Green and Black **Ceylon, Gunpowder** and **Siftings. Samples supplied on request.**

We specially recommend the **"Victoria" and "Princess Louise"** Brands.

500 Cases **French Peas, Francois Petit & Co.**

250 Cases **Lecourt Mushrooms** of A. & L. Lehucher, Paris.

1000 Cases **Imported Canned Vegetables and Fruits** of the **"Soleil"** Brand.

FRENCH PEAS "Soleil," String Beans "Soleil," Flageolets "Soleil." Medleys of Vegetables "Soleil," Asparagus "Soleil," Spinach "Soleil."
"Soleil" SOUPS: Julienne, Printaniere, Cherfil, Puree of Tomatoes, etc.

1000 Cases **VICHY WATER**, from the following **Springs:**

ST. NICHOLAS.
NEPTUNE.
CAPITALE.
SANITAS (Sparkling).

800 Cases **VICHY LEMONADES**
"La Savoureuse."
"St. Nicholas."

Assortment of **SHERRY WINES** from the celebrated firm of Diez Hermanos, of Jerez de la Frontera, Spain.

To Arrive--Barbadoes Molasses

1500 Tons "Fancy" Quality.

1000 Tons "Choice" Quality.

200 Tierces. 400 Barrels. Superior Quality Guaranteed.

For all information, quotations, etc., write, phone or wire at our own expense.

Laporte, Martin & Co., Limited

Wholesale Groceries, Wines and Liquors

Montreal



Most any one can sell a customer any kind of a Tea "once." But no one can possibly sell this self-same customer continuously, unless giving the best possible uniform value for the price charged, which of course means "SALADA." Not because we are egotistical enough to think so, but because the success of our 19 years' experience on these lines has proven it so, yes, and beyond all debate.

The Annual Sale Now Exceeds 23 Million Packets--and Still Growing.

This is rather small type, but well worth reading.

You take no risk in handling "SALADA," because we definitely guarantee the sale of every case you purchase from us, and will, at any time, exchange or refund the invoice cost on any "SALADA" you may desire to return to us. No "Buts" or "Ifs." We will pay on demand, and also be responsible for return freight charges. —Where is there another firm with the courage to duplicate this offer ?

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A Peculiar Situation in Brockville

Complications That Have Been Making a Web of Difficulties for Two Grocers, Differing Over the Rent of a Store for One Month — Circumstances Which Seem to Have Placed One of Dealers in Position Where Competitor Can Assess Heavy Charges—Two Experts Answer the Problem.

How much is the occupancy of a store worth for a month ?

"Why just the price called for in the lease," you reply.

Yes, quite right, but how much is it worth when your competitor in business owns your store, and you have rented his, and when his lease runs out a month before yours, and he has no place to go in the town and wants to continue in business ?

"Oh ! that's a horse of an entirely different color," you say.

So it is, sure enough, and yet that is just the proposition two business men in Brockville, Ont., are worrying over at the present time, or were, when this was being written. Only this particular case has one or two features that add if anything to the complexity of it all.

The Brockville Case.

But let's to details. On the principal business street in Brockville two grocers have been competing for business for some years. Their stores are situated almost opposite to each other. The one probably has a slight advantage in size on the other, but the latter again "has it" on the former in regard to location, so the stores may fairly be deemed equal as to value. Bear with me yet a little while, for this history would be inexcusable were it not for the finish of it. About two years ago one of these grocers, William Lorimer, bought out the building in which is located the business establishment of the other, A. E. Shaver. The latter has a lease which does not expire until the middle of May next, while, Lorimer's period of occupation is due to end on the middle of this month. So there is just a month between them. Now Shaver has leased Lorimer's store and is entitled to possession in April. Lorimer still wishes to keep on in the business and there seems to be available at the moment no other store suitable to his needs. Probably the reader has begun to sense the difficulties and peculiarities of the position.

The Vexing Question.

When a representative of The Canadian Grocer called at Mr. Shaver's place some days ago, that dealer was deeply immersed in the problem. Said he: "I wish your paper would settle this thing for me, lay down some rule whereby I can estimate the amount I should be entitled to charge Mr. Lorimer in the event of giving up my store to him for this month. I know that I hold the whip hand, and although the Good Book says, in a sense, that we are to love our competitors in business, I feel that it is simply business for me to get all I am legitimately entitled to. I have been to Mr. Lorimer and have explained the position in which I find he stands, but he doesn't seem to see eye to eye with me in the matter. My rent here is $20. the same as his, and all he says he is willing to do is to indemnify me for my rent and pay me a bonus of $5, or allow me $25 in all. That I consider ridiculous." And Mr. Shaver began to unroll the scroll of the situation to try and show why he held that view.

Further Complications.

"Just listen a moment," said he. "I think this is my advantage." He reiterated the circumstances of the lease and then added : "I have a wife and daughter whom I can put in this store and keep it open until the middle of May, with them selling my goods, and I can, at the same time, take possession of Lorimer's store, stock it up and operate it myself, cornering the trade to a degree. Lorimer has no other place to go although I believe he is negotiating with another grocer in another part of the town for the purpose of securing half his floor space to hold his goods. I don't know how he is going to come out in that, but," he questioned triumphantly. "How much should I charge Lorimer ? Tell me, please, if you can solve the riddle. I consider it a nice question. It is one at least the like of which I have never felt called upon to decide before."

It surely is, as Mr. Shaver puts it, "a nice question," but like nearly all questions it can be solved. Upon Mr. Shaver's solicitation The Grocer has gone into the situation and here lays down on expert advice the law that apparently should obtain. Of course neither party need feel bound in the least degree to accept the ruling.

One Answer.

H. C. Carson, a Fellow of the Royal Statistical Society, an exclusive British organization, whose business, as the name implies, is in statistics, who is one of the expert writers on higher business questions for The Financial Post, looks upon it in this wise. Says he : "According to the circumstances you relate Mr. Shaver surely holds a strong position, and can demand from Mr. Lorimer almost any sum in reason. Of course I am assuming that he only wants to claim his just due, and not as Shylock once put it "a pound of flesh.' There are not many precedents to base a ruling upon so I will deal with it as a simple business problem.

"Now Lorimer, it appears, cannot secure possession of Shaver's establishment to continue business until one whole month after the lease of his own store expires. He has no place else to go and wishes to keep up his trade. Shaver, on the other hand, seems to be in the way to have two stores for the month if he wants them. How much is the service worth to Lorimer ?

Two Things to Consider.

"Well it seems to me two things only have to be considered. These are : the amount of profit which would accrue to Lorimer during that month were he in business, and the amount of damage Shaver could work to the future business of Lorimer did he operate both stores as he seems to be in a position to do. That's the whole situation, or so it would appear. So, to carry the problem further, Shaver would appear to be entitled to assess Lorimer the amount of his net profits of a month's business. for his moving would not interfere greatly with his trade, plus an amount for damages—dollars and cents, which Shaver could inflict upon his competitor by closing him out and running both stores.

"Not knowing the volume of Lorimer's business I cannot of course strike any amount to be paid and so I am prevented from calculating the damage which Shaver could work on Lorimer's trade during the month. If I could it probably would not be fair to do so, as that is not a matter for me to decide. Still that seems to me to be the only possible view to take of the matter owing to the complexities of the position in which the two now find themselves. Besides, there is still the ray of hope for Lorimer that he may be able to happily complete the negotiations with that other grocer Shaver speaks of, and so nullify all the advantages of Shaver's position. Did he but secure that floor space, he would have Shaver in the position where logically that gentleman could only hope to secure his month's rent, and a little more for interruption of Lorimer's trade. That would be my view on the matter" concluded Mr. Carson.

Another Answer.

The Grocer did not rest there but carried the question for still another test to W. P. Levack, of the MacLean Publishing Company, a chartered accountant, and accordingly a recognized authority on such matters of valuation ; also, of course, a disinterested party. The issue in all its aspects was laid before him, for consideration.

The answer of Mr. Levack was precisely the same as that given by Mr. Carson. He could see nothing else for it but that Lorimer could in all fairness be charged for the profits of the twelfth part of the year, and also assessed for probable injury to his business during that balancing month. "Of course," said Mr. Levack, "the offer of Lorimer to allow Shaver a bonus of but $5 for his vacating those premises, is trifling. It is, in fact, insignificant before the amount which I would feel called upon to pay, even if not with the best cheer in the world. did I but find myself in his position. It is a very nice question," he added smilingly.

So The Grocer has given the answer to the question which Mr. Shaver has asked. The entire case has been treated disinterestedly and there is in the ruling herein laid down as has been said before no thought of its being binding in the slightest upon either Mr. Shaver, or Mr. Lorimer. But it may tend to clear the air, and may also have a tendency to solve the troubles of other men in like situation. Any way Mr. Shaver has had his answer to 'what is it worth ?'

Proposes Clubs to Save the Grocer

Proposal of Canadian Retailer Who Believes Business is Going to the Dogs—How the Country Would be Divided — The Method of Securing Membership and Finances — The Armchair Fellowship Talks—Advantages to Dealer, and the Ultimate Ideal.

A club for grocers !—has a nice homey ring to it, hasn't it ? Makes you think of big soft leather chairs, and pipes and such things ; and that is precisely what it is designed to make you think of.

Discussing grocer's troubles in general with The Canadian Grocer last week, a Canadian dealer suggested this idea as the one and only means of getting retailers together in harmony for the talking over of troubles peculiar to the trade. In no other way, he said, had he hopes of ever really getting the individuals going to make up the great army of dealers throughout the country, to air their innermost troubles to sympathetic listeners of his craft so that the best results for all could be attained.

Not a Small Scheme.

His is not a small scheme, not by any means. He would have his clubs established in all the great Canadian centres. These would draw their membership from the smaller towns and cities and country districts in which they were situated. Members from the country could take a train into the selected city, drop casually into "the club," and talk shop, with other members who had "happened" in likewise for precisely the same reason as our country friend:—to get pointers, and, mayhap, advices. But let us tell of the scheme in his own enthusiastic way so that the reader may get the soul of the idea.

"In my humble opinion," began the dealer, "we never will get ahead as a body until we get a solid, harmonious membership across the whole Dominion. That, of course, is always the idea of all promoters, union and lodge dreamers. It may be only a dream now, but I've been giving the matter a great deal of thought,—have been talking it over with other dealers, and I believe it can be done, and done easily.

"Take Toronto for an example. As it is one of the greatest cities in Canada, one of the clubs would be located there. Now then, start off by issuing stock—say at $5 a share, one of which would suffice for membership—and sell as many as you can in the city, and, say, all through the western and part of northern and eastern sections of the Province of Ontario. I'm supposing that most merchants to whom the idea is explained, would take at least one share, and I'm equally certain that a great many of them would take two or more shares. I don't think you would have to hang on a guarantee of interest or promise of dividend to those shares, at least not at the outset.

The Building.

"So far, so good. There you have your membership, and a considerable supply of funds. Now, to continue. With the cash collected from the Toronto district, you can go ahead and secure your quarters. If you have not enough money to rent or construct a whole building, take part of one for a starter. Fit it up as a lounging room, board room, refreshment room, and so on, and if you have enough space fit up a few bed rooms, for the convenience of out-of-town members. But there must be no bar. I don't think the boys would call for one, and if we had one it would probably defeat the objects that called the club into being. Now," he declared triumphantly, "there you have membership, funds and building, or nucleus of one. Precisely the same plan should be followed, say in Montreal, Halifax, Winnipeg, Vancouver, Hamilton, London, and so on. That's the complete scheme.

The Best Results.

"Following out the natural order of things you would have a certain amount of enthusiasm in each of those centres, you're bound to have it because the boys are being given something for their money, and something, too, that they appreciate. Because they appreciate it they will use the rooms, and that use of the rooms is exactly what we want. Get a bunch of our fellows together, each one with a lot of trouble and ideas under his hat, and you can bet your last dollar something would happen. It's my belief that something would be in the best interest of the trade. I can see, or imagine I can, a good many cut-throat business propositions going up in tobacco smoke, and a fair trade sentiment engendered that will go a long way toward improving business conditions. People have only to secure harmony to get results.

"There now, I'm hoping you have got that picture of one club, which of course it is proposed to extend until instead of a few rooms in a building we have a structure of our own, with business quarters to let. You have heard of the fellowship idea; now let us carry it further. Supposing a traveler comes to town, telephones me and says: 'B——, I want to see you; when can you come down?' I say when, and get there—to the club. "What is it now ?" with an expressive gesture—"it's the hotel and other things. That, in my humble opinion should be sufficient to make most merchants take to the club idea instantly. It surely appeals to me.

The Profits.

"Let's sum up the profits. You have a suite of rooms where you can feel welcome every night. You can get ideas and help to aid you not a little bit in working out your own business salvation. That too, instead of a cold formal, slimly-attended meeting of tired men, once a month or so. You will have cheerful business conducted cheerfully, and you can meet the necessary travelers in pleasant surroundings. There would have to be regular officers and meetings, but that wouldn't work any hardship because it would only mean changing from one chair and one room. So much for one club. But couldn't you have a joint committee covering the whole, a government based on a plan similar to the solid-rock basis of the government of this Canada of ours, with each club enjoying its own autonomy but sometimes the big "Boss" stepping in with a word or two for the general good of the order. Now, there's the scheme, what will they do with it ?" he finished.

What is the trade going to do with it?

Word was received by telegraph from our Winnipeg office, just at press time, that the Dow Cereal and Milling Company's plant at Pilot Mound, Manitoba, had been destroyed by fire. Nicholson & Bain are shareholders, and act as their agents in Winnipeg, and at other centres in the West. The loss is estimated at $70,000.



THE EGAN STORE IN ST. THOMAS, ONTARIO.

Profit Figured on Capital Employed

Views of St. Catharines Reader on Recent Article Dealing With Figuring Profits—Admits Dealers are Losing Thousands and Thousands of Dollars Through Inability to Reckon Profits on Sales, but Contends Mr. Johnson's Views are Wrong—Correspondent Right and Wrong—An Interesting Controversy.

By Henry Johnson, Jr.

I copy below an article from the St. Catharines Standard which indicates that one man radically differs from me in relation to figuring profits. Others have differed from me in this; but, in the vernacular, they have not been "very much." This gentleman, however, is "a foeman worthy of my steel" in that he knows a good deal of his subject. It delights me to read his communication because I am sure we shall all get something out of this discussion.

Both Right and Wrong.

Mr. Jamieson is right and wrong. He is strictly right as a mathematician and as a lexicographer. But text books and dictionaries are ever and always behind human development—naturally must be, since the one records the development of knowledge and the other the evolution of language. Turn to "kodak," for example; and study the history of "quiz." Then go still further and try to imagine what future dictionarians will say re the history and meaning of the verb "(to) queer." Arithmetic properly deals with practical problems and such problems are different as the requirements of humanity differ from period to period. "Figuring" such as fulfilled all requirements of retailers of two generations back cannot do for us to-day because conditions have changed and our needs must be served by better methods.

The Point in Dispute.

But the demonstration of all this will take too much space this week, so I shall only insert the specific problem to which Mr. Jamieson refers, so you may have all the points before you. Here it is—copied from page 30 of our issue of March 10:

> "Take the figuring of profits, for instance. The text books used in our schools certainly were never written by successful men of business. If they were they would never contain such examples as the following: 'A man buys a horse for $50 and sells him for $75, what percentage of profit does he make? Answer 50 per cent.' You will find in every arithmetic such examples. No more fatal and misleading ones were ever penned. They lead the student to think of the percentage of profit in an entirely false manner and cause many business men to think they are making much larger profits than they really are. This makes them prodigal of expense and often leads to a failure which with a better knowledge of percentage could have been avoided."

Right Way to Figure.

"Suppose a man to have in contemplation the sale of a horse on the basis of the above transaction. A broker approaches him and offers to conduct the negotiation. He asks a commission of 33 1-3 per cent.

"Now, the owner of the horse, having a profit of 50 per cent. in sight, agrees to this, and the broker, having completed the transaction, renders a bill as follows:

Sold one horse	$75.00
Commission, 33 1-3 p.c.	25.00
Due seller	$50.00

"The seller's books would show a profit of 50 per cent. entirely eaten up by a commission of 33 1-3 per cent. Not good figuring, is it? Still that is the way nine-tenths of our smaller merchants figure which fact often accounts for their being small.

"Now, there is only one way to figure a merchandise profit, and that is on the sale, not the purchase. Find out what percentage of the sale is profit; govern yourself accordingly, and you will not go astray. Had the seller of the horse followed this rule, he would have found his profit to be 33 1-3 per cent., and would not have made the mistake of giving it all to the broker.

"There is a great mistake made in ever considering the profit as made on the investment or on the cost of an article. Some teachers dispute this statement, but let them ask any successful wholesale merchant what he thinks, and see that he will say. Most of them hold that figuring that way precludes success."

Here is Mr. Jamieson's criticism:

"Figure always from the selling end." The above article in The Canadian Grocer of March 10 was shown to me, and my opinion asked thereon.

To my mind, the attitude of the writer is entirely wrong. It is quite true, as he says, that many business men are losing hundreds and thousands of dollars without knowing it, on account of misconception on their part of the proper method of figuring the percentage of profit. It is not true, however, that they suffer this loss because they do not figure the profits on the sales. The trend of the article may be gleaned from the following example given by the writer. He says that if a man sells for $6 an article which cost him $5, he is making a gain of one sixth, or 16 2-3 per cent.

Defining Profit.

Chambers' Dictionary defines profit as the gain arising from the employment of capital. Therefore, if I had a house that cost me $4,000, and I sold it for $5,000, I have gained $1,000 on an employment of $4,000 capital. That is, I have gained 25 per cent. By the method described in The Canadian Grocer, I would affirm that I had gained $1,000 on a sale of $5,000, or that I had gained 20 per cent. Now, even at the moment of selling my total capital employed was only $4,000, and it was only through a profit of $1,000 on my original capital that I increased my capital to $5,000. It is beyond my comprehension that a business man should make the assertion that my capital employed in working up and consummating this sale was $5,000. If it were I have not increased my capital one dollar by the sale, and am in no better position than before.

Profit is Only Profit.

Thus a profit of 25 per cent., for instance, cannot under any circumstances means anything else than a profit of 25 per cent. on the value invested. In the case of the horse with cash value of $50, sold for $75, the owner of the horse invested $50, on which investment he would receive a dividend of $25, supposing he had sold the horse himself. The broker, on the other hand, puts through a transaction valued at $75, on which investment made by the new owner, he charges a commission of 33 1-3 per cent., amounting to $25. It stands to reason that the point of view of the owner of the horse and that of the broker must be different. The owner pays $25 out of the cost value of the horse to have him sold. That is, he pays 50 per cent. commission to make a gain of 50 per cent. which nets him merely the cost price. Since he has engaged the broker to sell the horse for him, he has at no time, even theoretically, been entitled to the $75, and hence he could not by any process of mathematical reasoning come to the conclusion that he was paying 25 seventy-fifths or 33 1-3 per cent. commission.

Another View.

Supposing that instead of the owner engaging the broker to sell the horse, the new owner had paid the broker $25 for effecting the purchase. The latter would then be employing a capital of $75 in the purchase, and hence he gives the broker 25 seventy-fifths, or 33 1-3 commission. His point of view, however, is entirely different from that of the first owner.

Again, suppose a man buys a share of stock of the intrinsic value of $100. He, however, pays $110 for the share. He afterwards sells the stock so as to gain 10 per cent. According to the method advocated by Mr. Johnson, he must sell the share for $122.22. In other words, on an investment of $110 he receives a premium of $12.22, or by investing $100 in similar stock, he receives a premium or profit of $11.11. By what stretch of imagination can a profit of $11.11 on an investment of $100 be considered a gain of 10 per cent.? The whole principle enunciated by Mr. Johnson is a contradiction of the essentials of cost accounting.

Wrong and Right.

Some merchants say, "Yes, but we always find our expenses for rent, fuel, light, etc., as certain percentages of our sales, and would it not therefore be correct to figure our profits also on the basis of our sales?" Our answer to this is that two wrongs do not make a right. It is all very well for the merchant to figure out what percentage of the sales is spent for rent, if he wishes to find what proportion the rent is of the total amount received over the counter—that is, of the volume of business transacted, but this is merely a problem which probably excites the curiosity of the mer-

chant. If he wants to find out the true percentage spent for rent he must of necessity figure it out on the basis of the value put into the business—that is, on the cost of the goods.

Is End Justified?

The fact that the merchant may reckon his expenses on the basis of his sales, which has been shown to be an incorrect method, does not justify his second error in reckoning his profits also on the basis of the sales.

The gist of the whole article in the magazine appears to be that if the merchant has not a proper education in the subject of percentage, he should adopt an incorrect method which is simpler, and which by his using it in a mechanical way, may save him from a loss which he might have sustained owing to his lack of knowledge of percentage. In other words, we return to the old question, "Does the end justify the means?" Would it not be better for the merchant to take a few private lessons, or in some other way acquire a correct understanding of the subject of percentages and profits and in this way accustom himself to the point of view of his broker as well as to his own, keeping in mind, in every instance, that the profit made by any individual must be reckoned on the capital employed in the particular transaction by that individual.

C. E. JAMIESON.

London Dealers Want Another Big Trade Week in May

London Ont., April 13.—Trade-in-London week, the first of its kind, is past and the results, reported at a meeting of the London Retailers' Association on Monday night are so distinctly encouraging that it was at once decided to hold another. The date was fixed as May 3 to 8.

Rainy weather prevailed nearly all last week, and undoubtedly kept from the city hundreds of people who had planned to make purchases here. In spite of this, the merchants interested, embracing many branches of trade, express themselves as well satisfied and anxious to see another trade-in-London week held.

"There is no doubt that it brought in a lot of business," said H. A. Kompass, secretary of the association, to The Canadian Grocer. "One thing sure, we will not be able to arrive at the amount, for the reason that many people secured receipts for just enough of their purchases to get the railway fare refund, and after that did not trouble with them. It is significant that many people asked when the next Trade-in-London week was to be."

The method of refunding, Mr. Kompass stated, worked out well. Customers secured from the merchants receipts for the amount of the purchases. For a total of $20 or more, railway fare up to 65 miles was refunded in cash by a clerk in the Home Bank, on presentation of the return half of the customer's railway ticket. To customers from a distance of more than 65 miles, return railway fare for 65 miles was allowed. The refund office was open from 9 a.m. to 6.30 p.m.

The preservation of the receipts made it easy, of course, to divide the expense among the members, so that those benefiting little paid out but a small share of the refund money.

The visitors last week came from all over the Western Ontario peninsula—Brantford, Guelph, Walkerville, Chatham, Ridgetown, Sarnia and Wingham. In all, 89 places were represented by buyers.

Besides arranging for the next Trade-in-London week, the association has determined to offer cash prizes to those making the largest purchases, in addition to the refund above referred to. The idea of this is to induce those coming to record all that they buy, and enable the members of the association to see the exact amount of new business.

Stock Taking: The Business Man's X-Ray

How the Dealer Can Take Thought to Himself and Discover How Every Department of His Establishment is Working in Regard to Returns—Necessity of Profit on Everything Sold—Ottawa Merchant Gives Experience.

By J. W. Bryans.

One of the essentials of an up-to-date grocery store is frequent stock taking, for by no other means can a merchant properly tell whether he is making or losing money. He should know whether he is making a fair profit, not only on the business in general, but in every department and article which is sold, and a careful watch has to be kept on the business to assure this.

Merchants are gradually adopting methods by which they are able to tell exactly the standing of their business, but there still are many who if asked the money they made last year, would be as astonished as if you had asked them how many grains of granulated sugar they had sold or some equally odd question.

Some Things to Know.

There are dealers who know little about some things upon which the success of the business to a large extent depends, and who drag along from year to year, possibly getting a living, and a little more. They are making but little interest on the capital invested, if any, and allot themselves no salary for their work. They do not know how much money they have tied up in their business, the amount of their expenses, the amount they owe, or are owed, or any of those things that are essential to modern merchandising.

Such a dealer should frequently take stock that he may know exactly where he stands. Only in this way can he keep tab on his business and secure a fair profit. Thus he ascertains the amount of his resources over liabilities, and when next he goes over the stock he knows the increase in resources over liabilities. Knowing the value of the sales for the year, he knows whether he has received a fair profit or not. If he has not there is something wrong, which ought to be adjusted at once. Expenses are too high or there is some leak in the business that is eating up the profit. Unless he takes stock he will not know whether he is making a profit or not, and therefore will not find the cause of loss. It is not worth while to engage in business for a simple living. There is no incentive to grow unless the outlook is for better things and for an improvement in financial conditions.

Get Down to Departments.

Not only should he know whether the whole business is paying but he also should know the facts in connection with each department. Is he securing a fair profit from his meat, and from his fruit? Does he know whether he is or not? If he does not, it will be to his benefit to find out. In this regard, an Ottawa merchant recently had the following to say:—

"Although an annual stock-taking is necessary in order that the merchant can accurately ascertain how his business stands, it does not show whether all departments are paying a profit.

"Once in a while I keep account of some particular department of my store to find if it is paying the profits that it should. To do this I first take stock of that particular department, keep account of all goods added as well as all sales made. In a month's time I take stock again and can tell whether this department has been paying a profit and how much.

"This can be done without very much trouble and a merchant need only do it for two weeks if he wishes as that will give him a good idea of how matters are going.

"Last year I kept account of my meat department and found that it was barely paying a profit. After a careful examination as to the reason for this, I changed my method of keeping meats so that they would not dry out while in stock and also installed a meat slicer and when I again looked into this department I found it was paying me a good profit."

Be Sure of Profit.

This necessity of looking sharp after profits cannot be urged too strongly on the merchant, for it is necessary, in a successful business, to obtain a fair profit on everything sold. With every article he sells he should be convinced that he is making money. How much profit did he make on that last cheese he sold? Did he make a profit at all or did he lose money on it? He bought it at 13½ cents per pound. There was 84 pounds in it or at least that is the amount that was charged to him. Did he weigh it to find out? That is the first step. Suppose he did not and sold it at 15 cents per pound. He would figure that he made 1½ cents per pound or $1.26 on the whole cheese, while likely he sold at a loss. A cheese cannot easily be cut up and the original weight secured. If you take a whole cheese and cut it into only ten pieces, there will be a certain amount of loss and how much larger the loss must be when the 84-pound circle is cut into pound and half pound pieces.



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REAL

Jobbers Interested in Price Decision

Judgment of Supreme Court Restraining Medicine Concern From Fixing Prices, to Consumer, Regarded in Grocery Circles in New York as Highly Significant—Some Look for Reduction in Prices—History of Case.

New York, April 13.—Local wholesale grocers and manufactarers are deeply interested in the decision handed down last week by the Supreme Court of the United States in the suit instituted by the Dr. Miles Medical Company against John D. Park & Sons Company.

Primarily calculated as referring to the drug trade, the decision, according to big wholesalers here, will be even more far-reaching in effect upon the grocery business. Breakfast foods, soaps and kindred articles are mentioned, and it would appear that the big jobbers regard this case in the light of a test between manufacturer and distributor, no matter what the class of goods concerned. They say that as the manufacturers of the goods is restrained from setting the price at which the article must go to the consumer, lower prices will be the result, contending that one cause of the high cost of living was to be attributed to this action by the maker in setting the price to the consumer.

Wholesaler Speaks.

Harry Balfe, of Austin Nichols, stated he was much pleased with the decision and that it meant a great victory for his and other firms who had been fighting the specialty manufacturers for years. "Grocers," said he, "are going to derive great benefit from this decree, because it holds void all contracts made by manufacturers restricting the sale of their goods at specified prices."

The drug men think that the effects of the decision will not be particularly terrible in their case. As most of the patent medicine firms no longer compel the distribution of their goods at set prices.

History of the Cases.

The Miles-Park suit commenced with a proceeding instituted by a patent medicine concern. Senator Root was in the beginning retained as couosel for Park, but upon his elevation to cabinet rank, Judge Alton B. Parker was retained in his place. This to show the importance in which the issue was held.

On January 22, 1907, the case came up for argument before the United States Circuit Court of Appeals at Cincinnati, Justice Lurton presiding. The oral argument submitted by Judge Parker, as well as the brief, rested the defense on the ground that the contracts described in the complaint, by which the manufacturer attempted to control the prices of his product, not only in the hands of the wholesaler, but in those of the retailer, and finally fix the price which should be paid by the consumer, constituted a combination to restrain trade and prevent competition, and were, therefore, void.

The position was fully sustained by the court in an interesting opinion written by Judge Lurton.

The case was taken to the Supreme Court of the United States, but counsel for Hartmann, as well as for the Druggists' Association, reached the conclusion that a system of "consignment contracts" could be devised which, while accomplishing the same result, would, nevertheless, have apparent support in authority. So counsel for Hartmann moved to dismiss its own appeal in the Supreme Court of the United States and brought an action for the Dr. Miles Medical Company based on modified contracts. The demurrer interposed was sustained in the lower court and again in the Circuit Court of Appeals, Sixth District, and was argued in the Supreme Court on the 5th and 6th of January of this year, Justice Hughes handing down the majority opinion on Monday.

HAMILTON RETAILERS ANGRY.

Hamilton, April 13.—At the last meeting of the Retail Grocers' Association there was a lively discussion as to the legality of fines recently imposed by the magistrate upon certail retail grocers for driving on the wrong side of the street. J. O. Carpenter thought he had not received justice in his case, and J. A. McIntosh declared that some who were enforcing the law never drove a horse and so were not capable of judging whether the law was being observed or not. It was proposed at first to send a deputation to the next council to protest, but later on it was decided to consult a solicitor on the matter.

It was decided to hold a picnic again this year, but the time and place were left in the hands of the executive committee to decide. The executive committee is to report to the association at its next meeting. The picnic committees were appointed so that they might start right in with their work. The following are the committees appointed and their chairmen: Transportation, J. O. Carpenter; refreshments, A. G. Bain; entertainment, J. A. McIntosh; games, John Forth; printing, W. Smye.

Five new grocers were received as new members into the association, and John Forth was elected to the executive to fill the vacancy made by the retirement of Mr. Almas.

EATON'S FOR CALGARY.

Calgary, Apr. 13.—Business circles here were startled considerably when the announcement was made a few days ago, that the T. Eaton Company, Limited, of Toronto and Winnipeg, would establish a large catalogue store in this city. Parties deemed reliable are responsible for the information and so the story is regarded as true.

WHOLESALERS AMALGAMATE.

Sudbury Firm Purchases Control of Davidson & Hay.

Toronto, Apr. 13.—The announcement of the amalgamation of two important interests in the wholesale grocery trade of Ontario is made this week. It is the purchase of the capital stock of the Davidson & Hay, Limited, Toronto, by the interests controlling the Young Company, Limited, of North Bay and Sudbury. These two businesses, according to the men interested, are brought together for reasons of mutual betterment and the geographical advantages of distributing locations.

It is stated that the management of the respective branches of the company will continue in the hands of its present officers, and that the business of the Davidson & Hay, Limited, will continue to be operated under that name.

Grocer Letter Box

The Canadian Grocer will be pleased to receive requests for information from any of its readers, but questions should be kept as brief and made as clear as possible. The full signature is necessary, although it will not be used, if so desired.

Editor, Canadian Grocer.—Can you give me some method of removing paint from glass without scraping or destroying the surface of the glass?

"GROCER."

Brandon, Man., April 8.

Editorial Note—The appearance of many windows has been destroyed by people attempting to remove paint the wrong way. The following methods will allow of its being done without damage to the glass:

To clean old signwork off stationary glass, such as fixed panes in windows, doors, etc., mix and boil a thin paste of ordinary flour. Then add to this concentrated lye, sufficient to make it good and strong. This will form a solution of the consistency of ordinary paste. Apply and remove several coatings, allowing about a quarter of an hour between applications, scrape off with a wall scraper or ordinary putty knife. Then sponge it, and rub with whitening and water. When this is sponged off, chamois and polish with a piece of clean cheese cloth or tissue paper. If the glass is unmounted, provide a bath of strong lye solution in some suitable receptacle. Allow the glass to stand in this solution until the paint is destroyed when removed rinse in clear water and wipe dry with sawdust. Rub with diluted ammonia and whitening, dry again with sawdust, and finish by polishing the same as directed in the first process given above.

Editor, Canadian Grocer.

Could you give me an inexpensive method of displaying dried fruits, so that they will not dry out?

"CANADIAN DEALER."

Saskatoon, April 7, 1911.

Answer—Canadian Dealer brings out a question which is of interest to most dealers, the display of dried fruits. When they are shown in the original container, the top, exposed to the air, dries out considerably causing a certain loss in weight and spoiling the appearance of the fruit. Of course the drying out may be eliminated by placing in show cases. All grocers can not afford this for their dried fruits but many dealers have glass covers for the dried fruit boxes, which keep the fruit from drying and also excludes the dust, impressing customers with the cleanliness with which the store is conducted. These covers are made so they may be fastened on any box of the same size.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED
John Bayne MacLean - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland

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PUBLISHED EVERY FRIDAY

A DROP IN FLOUR.

Montreal and Toronto mills announce this week a reduction of thirty cents a barrel in the price of all grades of flour.

This drop was not unexpected, for the reason that trade in this line has not been overly brisk for some time. It is said to be calculated to improve conditions, and may work to that end.

Some millers say the reason for the cut is to be found in the rail and water rate from the West, which is to go into effect soon. Others say the weak wheat market of several weeks past was the moving cause. But whatever the cause, it is probable the reduction will have the effect of inducing a considerable volume of business.

SAMPLING AND ADVERTISING.

One of the greatest authorities on publicity in the United States made the statement recently that it cost five cents a family to a wholesaler to sample a town, and that if Chicago be taken as the example the equivalent in expense would have given the advertiser in question twenty-two full pages, in all the newspapers of that city.

Maybe he was wrong on his figures but it doesn't appear likely, for the aforesaid reason that he was one of the country's greatest experts in the business. But even if his estimate was out just a little, isn't there food for thought there for every dealer? Just think of it,—five cents a family!

How many times when putting an ad. in the local newspaper, do you upbraid yourself for the extravagance, thinking, without thought, that it is the most expensive way of getting your name before the public? It seems after all, as if it were not the most expensive method, by a big margin, doesn't it.

Sit down and ponder, some evening, on the benefits to be derived from the sampling of Chicago, and the using of twenty-two full newspaper pages in every paper respectively. It seems to us you wouldn't have to think long, before you came to the conclusion that the advertising, reaching practically the entire population of the State of Illinois, would be by far the most beneficial to the firm concerned. Of coure it would! People are reading advertisements to-day. But they should be well written and changed often.

EARLY CLOSING IN ST. THOMAS.

Apparently the wave of early closing which has been sweeping over parts of the west has reached Ontario, it being reported that some of the retailers of St. Thomas desire to close up their places of business a little earlier than they have been accustomed to in the past.

Last week, a petition signed by twenty-five of their number was presented to the city council, asking that a by-law to give the necessary authority, be passed. They asked to have the stores closed by 7 o'clock, on all evenings save Wednesday and Saturday in each week, on days preceding holidays and during December. The council referred the matter to a committee for a report.

It is significant that the name of not a single grocer is included among those on the petition.

VALUE OF THE SMILE.

Not all of us appreciate the commercial value of a smile. It is much greater than some of us think.

On the other hand, not all of us appreciate the commercial loss of a grouchy disposition. It also is much greater than some of us think.

No matter what the cause, it does not pay to be always growling, even if it be only at the clerks. A customer has not the key to your life and so does not know just whether you were justified or not. She only thinks, and says: "My, what a man—always looking for trouble!" and gives your store a wide berth whenever she can.

But look at the man who deals in laughter and good-nature. People are glad to frequent his establishment, because he makes them feel the better for it. There is no atmosphere of blue dejection, as in the case of the grouch. Everything looks as if the rain never came, nor the storms. It is a real difference that can be felt and good nature is the asset deciding the balance in favor of the man with the laugh.

It was old Doctor Johnston who once exclaimed testily: "Look up my man, look up; you only see mud when you look down, and growl!"

APRIL FOOLS.

On April First morning many a little chap was smarting under a keen sense of injury because some one IN A POSITION TO KNOW BETTER, had greeted him with the saluation "April Fool," upon his returning from some fruitless quest at their behest.

There is an object lesson in that, for every merchant. Let him beware that a reputation for FOOLING be not earned by him. Let him take thought to himself and to his methods, and ascertain of a surety that nothing he is doing is calculated to deceive.

Probably the most fruitful source of trouble will be the advertisement. You have not the slightest right to say things that are not true in the columns of the newspaper. It is no excuse for you to say: "Oh, well, I didn't say it; they can't hold me responsible." But you did say it; and they do hold you responsible. Even if the editor, or some one connected with the paper wrote part of your advertisement you are the one responsible for its wording. If a woman buys something in you store that had been misrepresented, she wouldn't think of the editor of the paper at all; and it wouldn't do you any good to think of him either.

Don't, Mr. Dealer, be an APRIL FOOL this year or any of those to come.

The Militia Department has decided that the annual training camp for Western Ontario shall be transferred from London to Goderich, the country town of Huron, and London dealers do not seem to take kindly to the change. There seems to be cause for indignation, as writers have calculated that it means a loss of $400,000 to the Forest City.

KIND WORDS FROM ST. JOHN.

V. J. Brown, our general circulation representative in New Brunswick, writing from St. John, under date of April 9th, quotes W. A. Simonds, wholesale grocer, as saying: "I consider The Grocer a necessity in my business. By following The Grocer's line of argument on the sugar market I bought at exactly the right time. I am agent in St. John for C.C.C. Sardines and got this through The Grocer also."

The editor of The Grocer appreciates the compliment Mr. Simonds pays to The Grocer, but would like to impress on readers of this paper that our policy is not to advise them when to buy or sell, but rather to give them facts and conditions and allow them to judge for themselves.

Latest Review of Grocery Markets

The Sugar Situation About the Same—News of Cuban Output is Awaited — Trade is Quiet—Retailers are Well Supplied — Evaporated Apples are Scarce and High—Big Crop of Prunes is Expected—Syrup Engages the Attention of the Trade.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Olive Oil—Price up from 5 to 10 p.c.

Evaporated Peaches—Advanced ½c.

Shelled Walnuts—Slight reduction; price easier.

Tarragona Almonds—½c advance.

Montreal, April 13.—Business has been saved from a touch of quietness by the new business of the Easter season. Wholesalers are inclined to look philosophically at the slightly easier feeling now apparent. The new year up to the present has been in advance of other years, according to the general report, and because of the breaking up of the roads and for other reasons the temporary lull is not altogether unexpected. Easter, and the season following it, brings a great deal of new business and is considered one of the best to the trade.

One of the advances noted this week is in olive oil. The increase is from five to ten per cent above the former quotations. From the reports received this advance is not much of a surprise.

In dried fruits the situation grows stronger as the supplies become lighter. The price remains firm or firmer because of the shortened supplies, not because the demand is so keen. Prunes are in short compass and with several other lines, are not carried by a number of local wholesalers. When the price prevents the retailer selling at two lbs. for twenty-five cents, it is held that this is too dear and the houses referred to emphatically state that they are out, if not entirely so, at least to a considerable extent.

The market is not particularly interesting, owing to the breaks in the usual routine, and the holiday spirit that is universal.

Syrups and Molasses.—Market is practically unchanged. Syrups have received a heavy demand and a good trade has been passing in molasses. The future requirements have not yet been met hence a partial explanation for the present business.

Maple syrup is more plentiful this week and is being rather freely offered. The average of the quotations ranges from $1.10 to $1.25 per gal., with new maple sugar at from 13 to 14 cents a pound. Weather conditions have improved and reports state that the run of sap has been more copious. The demand is good.

Molasses, to arrive, car load lots	0 28½ 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls	0 03½
" ¼-bbls	0 03½
" 38½-lb. pails	1 70
" 20-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Sugar.—The local market is steady under practically unchanged conditions. The principal feature at present is the fact that buyers are off the market, the business now going over being rather light. The primary market is reported rather quiet and for the present it is not expected that the price will change. Those in the business here do not see any special tendency toward immediate change.

Granulated, bags	4 50
" 20-lb. bags	4 60
" Imperial	4 35
" Beaver	4 35
Paris lump, boxes, 100 lbs.	5 45
" " 50 lbs.	5 40
" " 25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 20
" 100 lb. boxes	5 30
" 50 lb. "	5 40
" " 25 lb. "	5 50
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	4 95
" 50-lb. boxes	5 05
" " 25-lb. boxes	5 15
Powdered, bbls.	4 75
" 50-lb. boxes	4 95
Phoenix	4 50
Bright coffee	4 45
No. 2 yellow	4 35
No. 1 "	4 25
No. 1 " bags	4 10

Bbls. granulated and yellow may be had at 5c. above bag prices.

Dried Fruits.—The holdings of prunes among the wholesale grocery firms are, according to report, extremely light. A reason given for this attitude towards the dried fruit market is that both prunes and evaporated apples may be termed the poor man's fruit. As a general rule people of means are not heavy buyers. Hence when the price reaches such a figure that either of these fruits cannot be profitably sold at two pounds for twenty-five cents, then according to the views of one house, it is time to let them alone. It is said that at the present quotations the demand is light. Supplies are limited, thus combining conditions that tend toward a light trade. It is generally reported that evaporated peaches are up this week. They have been firm all along, strengthening as evaporated apples decreased in quantity. Some of the lines of prunes that are exceptionally scarce are, 50 to 60's, 70 to 80's, 80 to 90's and 90 to 100's. The 100's and over are likewise short in some of the local firms.

Evaporated apricots	0 18 0 21
Evaporated apples	0 13½ 0 15½
Evaporated peaches	0 11½ 0 12½
Currants, fine filistras, per lb., not cleaned	0 07½
" " " cleaned	0 08½ 0 09
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09½ 0 10
Dates	0 05 0 06
Fards	0 11
Figs, 3 crown	0 08 0 03½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14

Prunes—

30-40	0 13½ 0 14
40-50	0 14
50-60	0 12
60-70	0 13
70-80	0 12½
80-90	0 10
90-100	0 09½
100 and over	0 09
Bosnia prunes	0 11

Raisins—

Choice seeded raisins	0 08
" fancy seeded, 1-lb. pkgs.	0 08½
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 08½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

Nuts.—There have been several changes reported among the local wholesale houses in regard to nuts. Shelled walnuts are generally quoted at lower prices than have been prevailing. Tarragona almonds are slightly higher. Grenobles are a little firmer and one line of peanuts is easier. The break in shelled walnuts is believed to be the result of holding supplies at a high price, so that people refused to buy and demand was curtailed. That is one view and may be the correct. As to Brazils they seem to be exceedingly scarce and are not expected to arrive for some time. Demand for nuts is quite normal and while supplies may have warranted the high prices that have been prevailing it is rather freely held by some that the demand of late has not been sufficient to hold them at the figures to which they had attained.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb.	0 11½ 0 13
" Barcelona, per lb.	0 16½
Tarragona Almonds, per lb.	0 14½ 0 16½
Walnuts, Grenobles, per lb.	0 17 0 19
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 06
Coon, green	0 07
Diamond G, roasted	0 08½
Diamond G, green	0 07½
Bon Ton, roasted	0 11 0 11½
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 15 0 18
Pecans, 3 crown, per lb.	0 17 0 18
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 33
Grenobles	0 17

Rice and Tapioca.—The latest reports in regard to tapioca indicate pasitions of strength. Two weeks ago on eof the local houses reported a decline in medium pearl, but others fail to see how such a step could have been warranted. This market has shown but little variation in a long time and even now continues to show the strength that has thus far maintained it.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ¼ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ¼ pockets, 12½ pounds	3 20
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 07
Seed	0 5½ 0 (5½

Teas.—The market continues firm with the number of orders arriving quite satisfactory. Firmness is reported in almost every kind of tea and the demand is fairly well divided.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 26 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 [illegible] 0 40
Pekoes	0 [illegible] 0 32
Pekoe Souchongs	0 20 0 25
India—Pekoe Souchongs	0 19 0 30

...eylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade.	0 14	0 18
" " pea leaf..	0 20	0 30
" " pinhead..	0 30	0 50

Spices.—This market is steady with but few changes. Ground cloves are reported down by a slight margin. Generally speaking, however, it is uneventful.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole..	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 18	0 19	Mace		0 75
Cloves, whole..	0 28	0 35	Nutmegs	0 30	0 60
" ground..	0 21	0 35	Peppers, black .	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white.	0 20	0 25

CANNED GOODS

Montreal.—The market has not changed materially. Canned apples are dwindling in number, but not in price. In fact, in that regard they are moving the other way. There has been a somewhat better feeling in practically all lines of canned goods in anticipation of a good Easter trade. The quotations for future canned lobster for June and July delivery are being quoted and are marked rather high as was really expected in view of the crop scarcity.

Apples, gal.		3 25 @3 50
Peas, standard, dozen		1 20
Peas, early June, dozen	1 20	1 25
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen		1 90
Pumpkins—2 lb., 95c.; gallon, $3.00.		
Beans, dozen		1 00
Corn, dozen		1 00
Tomatoes, dozen (Ontario and Quebec)	1 35	1 45
Strawberries, dozen		1 90
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen		1 80
Pears, 3's, dozen		2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen		1 00
Lawtonberries, 2's, dozen		1 80
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 07½
½-lb. flats, per dozen		1 32½
1-lb. flats, per dozen		2 25
Other salmon—		
White salmon	1 10	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen		1 60
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10
Lobster—		
½-lb. flats, dozen, $1.40, $2.85; 1-lb. talls, dozen, $2.60, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	3 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 80
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hooks, 2s	3 50
Ready lunch veal loaf 1s	1 50	Jellied hooks, 6s	12 00
Ready lunch veal loaf 2s		Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 60	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 40	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 80	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—Trade continues normal with dealers operating on a hand-to-mouth basis. Some firms report an improvement in the movement of canned fruits but it is not very marked. Singapore pineapples are firm at prices ranging from $1.50 to $1.65 for 1½'s. They have also soared in the general upward tendency in canned goods in the past year. One dealer quoted Hawaiian at $2.35 for 2s, which he stated was an advance of about 20 per cent. over prices ruling a year ago.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 85
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's		1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's		1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's		1 30
" " " 3's		1 55
Cabbage, 2's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 1's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal		4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's		1 50
" Sweet Wrinkle, size 2, 2's		1 50
" Extra fine sifted, size 1, 2's		1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 06
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's		1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal.	8 52½	8 55
Gooseberries, 2's, heavy syrup		1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal.	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal.	7 02½	7 05
" red, solid pack, gal.	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½	2 25		
Other salmon prices are:			Lobsters, halves, per dozen	2 65	2 75
Humpbacks, doz	1 30	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 30	1 35		
Northern River Sockeye				1 95
Chicken	4 00		Soup, 2's	1 90
Turkey	4 00		Soup, 1's	1 40
Ducks	4 00			

ONTARIO MARKETS

POINTERS—

Beans.—Slightly easier.

Evaporated Apples.—High and scarce.

Canned Pineapples.—Firm.

Toronto, April 13.—A steady trade is being done in groceries on this market, although it shows little improvement over last week. The Easter season has been responsible for more activity in some lines, but it has not increased the total volume of business to any extent. After Easter the trade will likely swing back into regular channels, and with the added attention which dealers will give housecleaning articles after Easter, wholesalers are looking forward to a good spring trade.

The opening of navigation will also mean an increase in business to local dealers through that source.

The situation in sugar is about the same as a week ago. The last grinding of the Cuban crop has commenced and news of the probable output is awaited by the trade. Locally the trade is quiet as retail dealers are well stocked for the moment.

The supply of evaporated apples is extremely short, and 15 cents per pound is asked by holders. At this figure the demand is small, sales only being made for special trade. In the country districts where there are supplies of dried apples, they are taking the places of "evaps" to a certain extent, while an improvement in the sales of canned apples is noted.

Canned pineapples are steady at present prices which have advanced with the general trend of the canned goods market. A steady trade is going in jams, marmalades and similar lines.

Sugar.—The general situation in sugar shows little change from a week ago, raws after a week's movement, within a small margin, being at about the same level. The market is now awaiting developments, with eyes on Cuba, where the winding up of the cane crop has started. The trade in refined continues quiet and retailers seem well supplied. Total stocks and afloat together show a visible supply of 3,621,514 tons, against 3,321,075 tons last year, an increase of 303,469 tons.

Extra granulated, bags	4 60
" " 20 lb. bags	4 70
Imperial granulated	4 40
Beaver granulated	
Yellow, bags	4 20
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 00
" " 50-lb. boxes	5 20
" " 25-lb. boxes	5 30
Powdered, brls	4 80
" 50-lb. boxes	4 80
" 25-lb. boxes	5 20
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 50
" in 50-lb. "	5 60
" in 25-lb. "	5 80

Syrups and Molasses.—Corn syrup still enjoys a good steady demand, but more attention is being given to maple, both canned and new. The quantity of pure new made arriving on this market is not large and is ranging from $1.15 to $1.25 per gallon. Molasses shows no change.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 35	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03½	New Orleans, medium	0 30 0 35
Quarter " "	0 03½	New Orleans, bbls	0 28 32
Pails, 20½ lbs. ea	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 52
		Muscovado	0 30

Dried Fruits.—There are no special features to the dried fruit market this week, but firmness continues. Reports from California say that prospects seem to warrant a bumper prune crop this year. Prices have already been quoted for these and while in comparison with present prices they might be considered low, still they are higher than the opening prices for an ordinary year. Prunes on the local market are getting in still smaller supply and high prices are affecting the amount of trade considerably. On the whole, considering high prices, there is a fair trade passing in dried fruits.

Prunes—			
30 to 40, in 25-lb. boxes			0 14½ 0 14½
40 to 50 " "			0 13½ 0 14
50 to 60 " "			0 13
60 to 70 " "			0 12½
70 to 80 " "			0 12
80 to 90 " "			0 12
90 to 100 " "			0 10½ 0 11
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard			0 16 0 16½
Choice, 25 lb boxes			0 16 0 17
Fancy, " "			0 19 0 25
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 13		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 05
Dried peaches			0 10 0 10½
Dried apples			0 09 0 09½
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 11
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08 0 08½
Seeded, 1 lb packets, fancy			0 08½ 0 09
" 16 oz. packets, choice			0 07½ 0 08
" 12 oz. "			0 07 0 07½
		Sairs	0 04½
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06½
Full boxes	0 05 0 05½	Fards choicest	0 10 0 10½

Coffee.—Dealers state that coffee sales are keeping as large as usual, even un-

der the higher prices which are now being asked, compared with a year ago. One dealer said: "I am well satisfied with my coffee business and think the amount of the trade is just as large as before prices started to go up. There is one fact that is noticeable though, and that is a change in the quantity of each grade sold. I find that the volume of the trade is gradually being shifted from the lower grades which used to be in prominence, to the better quality. The rise in the lower grades have been much greater than in the higher. A year ago Rio was worth 12 to 13 cents, while now it is up to 18 to 20, while Java which a year ago was 27 to 30 cents, is now ranging at 27 to 33 cents."

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 1	0 18	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 23	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Spices.—Just the usual steady demand spread well over the whole list. Prices show no change. Firmness is reported in the primary market for such lines as cloves and peppers.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz.	½-lb. tins doz.
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 80
Mace	....	....	0 80	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—Just a normal amount of business is being done. Prices show no change.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal				3 00
	Per lb.			
Rice, stand B	0 03½	0 03½	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 08
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 08

Nuts.—No great improvement is shown in this trade. A report from Spain says that the Tarragona almond crop has been damaged by the severe winter. An exchange notes an easier feeling in Brazils in the primary market due to heavy arrivals, stimulated by the high prices prevailing. No new crop has yet arrived on this market.

Almonds, Formigetta	0 15	0 15
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20½
Brazils	0 19	0 20
Peanuts, roasted	0 09½	0 12½

Beans.—A slightly easier feeling is noted in beans. The demand of late has not been so heavy. A difference of opinion exists as to the quantity of beans in the country.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

Evaporated Apples.—Prices of evaporated apples have reached what is almost a prohibitive level, and as high as 15 cents is being asked by some firms for what little supply there is left on the market.

Evaporated apples	0 14½	0 15

MANITOBA MARKETS

Pointers—

Gallon Apples—Advanced.

Prunes—Stocks practically cleaned up.

Sugar—Still firm.

Nuts—In good demand.

Owing to the continued mild weather the spring business has opened with a rush and there is a heavy demand for all lines of groceries, as well as canned goods and syrup. These latter two having had an exceptionally good sale this season owing to the scarcity and high prices of evaporated apples.

Stocktaking by the wholesale firms is practically completed, and dealers are able once more to give their entire attention to the filling of orders which continue to arrive in large batches. Stocks from the manufacturers are arriving to replenish those lines in which the wholesalers found themselves on the short side.

Sugar—Telegraph dispatches from New York state that raw sugar is much firmer and notwithstanding the fact that with the opening of navigation there will be a reduction of six cents per cwt. in freight rate, it is expected amongst wholesalers that sugar will move upwards rather than downwards. The present situation is rather interesting. Prices on the local market, however, remain unchanged from last week's quotations.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	4 40
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 75
" " in boxes	5 95
" " in small quantities	6 40
Powdered sugar, in bbls	5 55
" " in boxes	5 75
" " in small quantities	6 10
Lump, hard, in bbls	6 05
" " in ½-bbls	6 15
" " in 100-lb. cases	6 05

Dried Fruits.—A heavy demand still continues for all lines. Apricots have taken another bound upwards and are retailing at 17 cents per pound. The market on prunes is practically cleaned up and only odd sizes can be secured now. Prices obtained by wholesalers vary in this line according to the stocks they hold. While it is a little early to forecast prices of a growing crop yet, advices from California state that the crop will be fairly large this year, and coming on an empty market should result in opening price remaining at fairly high figures.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " cleaned, per lb	0 13½
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 07½
" " choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 07½

Syrup.—American syrup advanced two points yesterday, equal to 3 cents per case. Orders have been fairly numerous during the last week, trade in this commodity being larger than in former years. No change has, however, taken place in prices here yet.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 21
3 20-lb. tins, per case	2 22
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Beans and Peas—An active market is still existing and wholesalers are still having trouble in supplying the large orders which continue to arrive. Although the market is reported to be advancing no change has been made yet. Whole peas are still quoted at $2.35.

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

Tapioca and Sago—A steady demand still exists for both these lines and prices are quoted as follows:

Pearl tapioca, per lb	0 06½ 0 06
Sago, per lb	0 05 0 06
Pearl barley, 98 lb. sack	3 55
Pot barley, 98 lb. sack	2 55

Coffee.—A fluctuating market is still prevailing but prices remain unchanged on the local market and demand is increasing.

Coffee, standard Rio	0 15	Coffee, choice	0 16
		Coffee, extra choice	0 17

Shelled Nuts.—Wholesalers predict a scarcity of shelled walnuts, and on the strength of this jobbers are said to be laying in about six to eight months' supply. Prices are unchanged.

NOVA SCOTIA MARKETS.

Halifax, April 13.—Dealers report a substantial decrease in the price of all pork products. Lard is now quoted at 12½ cents, pork (clear backs) at $22.50 per barrel; rolled bacon, 13c; and sides, 16½c. Hams are 14 to 16 cents.

Eggs are coming in good supply and the price is dropping every day. Some dealers were selling fresh laid stock today at 18c per dozen. A further decline in the price is looked for next week.

The supply of butter in sight is not heavy. Little new stock is reaching the market, and prices are a fraction firmer. They will likely remain so, as weather conditions are backward.

Tomatoes have been advanced from $1.30 to $1.50 per dozen. All canned goods are in demand, and sales of dried fruit, such as evaporated peaches, pears, and apples are heavy. Stocks of Valencia raisins are becoming light, but the California product will be along soon.

Potatoes continue firm and stocks are light.

There is practically no poultry on the local market. All of it coming from Ontario.

Jobbers report a good volume of orders coming in for house cleaning supplies, particularly from the country districts.

NEW BRUNSWICK.

St. John, April 12.—In view of the fact that the price of wheat has fallen off considerably, lately, in the Chicago market, jobbers here are looking for a drop in price at any time. It is the general opinion that the position of the flour market is weak.

In the produce market eggs are coming in freely and fresh laid stock are selling at 20 to 22 cents per doz., and in case at 18 cents.

Butter is unchanged, the quotations ranging from 20 cents, in tubs to 22 and 24 for rolls.

Maple products are coming in fairly well, though the price is still high, sugar selling at 15 to 16 cents per pound and syrup at $1 to $1.25 per gallon.

Potatoes have advanced to $2 and $2.25 per barrel, which is the record price this season. Seeded raisins have advanced and are now quoted at .08½ to .09¼ cents, while clusters are $2.35 to $3 per box. Fancy Barbadoes molasses is also higher being quoted now at 28 to 29 cents per gallon.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

John Pither and his son, G. J. Pither, who were originally the owners of J. Pither, Limited, of Uxbridge, England, mushroom growers, have started business in Canada at Lindsay, Ontario. Messrs. Pither have been in the business of growing mushrooms for some thirty-five years, and if not the largest were first among the very largest growers of mushrooms in the United Kingdom. They have now completed at Lindsay one of the largest plants for growing mushrooms on the American Continent, and will endeavor to supply the Canadian trade. Mushroom growing seems to be in its infancy in this country, and it would appear that there is a splendid opening here for producers of these delicious table delicacies.

Ventilation and light make the new building of Ramsays, Limited, Montreal, a veritable sunshine bakery. People, nowadays, want to know, for instance, that the biscuits they buy are made, not only of the best materials, but are also made under the very best conditions. This thorough and sensible investigation is what is requested by Ramsays, Limited, makers of "Ramsay's Farm Cream Sodas," and other high-grade biscuits. This company has a fine big factory at Nicolet and Duquette Streets, Hochelaga, with a floor space of some 25,000 square feet. Plans are already under way for an addition which will practically double the present space. This extension will be used for preparing "Ramsay's Chocolates" and "Imperial Syrups," now being manufactured at 29 Vitre Street. Ramsays Limited, will prepare only one grade of biscuits, the best that the purest and richest materials can produce, and fully equal to anything made abroad. "Ramsay's Biscuits" come "right from the oven to the table," which insures them being fresh and crisp. The president of the company is James Ramsay, Esq., of Ramsay Bros., Vancouver, and the vice-president is Geo. H. Ramsay, Esq., of Montreal.

The Crystal Sealing Company, of Chicago, makers of machines for saving both the time and money of retailers,



have opened a Canadian office in Toronto, and have been successful in placing their device out among the trade. Their machine is calculated to eliminate the use of twine in parcelling goods. Two or more rolls of gummed tape, of varying widths and strength and each 800 feet in length, are placed in an elaborate metal holder, feeding out by hand between a moistening roller which revolves in a porcelain-coated pan. Two inches of this gummed tape will bind a package more securely than ten times the quantity of twine. The advertisement of any dealer can be printed upon the tape, so that his name goes out on every package.

Meadowsweet Cheese Co., of Montreal, will shortly remove from 592 St. Paul St., to more commodious premises at 21 Bonsecours St. This cheese has met with considerable success since it was placed on the market no doubt due to its delicious creamy flavor. It is done up in a very neat and attractive package and retails for 10c, the numerous grocers at present stocking it finding it a rapid and profitable seller.

Fred A. Verey, Toronto, who has represented the Edwardsburg Starch Co., Cardinal, Ont., for many years is severing his connection with this company to go into business for himself.

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The Ladies look

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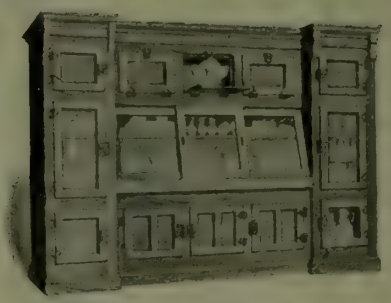
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Sterling BRAND

SWEET PICKLES

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Ask us for a sample bottle and try O-EAT-A Brand yourself.

The T. A. LYTLE CO., Ltd.
STERLING ROAD, TORONTO

Maritime Store Produced After Years of Effort

"I began business thirty-four years ago in a small store 20 x 24 feet," said W. R. McMillan, president of the McMillan Co., Ltd., of Durham Centre, N.B., to The Grocer recently.

It was with just a little exhibition of business pride that Mr. McMillan gave voice to the above statement. He had, as he stated, started out in a small way —"in a small store 20 x 24 feet"—but



now, as the accompanying illustration shows, his establishment seems to have most of the evidences of substantial success.

But to continue. He says: "I kept adding to the old building as my business grew, until the store was 48 x 48 feet on the ground. Fifteen years ago I added lumbering and milling to my other trade. Three years ago, I turned the business into a joint stock company with a capital of $60,000. This last was done to give my employes an opportunity to acquire a financial interest in the business. We offered to sell $200 shares to our men at par, but only two have taken advantage of it so far. We have repeatedly refused to sell stock to individuals not our employes."

There is the story of a life-time of striving, told in a paragraph. Readers will be able to imagine just how slow and hard was the evolution Mr. McMillan and his associates wrought in their business during all those long years.

The new store, he says, covers over 12,000 feet of floor space. It has a frontage on the highway of ninety-one feet, and four plate-glass windows have been installed to take fullest advantage of this position. Within are to be found some modern fixtures, also, and a glance at the counters will disclose the workmanship of a firm which is pushing forward a new idea. In another issue more may be told of the business of this hard-working maritime merchant.

With the house cleaning season at hand, stocks of cleansers, mops, brooms and soaps should be looked to and well displayed about the store. The window should not be forgotten.

Don't take every customer's word for it that So-and-so is cutting below you in price. There are dishonest customers now and then.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

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We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for full details mentioning what you have to ship.

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E D S

"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves.

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.



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WEST TORONTO

EASTER

The Easter Season comes this year about the middle of April. It will soon be here. How is your stock of Hams and Bacon? Easter marks the opening of the season for the demand for Hams, both smoked and cooked, and also for Breakfast Bacon. Let us have your order now so that your supply may be in stock ready for the demand and requirements of your Customers.

All Meats made under Government Inspection

F. W. Fearman Co.
LIMITED

HAMILTON



The Babies Eat What is Given Them

The child cannot choose like the grown-ups. The choice of food for the infant rests with the parent. Give the babies

Reindeer Brand Condensed Milk

It is pure, sterilized and free from germ life—carries none of the infection liable through raw milk.

The Truro Condensed Milk Co., Limited

TRURO, N.S. HUNTINGDON, P.Q.

Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Improvement in Provision Trade

Easter Has Brought Better Demand—Dealers Expect Trade to Show More Life—English and United States Markets Easier — Live Hog Prices Lower—Eggs Plentiful, With Good Demand—Butter a Shade Easier.

There is an improvement in the provision trade this week which is appreciated by dealers after the slackness noticeable during Lent and all are looking forward to a good spring trade.

The English market is easier again this week, while the Chicago market is also a little off. This has been reflected on the Canadian markets, where with only a normal supply, the price of live hogs has been reduced 25 cents to the hundred pound. This causes a fractionally easier feeling in provisions, but no changes in price have taken place.

The receipts of eggs continue large and prices are somewhat easier. Farmers are rushing them to market for the Easter trade. However, the demand will drop off a little after Easter and dealers believe that if supplies keep up, slightly lower prices may be seen.

The butter market feels to a certain extent the receipts of new made, which are arriving and an easier feeling is noticeable. While from some centres it is reported that the old make of butter has been well taken up at other places large supplies are reported. The demand at present seems to be for first grade only so that difficulty is found in disposing of any that does not measure well up to the required standard. Future prices depend to a large extent on the arrival of new made.

Cheese is inclined to quietness, but has lost none of its firmness, as stocks held in all centres are not large. The honey market is unchanged and quiet, the trade in maple syrup detracting attention from it.

MONTREAL.

Provisions.—The feature of the market this week is the increased demand from all parts of the country. Prices have remained steady, a fact that has lent encouragement to the trade. Orders have been decidedly liberal, showing that the retail trade look forward to a good demand. While the market is generally reported steady it has responded slightly to the new business and a slightly stronger feeling. Business should continue to be good after Easter.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12
" " " 5 " "	0 12½
" " " 3 " "	0 12¼
Pails, wood, 20 lbs. net, per lb	0 12¼
Pails, tin, 20 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11¾
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 11¾
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10¾
" 5 " " " "	0 10⅝
" 3 " " " "	0 11
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10 0 10¼
Tubs, 50 lbs. net, per lb	0 10¼
Tierces, 375 lbs., per lb	0 10¼
One pound bricks	0 11¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Boiled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 15
Hogs, live, per cwt	7 25 7 40
" dressed, per cwt	9 50 9 75
Country dressed hogs, per cwt	8 00 9 00

Butter.—The local market feels to a certain extent the receipts of the new creamery. Some lots of this butter from the townships have been received, and while it is finding a certain trade there is a good demand for last season's later makes. The price of the new creamery is lower than that which opened 1910. The market is inclined to be unsettled as the result of the new and old makes meeting just now. The holdings of the latter are not heavy.

New milk creamery	0 26 0 27
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—The local price has dropped another cent during the past week, owing to the continued heavy receipts. Demand has also been heavy and for that reason business has been on a satisfactory basis. The present price at country points is said to be lower than at any time during the past two years. Easter is expected to bring a brisk business and the grocers and provision stores are prepared for the best.

New laids	0 17 0 19
Selects	0 22 0 23

Cheese.—The market is inclined to quietness. Supplies are limited practically to the new make except for those dealers who may still be holding some of last season's stock. The present demand is ordinary. The value of last season's make amounted to $20,000,000 which, considering the various conditions, is viewed as a fair showing.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

Poultry.—There is no change in this market. Supplies are not heavy, and the demand is proportionate.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Honey.—Jobbers report only a passing demand for honey. The market has been quiet, and nothing has occurred during the past week to disturb it.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—Easiness in the English market is responsible for a further reduction in live hogs this week of 25 cents which following upon last week's drop of 20 cents, goes to supply easier feeling in the provision market, although prices show little change. Short cut port in barrels has been reduced and now ranges at $23 to $24. Lard following the trend of the hog market also exhibits an easier tone. Trade in provisions shows improvement this week and after Easter is expected ta be more favorable than during the Lenten season.

Long clear bacon, per lb	0 10½ 0 11
Smoked breakfast bacon, per lb	0 16 0 17½
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12 0 12½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18 0 18½
" pea meal	0 18½ 0 19½
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	23 00 24 00
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 12
" pails "	0 12½ 0 12½
" compounds, per lb	0 10 0 11
Live hogs, at country points	6 15
Live hogs, local	6 50
Dressed hogs	8 50 9 00

Butter.—Butter exhibits a little easier feeling this week and some firms are quoting at a reduction. Arrivals during the past week have shown some improvement, while it is reported that all is not of the best quality. As to the amount of old butter held on this market, differences of opinion exist. The demand for best quality is good, but some difficulty is being found in reducing stocks of the poorer grade.

	Per lb.
Fresh creamery print	0 27 0 29
Creamery solids	0 24 0 26
Farmers' separator butter	0 25 0 26
Dairy prints, choice	0 22 0 23
Fresh large rolls	0 20 0 21
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs.—The price of eggs this week is slightly easier, ranging around 18 cents, with some firms asking ½ cent more. The receipts have been large with a corresponding increase in demand for the Easter trade. With the large arrivals which are expected to continue, dealers believe that prices may show a further slight reduction when the Easter demand has vanished.

New laid eggs	0 18

Cheese.—Trade in cheese remains rather quiet with no change in prices.

New cheese—		New twins	0 14½
Large	0 14	Stiltons	0 14½ 0 15
Old cheese	0 14 0 15		

Honey.—"Trade is at an extremely low ebb in honey," said one dealer. "People are not asking for it, their attention for the time having been turned to maple syrup."

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 06½ 0 07

Poultry.—There is little trade in any line of poultry. Prices are steady and unchanged.

Chickens, dressed	0 16 0 18	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 13 0 14
		Turkeys, dressed	0 20 0 22

Storage, 2 cents lower.

WINNIPEG.

Provisions.—Trade in provisions has been rather light during the last few weeks. The Lenten season which is just about over has had a rather quieting effect on the market in meats, but with the approach of Easter an optimistic view is again present and all look for a decided increase as soon as this period arrives. The lard market is still weak and prices are declining, although no change has as yet been made on this market. The price of live hogs took a fifty cents per cwt. decline during the week, but shippers are endeavoring to raise the price again with the result that a war is being waged between dealers and shippers.

A few changes in the prices will be noticed :

Hams, large	0 13½
Hams, medium	0 15½
Breakfas bacon, bellies	0 18½
Breakfast bacon, backs	0 19½
Shoulders	0 11½
Long rolls	0 18½
Short rolls	0 17½
Long, clear sides, per lb	0 11½
Boneless backs, per lb	0 15½
Mess pork, per bbl	24 50
Mess pork, half bbl	12 50
Tomato sausage, per lb	0 10
Pork sausage	0 09
Beef sausage	0 07½
Lard, in tierces, lb	0 12
50-lb. tubs	6 15
20-lb. pails	2 50
10-lb. pails, in cases	7 65
5-lb. pails, in cases	7 70
3-lb. pails, in cases	7 80
Compound, 2 -lb. pails	2 45
Steers heifers, abattoir killed	0 10½
Hind quarters	0 12
Fore quarters	0 08½
Dressed mutton, fresh, lb	0 13
Dressed hogs	0 12
Dressed veal, fresh killed	0 10½

CHIEF IN THE FAR WEST.

Sketch of Man in Charge of Subscription Work for MacLean's.

H. Hodgson, who has been in charge for three years of the subscription work of the MacLean Publishing Company in the Provinces of British Columbia and Alberta has had an ideal training for our work.

He began his business career as a clerk in a retail store in South Africa and there is no better training for a young man than is to be found in a few years behind the counter in a small store. More men have laid the foundation of their success there than in any other experience.



H. HODGSON,

Who has had Charge of MacLean Publishing Subscription Work in British Columbia and Alberta for the Past Three Years, With Headquarters in Vancouver.

From Africa, Mr. Hodgson came to Canada and was for some years in the retail news business in Winnipeg. Seeing a good future in subscription work he joined the Collier's Weekly Staff. In his travels throughout the North-West he saw the MacLean Publications everywhere and came to the conclusion that with the rapid growth of the West there was a good prospect for him. He applied and was appointed to the staff.

TO PROTECT SEED BUYERS.

Minister of Agriculture Introduces Bill At Ottawa.

A proposed amendment to the Seed Control Act, that has been referred to the agricultural committee at Ottawa, provides :—That no person shall sell, offer, expose or have in possession for sale any seeds of timothy, alsike, red clover or alfalfa, in or from any receptacle unless marked with the designation of the grade of seeds and come within the requirements prescribed for each such designation.

Hon. Sydney Fisher, minister of agriculture, speaking in reference to this clause said : "We provide for the grading of timothy, alsike, red clover or alfalfa seeds under different standards of quality. Under the existing act there was a standard for No. 1 and then another standard up to which all grass seeds had to go. Seed merchants put on their seed that it was up to the government standard, and the farmers were tempted by that into believing that this was a high standard fixed by the government to ensure very good seeds ; whereas, as a matter of fact, it was a standard fixed as a minimum below which no seed could be sold. We now wish to grade the seeds, extra No. 1 ; No. 1 ; No. 2 ; No. 3 ; etc."

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order our expense.

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

A. O. LANDRY

JOBBER

STE. FLAVIE STATION

Making specialty of wholesale

Groceries, Flour, Grain, Provisions, Etc.

RICE-KNIGHT



LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light? The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

RICE-KNIGHT, LIMITED

TORONTO, CANADA

Credit Selling—and Getting the MONEY

Credit business is as good as cash trade—**if you can get your money promptly.** The customer who is slow in paying can be put on what is practically a cash basis through the use of

Allison Coupon Books

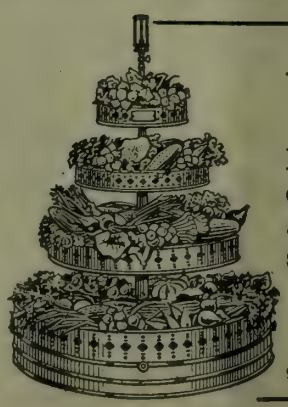
HOW THEY WORK



JUST

Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased ; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

Galesburg Cornice Works,

93 Cox Street. GALESBURG, ILL.

G-I-L-L-E-T-T-'-S L-Y-E E-A-T-S D-I-R-T



THE STANDARD OF CANADA



Your customers demand goods of known value, and the attempted substitution of the "just as good" brands will not be attractive to most people. Quantity does not necessarily mean quality. The quality of Gillett's Lye is too well known to be compared with the imitations that are offered to the trade from time to time. The observing dealer finds that the consumer of to-day demands quality in their goods regardless of the size of the package. The profit on a well-known and well-advertised branded article of standard quality is more lasting and satisfactory than on the "just as good" kinds, which at their best are but imitations – cheaply made from low grade materials. Such goods can, and should be sold at a low price; and even though an increased quantity is offered, an attempt to substitute a poor quality article for Gillett's Lye may result in the loss of valued customers.

"GILLETT'S LYE EATS DIRT"



The best cleanser known
and the best known cleanser.

E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.

WINNIPEG - - - MONTREAL



G-I-L-L-E-T-T-'-S L-Y-E E-A-T-S D-I-R-T

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

AGENTS for British Columbia and Alberta:
DONNELLY, WATSON & BROWN, Vancouver & Calgary

SURE PROFIT

Grape-Nuts



Sales are Guaranteed

Retailers run no risk in stocking Grape-Nuts. Steady demand is maintained by continuous, judicious advertising of the excellent quality of the food.

Grocers who like quick sales, good profit and satisfied customers push Grape-Nuts.

"There's a Reason"

Canadian Postum Cereal Company, Limited, Windsor, Ont.

Flour Down Thirty Cents Per Barrel

Most Mills Join in Announcement—Drop Not Unexpected Because of Continued Low Price of Wheat—Reduction Probably Hastened by Lowering of Rail and Water Rate, Which is Expected in Few Days—Wheat Slightly Firmer.

An announcement of a reduction of 30 cents per barrel in flour is made by most mills this week. This drop in price was not unexpected, as the position of the wheat market has seemed to warrant lower values for some time and it may have been hastened by the fact that the rail and water rate on spring wheat from the West will be reduced in a few days.

Business in flour, is not brisk but it is hoped that this lower level will put more life into the market. Some export business was done at the end of last week but it is not steady. Still, most mills are kept fairly busy with the delivery of present contracts.

Wheat has reacted slightly from the low level which it reached last week, the market showing strength because the United States government report proved less rosy than expected. The government report estimates the condition of growing wheat at 83.3 per cent., which is said to be sufficient to ensure a crop of 500 million bushels.

A difference of opinion as regards the future movement of wheat still exists. One dealer said, "I think the upward reaction of about one cent from prices ruling a week ago will only be temporary. It is agreed that the supplies of wheat in the world are extremely large and as the prospects so far for the growing crop have been quite satisfactory I cannot see anything but easiness in future wheat prices."

Another dealer expressed a view that was nearly the opposite. He said: "I think wheat at the present price is worth the money. Conditions of the growing crop will rule to a large extent the future prices of wheat. So far crop conditions have been extremely favorable—could hardly have been more so—and better conditions, or even a continuance of those existing now can hardly be looked for."

Cereals are unchanged, with no special features noticeable at present. Trade on the whole continues normal.

MONTREAL.

Flour.—The local flour market is down 30 cents per barrel this week, a reduction which was not at all unexpected. The wheat market has been ruling weak for some time and the fact that the rail and water rate on spring wheat from the west will be reduced in a few days is responsible for the drop. Demand is only normal.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals—The demand for rolled oats is still fairly good. The market is at present inclined to be quiet and presents no special feature of interest.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated " "	2 25
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 05
" barrels	4 40

TORONTO.

Flour.—The drop in flour has at last taken place and this week quotations have been reduced 30 cents per barrel, bringing 1st patents down to $5.10. The continued low values in wheat for the past month has seemed to warrant lower prices but no announcement was made until Monday of this week. Trade continues quiet.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—There are no features whatever to the cereal market this week. While it is reported that some mills are shading prices slighty in rolled oats, no reduction is looked for by most firms. Cornmeal is steady.

Rolled oats, small lots, 90 lb. sacks	2 05
" " 25 bags to car lots	1 95
Standard and granulated oatmeal, 98 lb. sacks	2 25
Rolled wheat, small lots, 100 lb. brls	2 75
" " 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 70 1 80

A COAL OIL WAR.

Grocers and Hardware Men at Variance in Western Ontario Town.

Lucknow, Ont., April 13.—Grocers and hardware men of Lucknow are engaged in a price-cutting war over coal oil. For many years the two hardware stores by which the village is served did practically all the trade in this line, and oil sold at 20 and 25 cents per gallon for Canadian and American, respectively.

Recently, however, the grocers "cut in" on the trade; a new co-operative delivery system, with which the hardware men are not associated, resulted in a diversion of trade in the grocers' favor, and Canadian oil is now quoted by them at 12 cents per gallon, American at 14.

VALORIZATION COFFEE DOUBLED.

Last Saturday, while the New York coffee dealers, at least a goodly portion of them, were wondering at the secrecy maintained by those in charge of the selling of the 300,000 bags of valorization coffee allotted to New York for April, a sudden decision was reached by the valorization men to double the quantity and give New York all she was entitled to under both sales.—(One April first, and one laeer on in the month.) The sale was made on a basis of 12¾ cents for Santos 6. The given reason for grouping the two was that it would probably dispel all feeling of uneasiness.

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAKE MONEY WITH

MAPLEINE



Mapleine is a new and delightful flavoring.

Put it in your stock—the demand for it is large and growing. We keep it constantly before the consumer. All you have to do is to sell it

Frederick E. Robson & Co., Sales Agents

26½ Front St. E., Toronto



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot - Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

---

A House old enough to have a reputation, young enough to be abreast of the times.

Packer's

Celebrated

Chocolates

New Goods, New Packages, New Centres specially manufactured for the Canadian Trade.

Our Mr. J. P. Wright will be at the QUEEN'S HOTEL, TORONTO, in a few days, with a full set of samples of the latest productions.

PACKER & CO., Chocolate Manufacturers, BRISTOL, England

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng

WONDER-SHINE

A profitable article for every grocer—50% profit.

That's **WONDER-SHINE** the new silver cleaner.

Now, the other two points that interest every dealer are:—

Quality—to know that the quality is right, and

Popularity—popular goods are easily sold.

We know the quality is right or we would not be spending $10,000 in advertising **WONDER-SHINE.**

And this extensive advertising means popularity.



We are advertising judiciously—carefully educating the Canadian Housewife to the "**WONDER-SHINE** way" of cleaning silver—the popular way.

WONDER-SHINE saves the busy housewife time and toil---cleans silver, gold and plated ware without rubbing.

Write for free full size package and our new "Selling Plan."

Just a post-card with your name and address to-day.

WONDER-SHINE means permanent, satisfied customers and increased profits.

Household Convenience Co., Ltd., Toronto, Canada

STEELE-BRIGGS SEEDS

USE ONLY THE VERY BEST

TESTED FOR GERMINATION

TESTED FOR PURITY

SOLD BY LEADING MERCHANTS EVERYWHERE

MONEY! MONEY!

Can be made by poultry raising either by yourself or your customers.

Why don't you interest your country patrons and point out the economy of

Incubators and Brooders?

Everyone you sell will mean orders for

Poultry Requisites

THINK WHAT THAT MEANS

English and American Incubators and Brooders from $8 50 up

Drop a postal for fuller information

A. CORISTINE
119 Place D'Youville MONTREAL



When writing advertisers kindly mention having seen the advertisement in this paper.

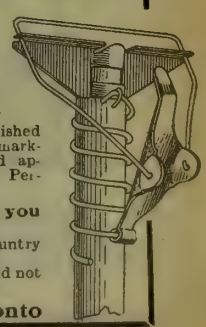
Has Cut Out all the 'Kicks'

OUR

No. 8

Improved

MOP STICK



positively will not scratch polished floors, and combines in a remarkable degree durability, good appearance and effectiveness. Perfect in every detail.

Retailing at 15c., leaves you 50% profit.

Many will sell in the country towns at 25c.

We guarantee nothing—could not unless we controlled the use.

Tarbox Bros., Toronto

CASTOLS CASTOLS

WE HAVE IT AT LAST!!

For many years attempts have been made to put up CASTOR OIL in such a form that children will not shudder at it and mothers spend valuable time in futile efforts to make them swallow the hateful dose.

Try "CASTOLS"—The New Way—In Chocolate Blocks

Absolutely No Taste of the Oil Traceable.

How pleased your customers will all be when you tell them about

CASTOLS

The idea of no more spoon-feeding will surely make them happy.



By stocking this discovery of Modern Science you will make new customers, as your name, as well as

CASTOLS,

will become a password in the household.

CASTOL Chocolate Candy

is a pleasant sweetmeat
is acceptable to the weakest stomach
is the delight of children

AND GUARANTEES RESULTS.

Packed in 1 gross and ½ gross display tins.

SOLE CANADIAN AGENTS:

SNOWDON & EBBITT, 325 Coristine Bldg., Montreal

List of Firms selling "CASTOLS" in Quebec, Ontario, Manitoba and the North West:

The National Drug & Chemical Co. of Canada, Ltd., Montreal; Lymans Ltd., Montreal; Lyman-Knox Co., Ltd., Montreal; Howe, McIntyre Co., Montreal; Hudon, Hebert & Cie., Ltd., Montreal; Laporte, Martin & Cie., Ltd., Montreal; J. B. Renaud & Cie., Reg., Quebec; The Denault Grain & Provision Co., Sherbrooke; J. G. Whyte & Son, Ottawa; S. J. Major, Ltd., Ottawa; W. G. Craig & Co., Kingston; Warren Bros & Co., Ltd, Toronto; Geo E Bristol & Co., Hamilton; Maycock & Toms, Winnipeg; Cameron & Heap, Ltd., Regina, Sask.; The Codville Co., Ltd., Saskatoon, Sask.; The A. Macdonald Co., Edmonton, Alta; G. F. & J. Galt, Ltd., Calgary, Alta.

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Maple Time is Money Time

We are now ready to supply you with new 1911 Maple goods, all of which are **guaranteed absolutely pure**. The members of the

Maple Tree Producers' Association

which is composed of farmers owning groves in the famous Eastern Townships, the finest Maple district in Canada, are now busy tapping and the sap is of the richest quality.

PRIDE OF CANADA

MAPLE SYRUP AND MAPLE SUGAR



NEVER
HAS A SAMPLE BEEN
FOUND
ADULTERATED.



This is the line for you. It is the pure line. Send along your orders. They will receive prompt attention.

The Maple Tree Producers' Association, Limited

Waterloo, Que.

Montreal, 58 Wellington Street — Toronto, 512 Dundas Street

Tomatoes

STRAWBERRIES
NEW CABBAGE
CELERY

Do not forget to have your orders in early for Easter, we'll have full supply of new vegetables

ORANGES
LEMONS
PINEAPPLES
STRAWBERRIES. ETC.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Remember

"St. Nicholas"
Lemons

ARE AS FINE AS EVER

BUY THEM.

J. J. McCABE

AGENT

TORONTO, ONT.

Trade Increases as Easter Draws Near

Both Fruits and Vegetables are Going Out Better This Week —Weather Has Been More Favorable—Business in Tomatoes Continues Steady—Firmer Feeling in Market—End of Florida Celery Shipments—Still Some in Storage at Canadian Centres.

With the continuance of mild weather a better feeling has been developed in both fruit and vegetable markets. Dealers do not begin to really push these lines until the weather settles. But the Easter demand is also responsible for a good deal of this increased business this week.

The shipments of Florida celery for this season are finished. Considerable stocks are held on some Canadian markets to supply the demand for a while, and as these holdings grow short, some may be imported from those United States markets which are well supplied. Later there may be some shipments received from Michigan.

The trade in Florida tomatoes continues steady and a firmer feeling is noticeable in the market. The crop this year has not been as large as at first expected. Then railroad service said to be bad, made things still worse. Crates could not be got in, nor the fruit sent out promptly. The congestion is over now but the earlier crop was not all marketed.

Oranges show no change in price and the market still continues steady. There has been a big crop of California fruit this year, the shipments from Southern California up to March 28th amounting to 16,845 cars, as compared with 10,966 cars last year. Shipments of late have been quite large, but a good demand has kept the market steady. More oranges are going out this week to supply the Easter trade.

Strawberries are more satisfactory in price and the trade shows some improvement. Bananas have also had an increase since the weather became milder. There has also been an improvement in the demand for imported vegetables this week for the Easter trade.

MONTREAL.

Green Fruits.—There is no special feature to the fruit market this week. There is a slight improvement in the demand for general lines such as oranges. apples, etc., although apples are ruling rather high for the average householder. Strawberries are fairly prominent but the price is still too high for the general public.

Apples, bbl.	6 00	8 00
Spies	7 00	8 00
Bananas crated, bunch	1 75	2 25
Cranberries, bbl.	10 00	11 00
Cranberries, bxs.		4 00
Cocoanuts, bags.	4 25	4 50
Grape fruit, Flo.	3 50	4 25
Lemons		3 00
Limes, a box		1 50
Oranges—		
Cal. navels		3 00
Valencia	4 00	4 25
Mexican	2 00	2 25
Tangerines		4 00
Pineapples—		
Floridas, case	4 00	4 25
Strawberries, Florida, qt. box	0 40	0 50

Vegetables.—The Easter demand has had a good effect on the market as is shown by the heavier orders that have been received. Asparagus is being asked for to a greater extent and local dealers expect that the price which has prevailed of late will be exceeded, owing to the fact that supplies are not heavy. Tomatoes are also being consumed to a greater extent and are one of the principal vegetables in demand just now.

Asparagus, boxes of 2 doz.	12 00	
Beans, hamper	4 50	5 00
Beets, bag		1 00
Carrots, bag	0 75	1 00
Cabbage, doz.	0 50	0 60
Cabbage, bbl.	1 00	1 50
Cabbage, crate		2 50
Celery, Florida		4 00
Cauliflowers, Cal., half crate	1 75	2 00
Cucumbers, doz.	2 75	3 00
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 50	1 75
Florida lettuce, hamper		3 75
Boston, box.	2 25	2 50
Onions—		
Spanish, crate		3 00
Red, bags 100 lb., per lb.		0 04
Potatoes, bag	1 00	1 10
New Bermuda potatoes, bbl	7 00	8 00
Sweet potatoes, hamper		3 25
Parsley, crate		3 00
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 50	0 75
Spinach, bbl	4 50	5 00
Tomatoes, crate	2 50	2 75
Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—The warm weather this week has put more life into the fruit trade, while the Easter demand has also acted as a help in this direction. Tomatoes are enjoying a steady trade at prices ranging around $2.50 to $2.75 while the amount of business being done in oranges is quite satisfactory. Strawberries are offered this week at 30 cents per quart with Louisiana pints bringing 14 to 16 cents. Pineapples are a little more in evidence on the market but the trade at present prices is rather inactive.

Apples, bbl.	3 50	6 50
Apples, box	1 75	2 00
Bananas	1 50	2 00
Cocoanuts, sack	4 00	5 00
Grape Fruit—		
Florida per case	3 50	3 75
Jamaica, case	2 75	3 00
Cuban	2 75	3 00
Lemons—		
Cal fornia		3 50
Messina	2 75	3 00
Limes, box		1 25
Oranges—		
Navels, large	2 75	3 00
Navels, small	00	3 25
Pineapples crate	4 00	4 50
Strawberries, qt		0 30
Louisiana, pt	0 14	0 16
Tomatoes, case of 6 baskets	2 50	2 75
Rhubarb, doz.		1 00

Vegetables.—The continued milder weather and the approach of Easter is responsible for an improvement in the vegetable trade. Some price changes are noticeable. The firmer feeling in cabbage, noted last week, has turned into an advance with old Canadians now quoted at $1.50 to $1.75. Louisiana beets are up 25 cents and are bringing $1.25 per dozen. Boston head lettuce have been raised to $4.50 to $5.00 per hamper, while Boston cucumbers are down to $2.00 per dozen. Scarcity of stocks has boosted prices of potatoes, which have risen this week under a scarcity, and $1.10 for Ontarios and $1.25 for Delewares is asked. However, dealers think that Ontarios will not rule much over $1.00, there being only a temporary shortness of supplies, but Delawares are conceded to be really scarce. Florida cabbage is offered on the market this week at $2.75 per crate and Bermuda onions at $4.00 per crate.

Beets, Louisiania doz.		1 25
Canadian beet, bag	0 60	0 75
Cabbage, old, pr bbl.	1 50	1 75
Cabbage, ½ ton lots, ton		18 00
Cabbage, Florida crate		2 75
Lettuce, Canadian, head		0 40
Boston head lettuce, doz.		1 25
Boston head lettuce, hamper.	4 50	5 00
Onions—		
Spanish, large	2 90	3 00
Spanish, ½-cases		1 50
Yellow, per bag	1 75	2 00

Carrots, Canadian, bag	0 50	0 60	Potatoes, Ontario, bag	1 00	1 10
Carrots, Louisania, doz		1 00	Delawares		1 25
Celery, Florida, case 3's, 4's	2 50	3 00	Sweet, hamper		2 25
Cucumbers, Boston, doz		2 00	Parsley, per doz		0 75
Endive, 12 heads		1 00	Parsnips, bag		0 60
			New turnips, p.r 11-qt. basket		0 50

STORE HINTS.

Don't let lack of experience frighten you out of attempting new plans. If you never make any experiments, you may never make any mistakes, and you will just as surely never make any successes either.

Food displays need to be appetizing and always timely. A word about each kind of goods and the price, often makes new customers.

Proper lighting of both store and window is highly important. A window must be well lighted for no one will stop to look into a poorly lighted one.

Price cards save the answering of many questions and often make sales to customers who dislike for some reason to enquire prices on goods even in which they are interested.

The best season for seeds is approaching and the grocer should start to make his displays. The country merchant should not forget the chances for the sale of seed potatoes.

Many merchants are selling large quantities of molasses to farmers for the feeding of cattle and horses. Molasses meal is also asked for more.

The Easter season is a good time to push holiday goods. There is no reason why nuts should not be sold as freely as at Christmas time. Candies and fruits should be given prominence at this time.

The country merchant during the spring months should be able to work up a good trade in calf meal. It is a good side line for the farmer's trade.

With the appearance of waggons, merchants should stock a small quantity of axle grease. It will prevent the customer from going to another store for it.

As the mud disappears from the streets, people will be discarding their rubbers and it is a good time to feature boot polishes and brushes.

BANANAS

We are headquarters for fancy Bananas---are handling only the choicest fruit reg larly.

A good supply at all times.

Try us with your next order.

Pineapples, Tomatoes, etc.

WHITE & CO., Limited

HAMILTON TORONTO

Fresh Arrivals

Strawberries Pineapples Tomatoes
Grapefruit
Oranges Bananas Lemons
Asparagus Rhubarb Cucumbers

Everything in Greens—Fresh every day

The House of Quality

HUGH WALKER & SON

(Established 1861) **GUELPH, ONTARIO**



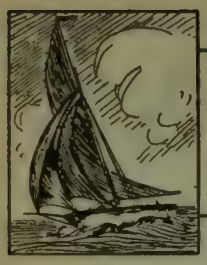
BUSTER BROWN



LEMONOLOGY

With your knowledge of Lemons you are aware that it is advisable at this season of the year to discriminate in buying Lemons. Exercise this knowledge by mentioning in your orders Follina Bros. Pack.

W. B. STRINGER, Sales Agent **FOLLINA BROS., Packers**



Fish - Oysters



Fish Trade Is Making Its Final Bid

Demand for the Last Week of Lent is Good—Increase in Arrivals of Fresh Fish—Halibut and Haddock are the Leading Lines—Trade for the Season is Satisfactory to Dealers—Will Likely Steady Down Now.

More activity is being shown in the fish trade this week, and the Lenten season is winding up with fair business passing. The number of lines of fresh fish arriving is increasing and all are finding a good sale on the different markets. Among the leading lines of fresh fish being offered are halibut and haddock. Fresh salmon is being offered on some markets, but prices are nearly prohibitive. Prices on the whole remain quite steady.

Dealers seem to be quite satisfied with the volume of fish sales during the Lenten season. There was a slight slackness about the fourth week, but that was to be expected after the large trade during the opening weeks. On the whole the trade compares favorably with last year.

QUEBEC.

Montreal.—Fresh fish has been arriving more freely and is finding its place on the market. There are still fairly liberal supplies of frozen fish which have not been affected by the warm weather, owing to the fact that they have been carried in cold storage. Among the leading lines of fresh fish are halibut and haddock including a fancy shore fish that is popular. Fresh pike and dore are beginning to arrive but the close season for dore or pickerel begins April 15. Shad are coming in more freely and prices are now reasonable. The stocks of prepared fish are still enjoying a good demand but it is expected that henceforth frozen fish will find the greater bulk of the demand.

FRESH

Haddock, per lb	0 06	Halibut, express per lb	0 10
Haddock, fancy shore, per lb	0 07	Salmon, per lb	0 22
Steak cod headless, per lb	0 07	Shad, buch, each	0 25
		Pike, per lb	0 08
		Dore, yellow, lb	0 12

FROZEN

Codfish	0 03 0 03½	Mullets (carp)	0 03 0 04
Dore, winter caught, per lb	0 09	Flounders, brl	2 00
Haddock	0 03	Salmon, B.C., red	0 08½ 0 09
Halibut, per lb	0 07½ 0 08	Gaspe salmon, per lb	0 18
Pike, dressed & headless, cases 150 lbs., per lb	0 06½ 0 07	Qualla salmon	0 07 0 08
Grass pike	0 04 0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Steak cod	0 03½ 0 04	Whitefish, large, lb	0 07 0 07½
Mackerel	0 11 0 12	Whitefish, small	0 05 0 06

SALTED AND PICKLED

Labrador sea trout, bbls	12 50	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" " pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
½ bbls	3 00	" " ½ bbls	8 50
No. 1 pollock, bbl	6 00	" " trcs., 300 lb	21 00
Scotia herrings, No. 2, bbl		Salt eels, per lb	0 07
Lake trout, half bbl	6 00	Saltsardines, 20 lb. pls	1 00
Choice mackerel half pail	2 00	Scotch herring	6 50
Sea trout, ½ bar	6 50	" " keg	1 00
		Holland herring, ½ bbl	5 00
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00
New fillets, per lb	0 11

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 00

NEW BRUNSWICK.

St. John. — Stormy weather last week was responsible for the rather meagre supply of fish on the local market. All kind of fresh fish were scarce, though with the weather clearing it was expected that the present week would see the arrival of some good catches.

ONTARIO.

Toronto.—The last bid of the entire season is being made among the fish dealers this week, and more activity is shown than during the past two weeks. Following Easter the trade will likely settle down to its usual steady proportions, after a Lenten trade that all dealers seem to be well satisfied with. White fish and herring are added this week to the list of fresh caught, on this market. Smelts, tullibees, bloaters and kippers have been about cleaned up. Prices are unchanged, except for reductions on lines which different firms want to clear out. Pickled lake herring that are left are being offered at prices ranging around $2.80, the usual price being $3.80 to $4.00.

FRESH CAUGHT FISH

Steak cod	0 08	Fresh caught white	12
Fresh halibut	0 10	Fresh caught herring	0 09
		Haddock	0 06 0 07

FROZEN FISH

Goldeyes	0 05	Salmon trout	0 12
Halibut	0 09 0 10	White fish, winter caught	0 09
Lake Superior herring	0 03½	Yellow pickerel	0 08½
Pike	0 05	Mullets	0 04
Pink sea salmon	0 08 0 09	Bluefish	0 12
Round red "	0 09		

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Oysters, extra selects, gal	2 75
Shredded cod	2 25	Oysters, selects, gal	1 85
Cod, Imperial, per lb	0 06	Oysters, standard, gal.	1 65
Fillets, per lb	0 12	Pickled lake herring, 100 lb. kegs	2 80
Haddie, Finnan	0 07½	Quail on toast, per lb	0 07

NOVA SCOTIA.

Halifax.—Fish is in fairly good supply on the local market, several inshore bankers having arrived during the week with good fares. The halibut is of fine quality, but the haddock are poor, being thin. This, however, is about the usual condition of these fish. The lobster situation shows little change, both as regards prices and catch. There has been a small increase in the shipments from Nova Scotia to Boston. Some small-sized lobsters are offered for sale here, but the price is practically prohibitive. Early American bankers are returning to Gloucester, and Boston with fairly good fares. One vessel that arrived this week had 93,000 pounds of cod and haddock, and another had 70,000 pounds. These vessels sold their haddock for $2.85, and $4.00 for their large cod.

Fresh salmon, taken from the rivers of Western Nova Scotia are being shipped from this province to the United States market. The number of fish taken is small, but the salmon are bringing from 75 cents to one dollar per pound in the large cities. None are offered in the local market as the price is prohibitive.

Sales of oysters are reported good, the stock offering being principally American in bulk. Smoked haddies are scarce, but kippers, salmon, bloaters, and fillets are in good supply. The sales of fillets show a gradual increase.

NEWFOUNDLAND.

St. John's.—The fishing on the southwest coast has been quite good, particularly around the waters of Rose Blanche, and most of the people daily secure good catches when they get on the grounds, but operations are considerably retarded by bad weather. It is said that people from St. Jacques, Grand Bank, Belloram, Fortune, and Rose Blanche will not begin bank fishery operations this year before the last of April or first of May which is rather later than usual. Fishing schooners are being fitted up and crews gotten together to start as soon as possible.

MANITOBA.

Fish.—As is always the case at this time of the year trade in this commodity has been exceedingly active during the last three weeks. The first fresh fish of the season arrived on the market during the week in very limited amounts in the form of fresh salmon, and is being sold at 18 cents per pound. Prices are unchanged from the opening of the fasting season.

FISH (FROZEN)

Western white fish (split), per lb	0 07½
Western white fish (round), per lb	0 07
Halibut, per lb	0 08
Salmon, per lb	0 09
Sea herring, per lb	0 06
Mackerel, per lb	0 12
Tommy cod, per lb	0 05
Pickerel, per lb	0 07½
Jackfish, per lb	0 03½
Fresh goldeyes, per lb	0 06
Haddocks, per lb	0 06
Market cod, per lb	0 05½
Steak cod, per lb	0 07½
Flounders, per lb	0 06
Mullet, per lb	0 03

SMOKED FISH

Kippered herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring, per keg	68
Fillets of haddock	0 12
Smoked cod	0 12
Labrador herring, ½ barrels	4 25
Bloaters, per box	1 50
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08



In the Long Run

QUALITY Counts and you will find that by recommending only the best and choicest of fish you will establish a good sound business.

What about **FILLETS?**

Of course we mean **Boutilier's Smoked**

They guarantee repeats and allow you a good margin of profit.

The lines that please are the lines for you.

HERE THEY ARE

OCEAN BRAND — Haddies, Kippers, Bloaters

The very latest in Smoked Fish

SMOKIES

Get in a supply. They're Boutilier's

If Your Wholesaler Cannot Supply You Write Us Direct

NOTE CHANGE IN ADDRESS

Halifax Cold Storage, SELLING BRANCH **47 William Street, Montreal**

SARDINES In Oil ← **NEW PACK** → HERRING In Tomato Sauce

The attention of the trade is directed to our **NEW PACK Sardines in Oil** and **Herring in Tomato Sauce.**



Our exacting methods for obtaining only the best fish make our

"Brunswick" Brand Sea Foods

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Get in touch with us or our agents throughout Canada for prices and information about the **NEW PACK** Sardines and Herring. There is guaranteed **Satisfaction** and **Profit** in them for you.

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Care for the Storeroom as Well as Store

How Carelessness of One Type of Clerk Plays Havoc in the Stock Room—Delineation of Several Methods—Some Suggestions for the Overcoming of This — Inducing the Hurrying Clerk to Think for the Future.

(By J. W. Bryans.)

Carefulness and neatness in clerks, about the store proper, is a trait to be appreciated, but there are clerks who while most careful in this particular, are utterly indifferent about the appearance of the other parts of the establishment, sections not open to the general public, but which play an important part in the general well-being of the whole store.

This type of helper will rush to the storeroom, turn two or three boxes or bags over in getting what is wanted and leave them in that position.

In a few minutes he goes out again for some five pound bags, and there being some other size on top, he throws them on a nearby box, secures the five pound bags, and rushes back to the store.

How It Ends.

This goes on until the storeroom is in a very jumbled condition and until what is wanted can be secured only with a great deal of trouble, while, if he carefully replaced the goods each time, everything would have been in order and it would have been much pleasanter for the clerk. It takes very little time to keep the stock well arranged, and saves goods from damage, while it also makes an orderly impression upon visitors. It also makes work for the clerk much easier. If he would but stop for a moment when on one of these wild dashes, and think what a simple matter it would be to keep the stock in good shape, he would, no doubt, at once resolve to carefully replace goods in the future. It is not that clerks are rushed that this state of affairs exists, but because they get into the habit of storeroom carelessness easily, and then find it hard to break. It would be greatly to their advantage to do so.

Placing Goods.

Something might also be said about the proper placing of goods when they are received in the storehouse. "A place for everything and everything in its place" should be the ideal in the arrangement of goods in the storeroom. Some planning and exercise of judgment will do a lot in lessening future work. Do not pile yellow and granulated sugar together so that you will have to pull a bag of white sugar down to get at a bag of yellow. Have a pile for each and when you want a bag you can go and get it without any trouble. In the same way pile each make of flour separately so that when you want a particular brand, you will merely have to go to its pile and get it.

Storing Canned Goods.

When a shipment of canned goods is received in the fall, I have seen clerks pile tomatoes, peas, corn and fruits all together. The whole winter long each time a case of canned goods was wanted it was necessary that several cases be disturbed to secure the required variety. Planning and thinking, not only of completing the work at hand, but of saving trouble in the days to come makes the work of a clerk much easier.

It might also be well to speak of another phase of storeroom work, and that is placing goods so that they will not be damaged. Do not pile goods that are liable to leak on top of other goods which it might destroy. One illustration of this, is where molasses or syrup, which are liable to leak, are placed on other goods. Care should be taken that cases of syrup, molasses, etc., are piled right side up. Then, too, instead of allowing brooms to lie around the storeroom and the straw to become damaged, a rack can be put up in a short time that will keep them in first-class condition and also give more space in the storeroom

There are many such little things that will arise from time to time, where a little thought and effort on the part of the clerk will keep goods in the storehouse from becoming damaged.

THIS WEEK'S TRADE CHANGES.

Items of Interest Concerning the Grocery Trade in Canada.

ONTARIO.—W. A. Pringle of Beeton, has sold his general store to W. T. Stewart, of Shelburne.

Geo. Hacquoil, grocer, Fort William, has sold out.

Eli Smith, of Barrie, has sold his grocery business.

Thomas McGinnis, grocer, of Belleville, deceased.

Ralph C. Fraser, grocer, Fort William, has assigned.

W. R. Smith, grocer, Seaforth, suffered loss by fire.

A. W. Rennie, grocer, London, has sold to Riordan Bros.

J. Hill, grocer, North Bay, has taken F. Wilson into partnership.

W. W. Mann's general store at Stittsville, was destroyed by fire

Mrs. M. E. Cox, general merchant, Harley, succeeded by Cox Bros.

A. H. Foote, grocer, Fergus, has opened a branch store in that town.

H. F. Berdux, grocer, Tillsonburg, has sold to Loren Hicks, of Cornell.

Henry Simpson, general merchant, New Sarum, has sold to Brown & Savage.

The stock of Glynn & Co., grocers, Ingersoll, has been sold to McLeod & McBain.

W. Albert Day has purchased the grocery business of Culver Brothers, corner Scott and Mary Sts., St. Thomas.

The assets of George St. Armand, general merchant, Sandy Bay, have been sold.

QUEBEC.—The assets of Dumais & Co., general merchant, Matane, have been sold.

The assets of Omer Lefrancois, general merchant, St. Anne Des Monts, have been sold.

A. D. Ingraham has purchased the grocery store of Harrington, Ltd., Sydney, N.S.

John Hennessey, grocer, Harbor Grace, Nfd., declared insolvent.

W. W. French, Harbor Grace, declared insolvent.

MARITIME PROVINCES.—McKenzie & Sutherland have purchased the general store of D. C. McKenzie, Westville, N.S.

WESTERN CANADA.—Burley, Currier Ltd., general store at Portage La Prairie, Man., suffered loss by fire.

S. Kalmbach has commenced a general store at Irvine, Alta.

Pepper Bros., are opening a grocery store at Calgary, Alta.

Enos Harvey has opened a general store near Kronau, Sask.

Richard McCullough, grocer, Winnipeg, succeeded by McCullough Bros.

The grocery store of A. Youngmen, Calgary, was destroyed by fire.

Campbell & McTavor are opening a general store at Lea Park, Alta.

King & Stevens have opened a grocery store at North Vancouver, B.C.

Farmer's Trading Co., general merchants, Wynyard, Sask., dissolved.

The Westbourne Trading Co., general merchants, Westbourne, Man., dissolved.

The MacLanes Grocery Company have started business in Vancouver, B.C.

Johnson Bros., general merchants, Zealandia, Sask., sold to J. W. Holtby.

The Glen Ewen Trading Co., general store, Glen Ewen, Sask., loss by fire.

F. W. Shoecraft & Son are opening a grocery and hardware store at Ralph, Sask.

Indredason & Co., general merchants, Cypress River, Man., sold to C. J. McGlocklin.

M. Rotstein & M. Porgamanek, general merchants, Yorkton, Sask., have dissolved partnership.

A number of the merchants of Kerrobert, Sask., have agreed to close their stores at six p.m.

FLORIDA FRUIT CROP.

London Dealer Says It Will Be Small, Owing to Lack of Rain.

London, Ont., April 13.—A local fruit dealer, who has just returned from several weeks in the South, reports that the Florida fruit crop will be small this year, owing to lack of rain, none having fallen from the first week in January till last week. With wind and hot sun, he said the trees were almost dead when they should have been blooming.

The vegetable crop is large this year. The tomato yield has been so great, he said, that the East Coast Railway was swamped, while thousands of crates of tomatoes spoiled. The celery crop was also large, and the yield of watermelons from Florida will be heavy.

Chas, Chaput, of the wholesale grocery firm of Chaput, Fils et Cie., Limited, is spending five weeks at New York and Atlantic City.

Peterboro, Ont., is to have a library voting contest according to one of the newspapers of that city.

John A. Gunn, of Gunn, Langlois & Co., Ltd., Montreal, has been spending a few holidays in Atlantic City with his family.

F. M. Moffat, managing director, Gunns, Ltd., West Toronto, is in the Old Country an a two months' trip. He will likely return about May 1.

The R. Stirrett Company, Petrolea, have installed cash carriers in their grocery department.

CIVIL SERVICE CO-OPERATION.

Rules and Regulations Under Which Federal Association Will Operate.

Ottawa, March 30.—Throughout the whole civil service, it is said, a circular letter has been distributed in behalf of the newly-incorporated Civil Service Co-operative Supply Association. These circulars state that as soon as the membership is sufficient, it is proposed to begin business in the supply of staple groceries. Other lines are to be added as soon as the trade warrants.

Rules and regulations to govern the organization have been drafted. These have been printed in pamphlet form and distributed among the members. Each member is required to pay an initial fee of $2 and to buy one debenture at $5. There is no share capital. Business is to be conducted on a cash basis, all goods to be paid for when ordered or delivered, at current retail prices. After deducting running expenses, the net profits are to be divided among the members in proportion to the value of their purchases.

READY-MADE CARD PHRASES.

Tomatoes—not fresh from the garden, but which taste like it.

This cleanser is a good thing to have around during house cleaning.

A new broom sweeps clean.

Washing ammonia helps in the work. Keep a supply of soap on hand.

We can't do your housecleaning but we can supply the goods.

These olives are true palate ticklers.

Best brand breakfast bacon.

All kinds of pickles, and all good.

These prunes are superior in size and flavor.

This marmalade for the morning meal.

Excellent flour for home-made bread.

Syrup and pancakes—a delightful treat.

Among the members of the London, Ont., Retailers' Association, which is conducting a "Trade in London" week, and refunding railway fares to all visitors from points in a 65-mile radius who purchase at least $20 worth of goods are John Diprose, grocer; London Crockery Co.; Scandrett Brothers, grocers; George Peters, baker and confectioner. The majority of the members, however, are dry goods dealers, shoe men, etc.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
Established 1886
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

BY THE CARLOAD

We have now
BANANAS, TOMATOES, CABBAGE, and CELERY
arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

Lemon Bros.
Owen Sound, Ontario
and Sault Ste. Marie
Wholesale Fruit, Fish and Produce Commission Merchants, and dealers in Hides, Wool and Raw Furs.

BUY
Star Brand
Cotton Clothes Lines
AND
Cotton Twine
Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers.
SEE THAT YOU GET THEM.

FOR METAL SURFACES
of every description, there's no polish you can handle that gives the same satisfaction as
ROYAL POLISHES
They give a brilliant, lasting polish in the least time, with the least labour, and will not scratch the finest surface.
A Real Profit-Producer
Order a Supply To-day


Royal Polishes Co., Montreal

BLACK JACK
QUICK, CLEAN, HANDY
TRY IT


SOLD BY ALL JOBBERS
¼-lb. tins—3 doz. in case.

Silent Salesman Refrigerator
One of the Famous Arctic Line
Very attractive and specially adapted for the grocer Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.
Representatives in West: Ryan Bros., 147 Bannatyne Avenue Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.

Write for Catalogue and Details
John Hillock & Co.
Limited
Toronto, Ontario

Grocer's Encyclopedia—The Pineapple

Some Interesting Facts About the Delicious Dessert Fruit Now Coming Upon the General Market—How it Originated and Where Transplanting Has Been Attended With Success—The Size of the Plant and Its Manner of Growth.

Usually when one thinks of pineapples it is to pine trees that the mind unconsciously turns, assuming as its name implies that the fruit is really the "apple of the pine."

As a matter of fact there is nothing majestical about the pineapple plant. A tuft of long stiff sharp-pointed leaves, about 12 in number—it grows from 2 to 4 feet high. From the middle of this tuft springs a short stem bearing a single fruit stalk. At its top is found a crown of small leaves which can easily be trained into a new plant. And that is all. Each plant produces only one "apple" and then dies leaving behind a number of shoots to transplant and keep up the supply.

Native to South America.

Still it is a delicious dessert fruit. A native of South America, it has been transplanted at various times and is now successfully cultivated in most tropical countries, and particularly in Madeira, Canary, Zanzibar, Natal, Singapore, and the Indies, where they grow wild in most hedgerows. But in the Bahama Islands off Florida, in the Atlantic Ocean, the pines are regularly raised in fields, in immense quantities. The pines thrive best in rich, warm, moist, sandy land, which after being used four or five years, requires a long rest

Methods of Cultivation.

The methods of cultivation are really primitive, or at least were so up to the last year or so. As many as 20,000 plants were crammed into an acre of ground. The crop is ready in from 18 months to two years from the time of planting. When ripe the apples are cut and carried on the heads of men and women to the nearest beach for shipment. Most of these Bahama apples, go, it is claimed, to Baltimore canning factories. They are coarse but are good travelers.

But the pineapples coming to this country seem to be improving in quality every year, and the demand for the fruit is steadily increasing. It is more trouble to prepare the "apple" for table than is the case of either the orange or the banana, and probably that is the reason why it is not even more generally used. But, more and more find their way to household cellars every summer in the shape of preserves, and, as the methods of "putting down" improve, and the real merits of the fruit assert themselves, the growth of sales will be greater each year. The ripe raw fruit contains very powerful digestive juices. This is also true of the preserved, which is considered better when at least a year old.

Season Coming On.

The pineapple season is now coming on and the merchant should try to increase his sales in this line. By telling customers of its digestive qualities: interesting them, by telling where and how they are grown: instructing them in the best method of preparing, he should be able to take a stride forward in this trade.

One writer tells how best to eat what he calls: "the king of fruits." He says that it should be noticed the pine has a fibre running from centre to circumference, and to have it tender, it should be nicely pared, and all the eyes cut out. After this has been properly done slice the pine vertically: keep turning the apple and slicing off the outside until the core is reached. Thus you may eat the fruit without fear of a sore mouth from the spear in each eye, and it will also be tender and juicy, because cut across the fibre."

Canada receives her pineapples largely from Florida and the West Indies, although some from California, Hawaii and Mexico are received.

HINTS FOR GROCERS.

A consumer of average intelligence, on entering a grocery store, encounters an atmosphere—gets an impression. What does she get in your store?

It pays for clerks to know the names of customers, and it also pays to have the clerks known by name to as many of their customers as possible.

As the weather grows warmer, people frequent the streets, and for that reason more time should be spent on fixing the window, so that it may be attractive.

In order that your business may have a "Good Will" asset you must possess the confidence and the friendship of your customers.

The merchant who regards the cash discount as a little thing is obviously lacking in a right sense of proportion. The cash discount is one of the biggest things in merchandising.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
Those made by McDOUGALL are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Handsomest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—Well equipped grocery, large turnover, Walker bins, up-to-date stock. Will sell building or stock and fixtures. In live Western Ontario railroad town. Owner going West. Box 380, CANADIAN GROCER. (16)

COMMISSION LINES WANTED.

GROCERS requiring the services of a man with 100 per cent. executive ability, coup'ed with a practical knowledge of buying and selling, acquired by over 20 years' practical experience, should communicate with Box 379, CANADIAN GROCER, Toronto. (16)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT, Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited. 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU DON'T BUY a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

NOTICE TO MANUFACTURERS.

CANADIAN TRADING COMPANY wishes to announce that they are open for business in Winnipeg and desires to get in touch with manufacturers and exporters of high class grocery lines. Address 11, Bank of Hamilton, Winnipeg.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Percase
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ¼-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.



White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
Strawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 95	Crabapple	1 45
Raspberry and gooseberry	1 80	Plum	1 70
Plum jam	1 55	Grape	1 85
Greengage plum, stoneless	1 75	Marmalade	
Gooseberry	1 75	Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 35c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocalate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 lb. boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20

Crushed Java and Mocha 0 18

" " " ground 0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 28

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

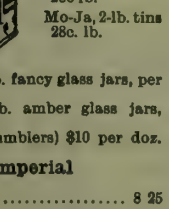
Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In carbons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases dozen	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	1 75	
2½ "	"	2 00	
4 "	"	3 00	
5 "	"	3 75	
8 "	"	5 50	
16 "	"	10 00	
32 "	"	18 00	

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Soups



CHATEAU BRAND CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant Lasting Polish

--Quick--



There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.



"KIT"

Coffee Essence

INSTANTANEOUSLY makes a cup of the most delicious and fragrant coffee that can possibly be desired by the most particular consumer.

KIT COFFEE essence is a beverage of such pure and delightful quality that it is very difficult for science to produce a preparation that will prove JUST so pleasing and satisfying to the many users of good coffee.

Every package of Kit Coffee contains a guarantee of absolute purity, is very attractive in appearance, and most appropriate for the better class of trade.

5-oz. bottles, retailing at 20c, cost $1.55.
10-oz. bottles, retailing at 35c, cost $3.00.

Place an order to-day with your wholesale grocer.

Agents for Ontario, THE HARRY HORNE CO., TORONTO.

Kit Coffee Co., Govan, Glasgow

NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material.
Absolutely pure, never becomes rancid and keeps indefinitely.
Highly digestible and nutritious.
Unrivalled for frying, cooking and pastry.
Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited
206 Papineau Avenue, MONTREAL

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

				Per case
Sur Extra Fins	½ flacons,	40	½ ou.	10 50
" "	tins ½ kilo	100	tins	14 50
Extra Fins	" ½ "	100	"	14 00
Tres Fins	" ½ "	100	"	12 50
Fins	" ½ "	100	"	11 00
Mi-Fins	" ½ "	100	"	10 00
Moyens No. 1	" ½ "	100	"	9 50
Moyens No. 2	" ½ "	100	"	9 00
Moyens No. 3	" ½ "	100	"	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts.	7 00
La Neptune, 50 qts.	6 00
La Capitale, 50 qts.	5 00
La Sanitas Sparkling, 50 qts.	8 00
" " 100 pts.	9 00
" " 100 splits.	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07½	lb.
" 12 lbs., 2½ lb. bars	0 08½	lb.
" 50 lbs., ½ lb. bars	3 50	case
" 200 lbs., 3½ oz.	3 75	case

"La Luna," 65 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07	lb.
" 12 lbs., 2½ lb. bars	0 08	lb.
" 50 lbs., ½ lb. bars	3 25	case
" 100 lbs., 3½ oz. bars	1 80	case
" 200 lbs., 3½ oz. bars	3 40	case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts.	4 75
Champagne de Pomme, 12 qts.	5 00
" " 24 pts.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
" " 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs.	0 25
Princess Louise, half case, 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady, cases 60 lbs.	0 13
Duchess, cases 60 lbs.	0 19



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

Per doz.

1 lb. Carbonized Fibre packages 0 85
½ lb. Carbonized Fibre packages 0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs ..lb. 0 05½
300 lb. Barrels " 0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75

HAND CLEANER (Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood box



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case....	$3 50
Baby size, per case...	2 00
Ditto, hotel.....	3 75
Silver Cow Milk.....	4 50
Purity Milk.....	4 25
Good Luck.....	4 00

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHERIFF BRAND

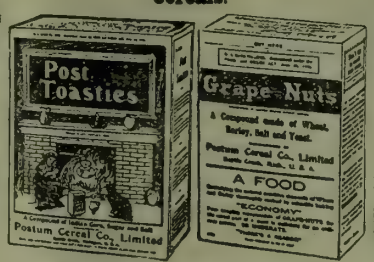
"Imperial Scotch"—

1-lb. glass, doz...	1 55
2-lb. glass, doz...	2 80
4-lb. tins, doz....	4 65
7-lb. tins, doz. ..	7 35

"Shredded"—

1-lb. glass, doz...	1 90
2-lb. glass, doz...	3 10
7-lb. tins, doz....	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50
Post Toasties—No. 71 $2.85.

Jelly Powders

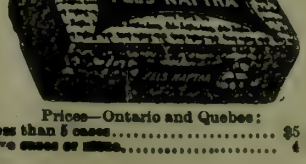
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 3l-b	0 11½
" 5-lb..	0 11½
" 10-lb..	0 11



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box..	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can....	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Mustard

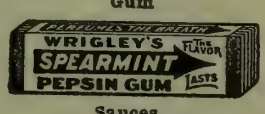
COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins..	1 45
" ¼-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins..	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1,	cases 60 1-lb. packages		1 case	$2 85
			5 "	2 75
No. 2,	" 120 ½-lb.	"	1 case	2 85
			5 "	2 75
No. 3,	" 30 1-lb.	"	1 case	2 85
	" 60 ½-lb.	"	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

The Season when Appetites Need Coaxing!

Your customers are buying a greater quantity of

PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS

and other delicacies to tickle the palate.

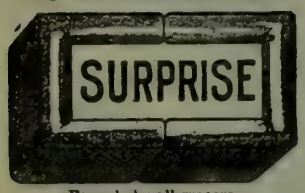
Be Prepared. ***Look over Stocks.***

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
8-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



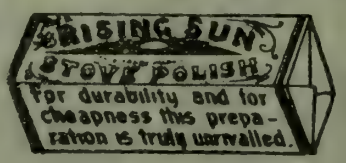
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 [illegible]
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz in case				$3 50
5	"	1	" "	4 0
10	"	½	" "	3 95
20	"	¼	" "	3 90

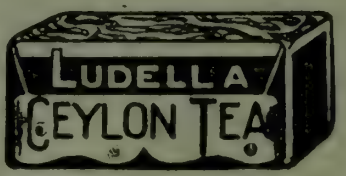
(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red	" 1 lb. or ½	0 27	0 35
Green	" 1s, ½ or ¼	0 30	0 40
Blue	" 1s, ½ or ¼	0 35	0 50
Yellow	" 1s, ½ or ¼	0 40	0 60
Purple	" ½ only	0 55	0 80
Gold	" ¼ only	0 70	1 00

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 [illegible]
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	55
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

On ario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

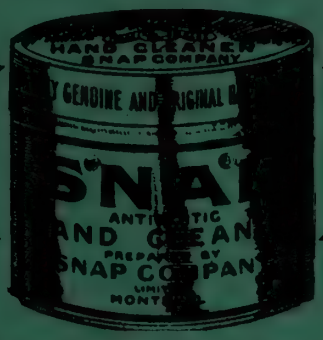
LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP  SELLS

SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

Snap Co., Limited, MONTREAL Canada

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Keep in Mind

THAT THE BUSY SPRING-TIME IS AT HAND AND AVOID POSSIBLE DELAYED DELIVERY BY ORDERING YOUR SALT NOW.

VERRET, STEWART & CO.
LIMITED
MONTREAL

Your Customers Know—
AND WILL BUY
WETHEY'S MINCE MEAT
IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Canadian Grocer is Read and Studied at a Time Selected by the Dealer Himself : : : :

This is one great reason why this paper is found to be a high-quality advertising medium by many manufacturers.

The advertisements are read at a time when no traveling salesman could hope to get an audience with the dealer. In most cases it is on a Sunday afternoon when a comfortable pair of slippers and the pipe of peace form pleasant portions of the program.

Readers of The Grocer have a buying power conservatively estimated at $140,000,000.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg · 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York · 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO APRIL 21, 1911 No. 16



Your customers want something to keep from taking cold this changeable weather, and you can just fill the bill by selling them

Robinson's Patent Barley

It is an equally efficient food for infants and invalids, and you can recommend it without hesitation. Stock "Patent Barley"—it's right in your line, and there's no reason the drug-store man should have a monopoly of this quick-moving product. Remember the name—Robinson's.

Agents for the Dominion of Canada

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

"CROWN BRAND" CORN SYRUP

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

CHEESE A SPRING DIET



DR. WILEY, chief of the United States Pure Food Bureau, warns people against the theory that we eat too much. Eat all you can digest, he advises. In England, prominent physicians are giving the same advice, particularly with respect to Springtime diet—which many persons are said to limit to their own disadvantage.

Eat cheese and nuts and continue jam diet during the early Spring, they advise.

At this time of the year the body's resistance against disease is at its lowest, and cheese is one of the best body-building, germ-resisting foods.

Make a habit of eating cheese not only after lunch and after dinner, but between meals. At 11 a.m., eat a snack of bread or biscuit and cheese, and at night before going to bed consume a large portion.

Now, during the Spring, a man should, if anything, eat more than he has during the Winter, and in between meals he should eat plenty of cheese.

The many nourishing qualities of cheese cannot be exaggerated. It is a food which gives tone to the system, and certainly helps one to resist Spring illnesses.



Make your trade acquainted with the real value of cheese as a diet. It will pay you to do so and especially so

IF IT IS

MacLAREN'S CHEESE

NOTHING BETTER

MacLAREN'S

Imperial Cheese

The only cheese that scored 100 points (perfection) at the World's Fair, Chicago, 1893.

MacLAREN'S

Canada Cream Cheese

The best package cheese made.
Put up in three sizes.

MacLAREN'S

PIMENTO CHEESE

In glass jars---Try it

YOUR JOBBER HAS THEM. YOU SHOULD HAVE THEM

We would also remind that we carry complete line of imported and domestic cheese as

ROQUEFORT CHEESE	BRICK CHEESE	OKA CHEESE
LIMBURGER CHEESE	ENGLISH STILTONS	CAMEMBERT CHEESE
SWISS CHEESE (Imported and Domestic)	PINEAPPLE CHEESE	NEUFCHATEL CREAM CHEESE
GORGONZOLA CHEESE	EDAM CHEESE	CANADIAN CHEESE, Etc.

IMPERIAL PRODUCTS

MANUFACTURED AND GUARANTEED PURE BY

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

NEW YORK MONTREAL CHICAGO TORONTO DETROIT

Order Now



As Supplied to His Majesty the King

As Supplied to the British House of Commons

"Stower's" Lime Juice Cordial

Few persons would purchase plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.

LIME JUICE CORDIAL is one of the most popular drinks. It is delicious—quenching thirst—keeps the blood and digestive organs in an excellent state.

STOWER'S LIME JUICE CORDIAL is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. **It will not ferment and is sweetened with the best refined loaf sugar.**

NO MUSTY FLAVOR

ARTHUR P. TIPPET & CO. - MONTREAL AND TORONTO - SOLE AGENTS



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10 Garfield Chambers, Belfast, Ireland.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

CURRANTS
To Arrive
Filiatras, Cleaned and Uncleaned
Finest Vostizzas
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street. Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE
Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.
PRICES RIGHT
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

You should see our

New Handsome CORONATION TINS

IN WHICH ARE PACKED OUR

"EMPIRE" brand of

TEA, COFFEE, MUSTARD AND BAKING POWDER

HANDSOME TINS, ½, 1, 2 and 3 lbs. HANDSOME TINS, 1, 2, 3 and 4 lbs.

This is a line that will sell at sight. The Quality is Guaranteed

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

A Safe Investment

BORDEN'S

EVAPORATED MILK

PEERLESS BRAND



The Original

When the Grocer buys a Stock of Peerless he has made a safe investment.

No worry about Quality.

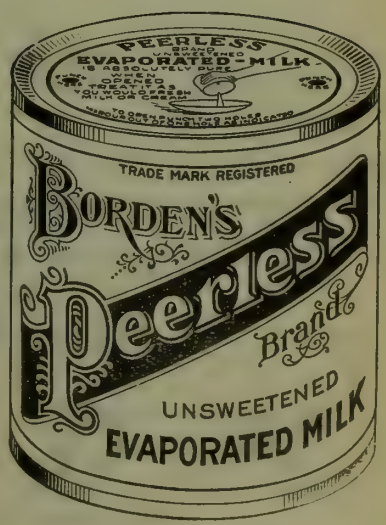
Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER



Unsweetened

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

BELGIAN ACME PEAS

Brand Registered

Our bookings for ACME BRAND for Fall Delivery are double our best previous year.

We are ready to quote all grades from

SUR EXTRA FINE TO MOYEN

ACME **PEAS** are grown from selected Marrowfat Seed.

ACME **PEAS** are packed in an ideal factory, up-to-date in every particular.

ACME **PEAS** are packed in specially sterilized, sanitary cans.

Our customers who had ACME BRAND last year specify ACME BRAND on Repeat orders.

Write for prices or see our Salesmen.

W. G. PATRICK & CO.

DIRECT IMPORTERS

Toronto Montreal Winnipeg Vancouver



PRICES WILLINGLY QUOTED

They Influence Trade !

A good match spells satisfaction, and

DOMINION SILENT MATCHES

are the kind for you to feature.

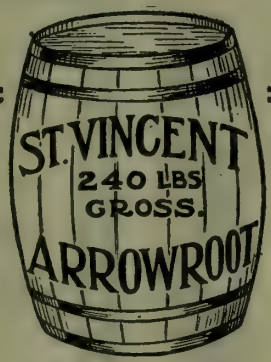
Never fail to strike, won't lose heads, and wooden stems are evenly cut and well finished.

A TRIAL ORDER WILL CONVINCE YOU.

The Dominion Match Co., Ltd., Deseronto, Ont.

or CANADA BROKERAGE CO., LTD., TORONTO.

St. Vincent Arrowroot



The Best Grade

An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers and Exporters' Ass'n,

KINGSTOWN, ST. VINCENT, B.W.I.

McLean's Cocoanut



THE QUALITY COCOANUT
THAT NEVER FAILS TO SATISFY!

The Canadian Cocoanut Co.

Sole Makers, Montreal

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

Have Your Wife Try a Bottle



Mexican Vanilla Bean Gatherer

Take home a bottle of Shirriff's True Vanilla to-night. Have your wife use it for flavoring her sauces, puddings and cakes. Get her verdict. Then you'll know how pleased other women—your customers—will be when they have tried it on your recommendation.



Shirriff's

True Vanilla



is made from first-quality Mexican Vanilla Beans. It is the REAL extract—aged until its strength, flavor and bouquet excel all others. Very economical—a little drop goes a long way.

You are doing your customer a good service in persuading her to try Shirriff's True Vanilla in place of extracts which are vanilla in name only. There is a good profit on each bottle of Shirriff's True Vanilla. Each bottle you sell is another step gained in the "goodwill" of your customer.



Imperial Extract Co.

TORONTO - - CANADA



Modern Methods of Packing Your Merchandise!



No matter what kind of article you have to pack you'll find a

"H and D" Corrugated Fibre Board BOX

that will pack it better than any other way. "H. and D." boxes deliver your products as clean, fresh and attractive as they left your warehouse or factory, and will, moreover, protect your goods from damp and damage.

May we design an "H. and D." box to suit your special need? We'll guarantee that it will save you freight packer's time and storage space.

We will be glad to do this for you; it will cost you nothing—involve no obligations.

Write to-day, advising what you have to pack. Ask for free booklet "How to Pack it."

The Hinde & Dauch Paper Co., Ltd.

TORONTO, ONTARIO



IN CASE OF FIRE

The Insurance adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape to-day to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of The McCaskey Gravity Account Register System, the chances are you have none.

Only One Writing **The McCASKEY SYSTEM** First and Still the Best

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut out your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent errors in your account keeping. It prevents disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality, who tell us it pays for itself several times in the course of the first year it is installed.

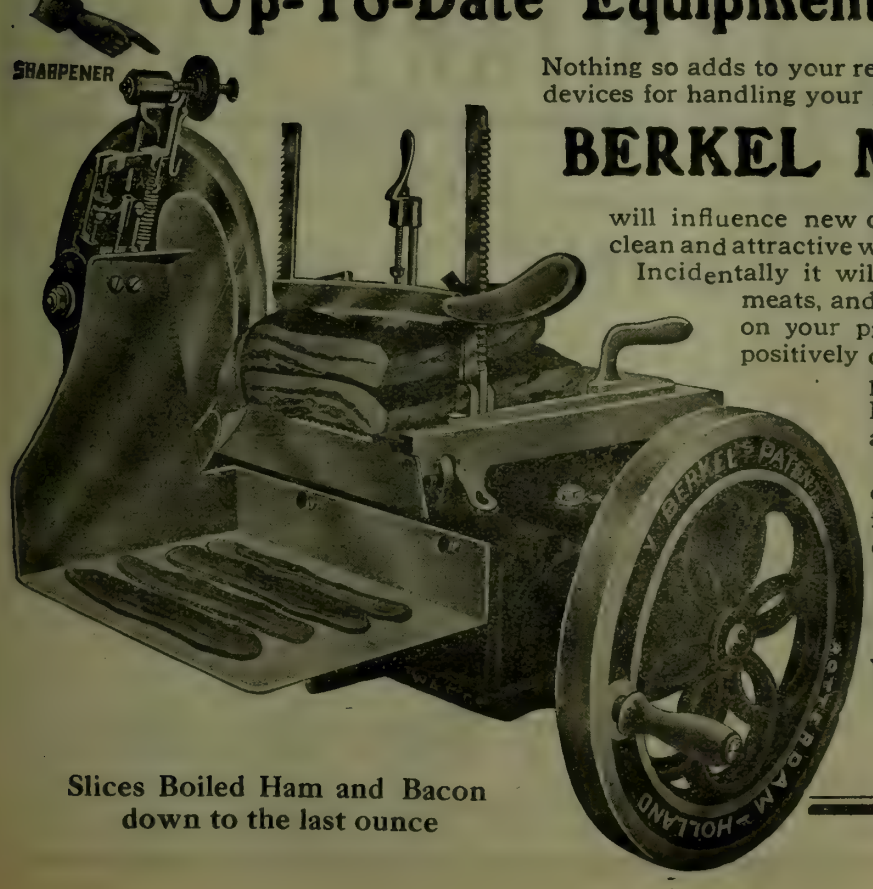
A letter or postal card will bring you information without obligation on your side to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know you want information.

DOMINION REGISTER CO., Ltd. - - Toronto, Canada

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

Up-To-Date Equipment Pulls Business!



Slices Boiled Ham and Bacon down to the last ounce

Nothing so adds to your reputation as the installation of modern devices for handling your goods, and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham. Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener, and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to-day for full details and particulars of what other Canadian Grocers think of it.

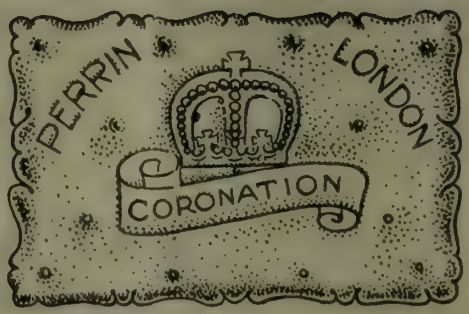
Canadian Agents

W. A. FREEMAN CO., Ltd.

Hamilton, Ontario

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S



CORONATION
BISCUIT



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



COLES
COFFEE MILLS

The pedestal mill illustrated here is the latest and newest design in coffee mills of this description, owing to the fact that it is constructed along the most advanced principle that has yet come into use.

The grinders both run at different speeds, as will be seen by the construction of the mill.

It is an acknowledged fact that: Granulating can be done more efficiently at high speed, while pulverizing can be done with less heating of the coffee at a much lower speed. These are indisputable facts.

Let the judgment of experts guide you, for they all decide unanimously in favor of this type of mill, which is Patent Applied For, and manufactured exclusively by us. Price—$150.00.

Made also for counter use. Price $135 00.

Illustrated catalog sent on request.



For Direct Current, $65 00

For Alternating Current, $75.00

COLES MANUFACTURING CO.

1625 North 23rd Street,

PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

THE RECOGNIZED STANDARD.

ENGLAND'S PREMIER LEMONADE.



No Grocer in England considers his stock complete unless it includes a supply of

EIFFEL TOWER LEMONADE

The time is fast approaching when no Canadian Grocer also will consider his stock complete unless it includes a supply of

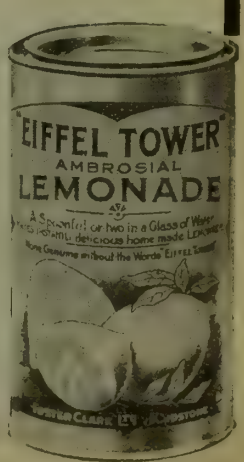
EIFFEL TOWER LEMONADE.

Why not be the first to introduce it to your customers? They will gratefully appreciate your enterprise.

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. MALKIN CO., Vancouver, for British Columbia.
The HARRY HORNE CO., 309 King St. West, Toronto, for Ontario.
Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England.



ADVERTISE YOUR STORE

Show the people that you are wide awake:- Use

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality. Write for full particulars and get our two valuable books "NO BROKEN EGGS" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

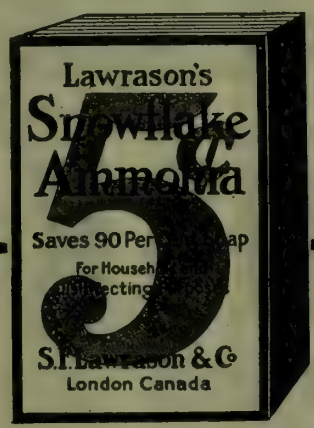
William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

WHY NOT GET THE BENEFIT NOW?

THAT LAWRASON'S SNOWFLAKE AMMONIA IS A PROFITABLE LINE HAS BEEN PROVEN BY A LARGE NUMBER OF CANADIAN GROCERS. OUR DISTRIBUTION IS WELL NIGH UNIVERSAL AND YOU WILL FIND THIS POWDER SELLING TO AN ALREADY ESTABLISHED DEMAND.

POWERFUL ENOUGH FOR



EVERY HOUSEHOLD USE.

$500.00 LAWRASON'S AMMONIA GUARANTEE SNOWFLAKE POWDER

EQUALS IN POWER ANY SIMILAR POWDER ON THE MARKET SELLING FOR TWICE ITS PRICE.

5 CENTS FOR A GIANT PACKAGE

CANE'S WASHBOARDS and WASHDAY WOODENWARE



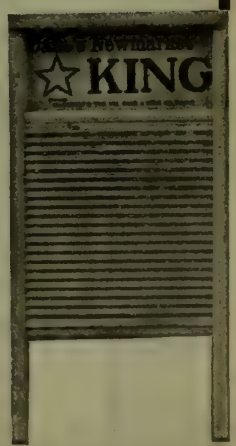
"NO, THANK YOU, MA'AM, I won't need a new washboard. This is a CANE'S NEWMARKET KING and will last a long while yet."

CANE'S NEWMARKET KING is oval face, plain, crimp, heavy, zinc, washing plate, lock corners, well made, a very easy washer.

are designed to meet every need of every housewife in a way that will more than satisfy.

From our catalog you can select exactly the style and grade best suited to the use of your customers. The prices and finish vary widely, but the merit is always there.

Cane's Goods sell well because they wear well.



The WM. CANE & SONS CO.
LIMITED

NEWMARKET, ONTARIO



TRADE MARK OF QUALITY

Sweetheart Brand Coffee

Delicious and Refreshing

Roasted and blended by our own special process, our coffee has a choiceness, flavor and aroma which make it a favorite and repeat orders a surety.

In bulk, 8 oz. and 16 oz. tins

Good Margin in Handling Same

I X L Spice & Coffee Co.,

London, Ontario

HOLBROOKS

of BIRMINGHAM, ENGLAND

Sole Proprietors of

The "HOLBROOK" Brand Norwegian Smoked Sardines

in Pure Olive Oil.

The "OLAF" Brand Norwegian Smoked Sardines

in Pure Olive Oil.

And Sole Manufacturers and Proprietors of

Holbrooks Worcestershire Sauce

Canadian Offices: 40 SCOTT ST., TORONTO, ONT.

Manager, H. GILBERT NOBBS.

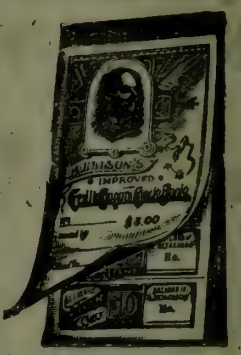
STOCKS HELD BY AGENTS IN EVERY PROVINCE.

Credit Selling—and Getting the MONEY

Credit business is as good as cash trade—if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

Allison Coupon Books

HOW THEY WORK



JUST

Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE



Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



Feature "TRIAN" Brand Goods

TRIAN
STRENGTH FLAVOR PURITY
TRADE MARK

Under this well-known label we import and pack the products of the best known firms in Canada, and the geographical positions of our various branches enable us to save you largely in freight charges.

Moreover, we can always give you the benefit of car load rates.

Our service is prompt and conscientious, and we invite your fullest enquiry.

Write Us To-day

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. Fort William, Ont. Kenora, Ont. Prince Albert, Sask.

Have You Had a Sample Tin?

Orsi's Concentrated Tomato Extract

SUN BRAND

is preferable to canned or fresh tomatoes because:—It has the flavor characterstic of the Italian fruit. It is of greater economic value. It is prepared by a PATENT PROCESS. It does not deteriorate but retains its delicious flavor through any length of time.

Note these very reasonable prices:--

1 case of 100 18-oz. tins for $18.00. You can get "yours" out of every sale.

DROP US A POSTAL.

AGENTS FOR CANADA:

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

Tartan BRAND

THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Purity Personified!



For 25 years

FOREST CITY

Baking Powder

has been recognized as the standard of purity—the lines you can honestly recommend.

6 oz. tins,	- -	75c. doz.
12 oz. "	- -	$1.25 "
16 oz. "	- -	$1.75 "

GORMAN, ECKERT & CO., LTD.

LONDON, Ont. WINNIPEG, Man.



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co. Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

60% PROFIT

CASTOLS! What is it?

A Scientific Preparation which has already delighted hundreds of mothers.

Castols in Chocolate Blocks.

Children cannot taste the Oil and ask for "MORE CHOCOLATE" after they receive the first piece.

Good for Young and Old



Results always Guaranteed

Put up in ½-gross display tins like this.

Very attractive.

Price per ½-gross $2.25. Retails at 5 cents. Profit of $2.70 per gross.

"Make Money While the Child Whines"

Tell the Mother that it smiles at Castols

No more spoonfeeding---No more crying when the oil is produced.

Write by Return for Sample.

You'll be Pleased.

SNOWDON & EBBITT,

325 Coristine Building.

MONTREAL.



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors

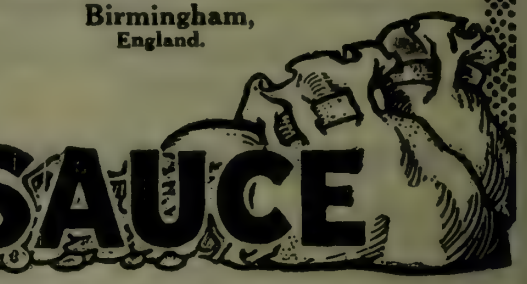
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N. S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



ARE YOU GETTING YOUR SHARE OF THE BENEFIT OF THE MONEY WE ARE SPENDING?

Our new advertising scheme is selling H. P. faster than ever. Are you supplying your customers, or are they buying it elsewhere? A post card to our address will bring you a trial bottle and full particulars.

The Midland Vinegar Co.
Birmingham,
England.



H.P. SAUCE

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED

HALIFAX NOVA SCOTIA

DON'T TAKE OUR WORD FOR IT!

Just write for Inland Revenue Bulletin No. 208 which certifies

"Canada First" Evaporated Milk

to be absolutely pure, and to contain the very highest percentage of genuine food values.



You will never have complaints if you are handling "Canada First."

MADE IN CANADA BY CANADIANS

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

HEADQUARTERS

FOR JAPAN TEAS

S. T. NISHIMURA & CO., Montreal



THREE OF

CANADA'S PERFECT FOOD PRODUCTS

ST. GEORGE EVAPORATED MILK
PRINCESS CONDENSED MILK
BANNER CONDENSED MILK

Week by week we have improved the quality of these popular brands until we have produced a product on which it is difficult for science to improve.

These favorite brands are made from absolutely *pure*, *fresh*, *clean* Brant County milk with the addition of *pure* cane sugar.

The grocer who pays strict attention to these lines will daily promote his sales and gain new customers. Our prices will show you good profits.

ASK YOUR WHOLESALER FOR SAMPLE ORDER AND PROVE OUR STATEMENTS

J. MALCOLM & SON
ST. GEORGE, ONT.

PEEK, FREAN'S

GOLDEN PUFF

BISCUITS

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are atemptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

HERE IT IS!

ASEPTO
Soap Powder
"The Enemy of Dirt."

Will save the user labor and money, without injuring the tenderest hands or the most delicate fabric. There is a fine paying proposition for you in handling ASEPTO!

Order through your wholesaler.

Asepto Soaps, Limited
ST. JOHN, N. B.

New Customers
For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE MASS.
Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

BIG SALES ⟷ BIG PROFIT

For every grocer who is handling **BJELLAND'S**
Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small, selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
Canadian Agents

A HANDY PACKAGE

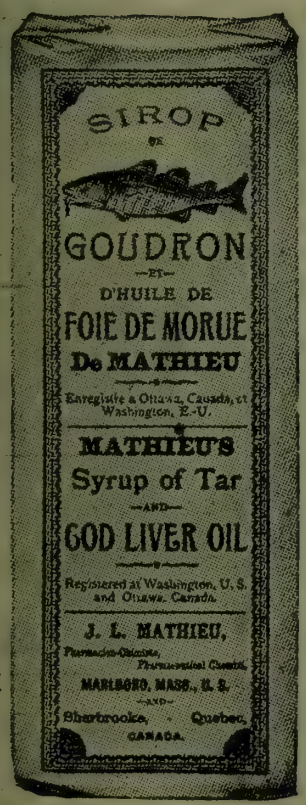
Forty half cartons to the case, done up in an attractive carton to sell to the consumer at a popular price,

25 Cents a Package

Crystal Diamond Lump Sugar

This package is now on the market and can be secured from all jobbers. IT PAYS A GOOD PROFIT.

THE ST. LAWRENCE SUGAR REFINING COMPANY, Limited, MONTREAL, P.Q.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie. Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont

SEIZE THIS OPPORTUNITY!

We are now booking orders for futures.

QUAKER BRAND Canned Goods

at 2½ cents per dozen *under* the opening prices for Fall Delivery.

Order now and save five cents a case.

Our travellers will be round to see you; or write us.

MATHEWSON'S SONS :: P.O. Box 2360, MONTREAL

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR brand package dates.

THE HILLS BROS. COMPANY

Beach and Washington Sts., NEW YORK

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Eureka Refrigerators

Represent the highest attainment in the sanitary handling of foods by the Grocer.

The result of 25 years devoted exclusively to the one line of work.

The Eureka Patented system is an absolute guarantee against Dampness and Foul Air, and there is nothing made that will keep your goods as well.

Send for New Catalogue.

Eureka Refrigerator Co., Ltd.

56 Noble Street, Toronto

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



BRANCHES:
Toronto Winnipeg Hamilton Fort William

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada
Hamilton, - Ontario

Don't Omit to Feature

Worcestershire

Sterling BRAND

Sauce

during the next few weeks.

It wonderfully improves any meat dish, and adds a zest to the poorest appetite. Made from the choicest spices, vinegar and other ingredients in our sanitary and up-to-date factory.

Write for details and prices of our complete line of ready sellers.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO



CANADIAN LAWS

now require that Cream must contain not less than 18 per cent. of milk fat; it must be entirely free from gelatine, sucrate of lime, germs or other substances, and must contain no preservatives of any kind nor any coloring matter other than is natural to milk.

STOCK ONLY

FUSSELL'S GOLDEN BUTTERFLY BRAND **CREAM**

which complies in every way with these requirements and is THE ONLY ABSOLUTELY PURE CREAM on the market. It contains from 25 per cent. to 30 per cent. milk fat.

Packed in key-opening, solderless tins to sell at at ractive prices with good profit to the trade. Keeps good unopened for any time in any climate. Order of your wholesaler.

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St. Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

Your particular customer wants the best!



WHITE DOVE COCOA-NUT

because of its purity and quality, is the acknowledged leader in Cocoanuts!
The friend of all who cook!

W. P. Downey,
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

RICE-KNIGHT LIGHTING SYSTEM

Mr. Grocer—
If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light?
The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

RICE-KNIGHT, LIMITED
TORONTO, CANADA

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

POULTRY REQUISITES
should be featured now. A number of your patrons are using incubators Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders
English and American, from $8.50 up.
Drop me a line. I have an interesting proposition.

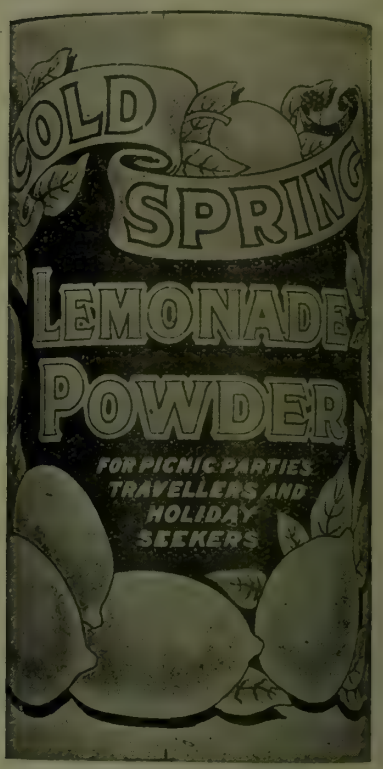
A. CORISTINE
119 Place D'Youville MONTREAL

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up ***Common Sense*** ***KILLS*** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

COLD SPRING Lemonade Powder
(World Wide Reputation)



We are filling orders already for this famous summer drink. Don't run the risk of having your order unavoidably delayed.

Write immediately.

S. H. EWING & SONS
MONTREAL



Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

RED CROSS BRAND



PORK and BEANS

The Size for You to Feature

is our

3'S FAMILY

This package of "Red Cross" Beans is having an abnormal sale, because the quality is superb, and the can contains more beans than 3's flat and at a less price.

"Red Cross" Beans are entirely hand-picked, processed with the greatest care, and handled in a factory that is a model of sanitation and cleanliness.

For unvaried quality, delicacy of flavor, and generous quantity 'Red Cross' Beans are unrivalled. Your jobber handles them.

SEND ALONG A LIBERAL ORDER TO-DAY.

DOMINION CANNERS, Limited

HAMILTON, CANADA

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

MOODY'S KLENZINE

WASHING COMPOUND

has the property of cleansing without injuring in the least the most delicate of fabrics or surfaces.

KLENZINE is one of many cleaning and finishing preparations that include:

ROYAL BLUE,
RELIABLE BORAX,
ANTY DRUDGE,
HALF-TIME SHOE POLISH,
ROYAL MEDICATED CHLORIDE OF LIME AND QUICK SHINE SHOE POLISH.

ALPHA CHEMICAL CO.
BERLIN, ONTARIO

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

"Canada's Greatest Seed House"
STEELE, BRIGGS
CLOVER AND GRASS SEEDS



THE KING OF ALL SEEDS

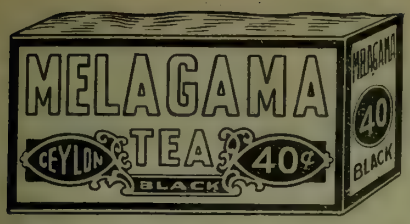
Steele, Briggs' "LION" RED CLOVER
SUREST - PUREST - BEST

ALSO

Steele, Briggs' "ERMINE" TIMOTHY

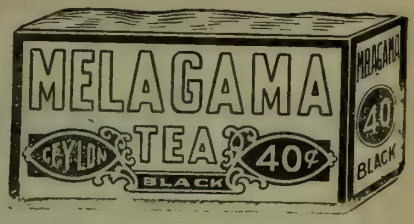
These two brands represent the best values produced in seeds. Ask your merchant for these brands. He'll have them. If he hasn't, send to us direct.

STEELE, BRIGGS SEED CO. LIMITED
TORONTO, HAMILTON AND WINNIPEG



Your Customers

Will Thoroughly Appreciate



MELAGAMA TEA and COFFEE

Why not increase your business by handling these well advertised and favorably known lines. ***IN BULK TEAS.*** Experience and ready money enabled us to get on the inside when the market was advancing so rapidly and our customers will reap the benefit. Ask for samples and prices, it will pay you.

MINTO BROS. - - - TORONTO



"Pride of Canada"

Maple Syrup and Maple Sugar

We are busy filling orders for new maple goods, which as usual are of the highest quality. What about your order? We trust that you are not being tempted to buy concoctions, because they are not trade winners.

GOODS THAT ARE GUARANTEED PURE
are the best in the long run and allow you as good a margin of profit.

REMEMBER—

"PRIDE OF CANADA"



The Maple Tree Producers' Association, Limited

WATERLOO, QUEBEC

58 Wellington Street, Montreal. 512 Dundas Street, Toronto.

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

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Montreal

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Selling Goods in Housecleaning Time

Opportunities That Present Themselves at This Season Along Cleansing Lines—The Increase in Variety of Goods. Calculated to Help the Housewife in Her Annual Spring Attack on Dirt and Muck—Pushing New Lines Early That Competitor May Not Secure the Bulk of Trade.

During the next few weeks there is going to be a lot of money spent on housecleaning supplies and so it will be the wise dealer who considers all the possibilities along this line in his particular locality. No housewife, no matter how fond of work she may be, launches out into spring cleaning because she likes it, but because for her it is a necessity.

It is this "have to" spirit that the dealer must take into his calculations. The money for supplies is going to be spent somewhere and if a grocer is to be alive to opportunity he will get into the field early, and before his nearest competitor has embellished his window to draw the trade of this department.

Just as soon as the moisture born of the melting snow has gurgled away from the streets of the country, and the mild winds from out the south, have led the good wife to throw wide open the windows and doors, just so soon do the musty smells, bred of winter and closed houses, become irksome and unpleasant to every person within doors. Particularly does this apply to womenfolks, and to them, whether they like it or no, duty calls in no uncertain tones. There are carpets to be taken up and cleaned, and the floors they covered scrubbed clean of every suspicion of dirt; rugs must be beaten, windows cleaned and polished, and every nook and cranny of the home scoured and swept as clean as it is possible for human hands and human effort to make them. As a general thing the first musical call of the robin represents to the women the call to the work, and not long afterwards the irksome necessity becomes ever more apparent. Despite sighs and groans of anticipated discomfort, the good wives betake themselves to the mop and pail, and turn their attention completely to the work.

That time is with us now. Already the robin has sounded his clarion call; the warm southern breezes have induced the throwing wide open of the windows and doors, and the spirit of spring is abroad in the land. The man of the house has stored away his snow shovel in the darkest corner of the cellar and is husbanding, as well as he can, the last few scuttles of the winter's coal. The lawn mower, and the spades and rakes have again been hauled forth to do their part in the season's obligations, and the women folk feel by intuition the import of all these significant preparations.

Plenty to be Sold.

True, housecleaning is not what it used to be. Once it was an institution, a time in the domestic life, when the head of the house must needs work far into the night after the day's work, doing the heavier part of the pulling and lifting and when he afterwards literally had no place to lay his tired head. Now it has been simplified to an appreciable extent. The universal use of rugs, and carpet squares has done away with a good deal of the racking tearing. But there still remains the fundamental basis of the whole—the semi-annual cleaning. And it is with this the grocer has to concern himself, this the feeling from which he must hope to turn over some of his stock.

The field of selling operations in the lines to be used in the carrying out of this washing has been widened not a little in recent years. Time was when the scrub pail, mop, and brush, and cake of soap, were all the materials to be purchased. Now all this has been changed. From all parts of the world there have come specialties calculated to make the scrubbing easier. One after another they have crowded upon the market, until now the woman who would lay in a full complement of preparations for cleaning and burnishing would indeed find herself in possession of a goodly assortment. Soaps, powdered and solid; ammonia, liquid and flake; specially constructed pails, mops, and brushes; cleansing preparations guaranteed to save in every department of cleansing work; all these have come into existence. The good dealer is he who can successfully urge the need of all, and the place of all in the spring campaign.

Opportunities to Country Dealers.

Especially is this true of the country. City dealers, unless they be located in purely residential districts declare they hardly feel the extra demand of spring time. Their market for many of the specialties already mentioned varies but little all the year round, for the cleaning work of the most of their customers goes on continuously all the year round. It must, if sickness and disease is to be guarded against. To them the need of special attention does not appeal. But to those in the outlying sections of the cities, and practically all of the merchants in town, and village, and county, this season presents opportunities that must be grasped, and acted upon if the most of the business is to be gathered in.

In the country the housewife takes "cleaning time," much more seriously than does her city cousin. To her it is still a time-honored institution, a failure to carry out which, would virtually mean the smashing of a custom made law by tradition. There is a keen rivalry in the work, in country districts also, which is another factor tending to help the dealer in his campaign. Mrs. Smith always considers it an everlasting disgrace when Mrs. Jones, her nearest neighbor, gets her "cleaning" over with before she does. And so it is with all housewives worthy of the name.

Cultivate Competition.

How easy does it become then for the dealer to cultivate this undercurrent of domestic competition, to fan it into keenest of rivalry. And also how simple a proposition to call to the attention of each customer the special cleansing qualities of each line he can muster on his shelves and urge her to purchase the same if she would beat her most energetic neighbor in the spring race. These things are deeply-rooted in the minds of most women in the country and it is for country dealers to take the fullest advantage of the opportunities they present to him.

So it is the dealer must take these things to himself and feel that he is in a race with his nearest competitor for this spring business. Often the merchant who first gets the special lines into the window and onto his counters secures a considerable advantage over the next dealer, because women will generally remember goods they have seen in the first window without thinking that their regular grocer handles precisely the same lines. It is the getting of the stuff out where it can be seen that seems to count just as the initial advertising of any line goes a long way towards turning the volume of trade in that particular line of goods to the man who had the courage or foresight to do it in the first instance.

Who Started it First?

Nobody exactly knows who started house-cleaning. Probably our mother Eve was not in the Garden of Eden long enough to enjoy the luxury of tearing things to pieces. But, ever since our ancestors took to living in houses, this thing has been. Historians would have conferred a favor upon humanity had they but given a beginning for the custom and the reason why the beginning was. There are those who declare vigorously to-day that the spring housecleaning started in England only after the "Black Death" had devastated that country. Whatever the cause, the devotees to-day seem to feel that dire calamities will surely fall upon the house that is not thoroughly cleaned in the spring. It's a good thing for the grocer that this is so. Let him make the most of it while he has yet time.

Selling the Different Cleaning Goods

How Some Dealers Have Been Convinced of Possibilities in Spreading Sale of Cleansing Products — Experience of One Merchant Who Pressed Every Customer to Buy—One Retailer's Introduction to Modern Window Cleaning—Some Window Displays.

Housecleaning comes but once a year and uncovers a multitude of spots where the germs of disease are brooding. It also uncovers a multitude of lines of goods generally neglected by most dealers during the balance of the year.

There are many labor saving articles on the market which are helpful to customers in cleaning and there is no doubt that the demand could be increased if dealers would give more attention to pushing them. Most of these, when once introduced to customers will bring repeat orders for the housewife in most cases will continue the use of any line that saves labor or helps in the housecleaning crusade. Dealers are inclined to leave these articles to effect their own demand. This should not be. There are good talking points to these labor savers, and they should be given to the customer.

One Dealer's Experience.

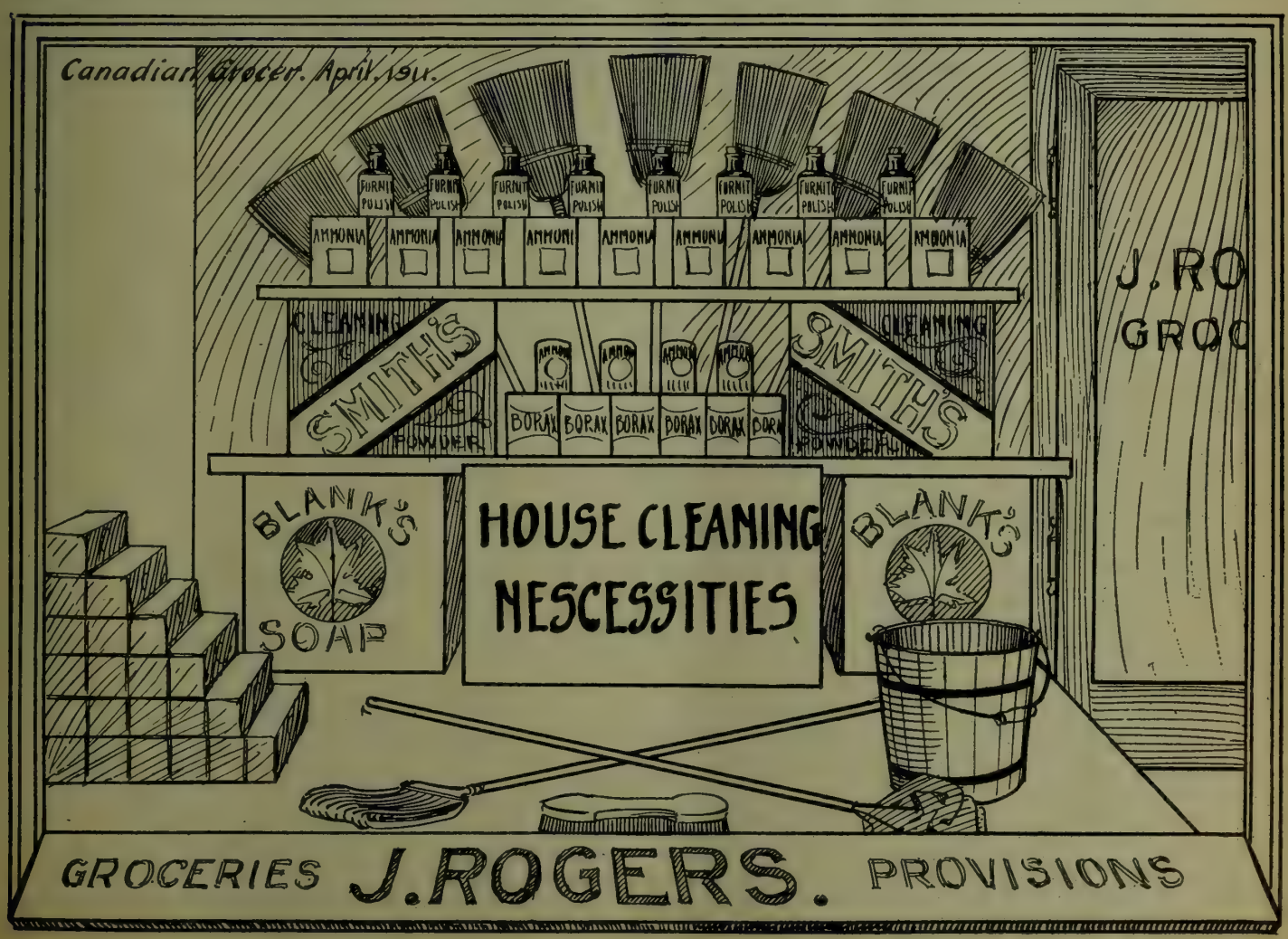
That merchants do not realize the opportunities in this direction is shown by one dealer's experience. He said, "An agent for a cleansing powder called and wanted to sell me a certain quantity of his line. I told him that I did not sell enough to buy that quantity. He was surprised and said that my sale of cleanser with the business I had should be much larger. He seemed confident that I could sell more if I tried and impressed this fact so firmly on me that I decided to make a trial. I put a display of his line on the counter and introduced it to each customer. I was surprised at the number of people who were not acquainted with its use or at least all of its uses and by my attempts to explain how it saved labor, I received increased sales in this line."

The Window Cleaner.

Another grocer tells of his experience in extending the sale of a window washing line. "Last spring when waiting on many customers, talk turned to housecleaning and its attendant troubles. Several remarked that they did not mind it so much, except for washing the windows, which was very cold on the hands if the weather was a bit chilly. I found this to be a common complaint, so one day when a customer remarked about housecleaning I said the window washing was very cold on the hands. "Oh! no I don't find it cold. I use ——— ———," mentioning a window washing line. It was from this remark I secured the idea for an increase in trade in window washing powder. I cleaned the glass in my window and put in a window display of this article. In the centre was a house window perfectly cleaned. On one side was a tub of water representing the old way, and on the other the cleaner representing the new way. At the top was a card: "Don't freeze your hands washing the windows. Use ——— ———." I also had other house cleaning articles in the window, and found that the display appealed to many of my customers in a manner to make sales."

Some Displays.

Some very catchy displays of articles used in house cleaning can be made that will give excellent returns. Those who can afford to use the space, should have a window display before people begin on their regular spring work. If a window cannot be given up to this, the counter



A Suggestion for a "House-Cleaning" Window. Now is the Time When a Good Trim of This Character Will Increase Business.

and ledges should be used to bring the different lines to the attention of customers. It is best to have a combined display of all the different lines in one place in the store if possible, as this brings better results than smaller and scattered showings. The window shown below may serve to supply an idea that may be altered to suit different localities. It explains itself.

It should be an easy matter to sell new lines that are calculated to make house cleaning drudgery less hard. There is always a keen rivalry obtaining in small centres, and a careful introducing of some good powder or liquid or mop, should be fruitful in sales. All women, no matter what hard workers they be, are always glad to be sold something to give them a few more minutes of ease during a week. They all are seeking this, and if you prove to them that the quality of the cleansing will suffer in no wise through the quicker process of modern cleansing powders, then half of the fight has already been won. But be careful to have the customer feel that your interest in the matter is purely impersonal or else she may leave in annoyance and seek other stores for all her goods in the future.

Quality Held Customers Miles Away

Interesting Experience of Montreal Grocer Whose Butter and Eggs Were so Good That Customers Gone From His Vicinity Would Continue to Demand Them—Quality the Keynote in Arranging with Farmers—Other Instances.

Montreal, April 20.—When a customer moves from the vicinity of a particular grocer the latter naturally endeavors to retain that trade. When he learns of the proposed removal he doubtless suggests that the pleasant relationship of the past continue uninterrupted by the mere change of abode. But there are grocers in the other part of the town probably with goods of equal quality, and the customer's tendency is to trade near home. The housewife needs something in a hurry, and one of the nearby grocers is called upon and the wedge once entered completes the cleavage from the former grocer.

A Montreal retailer believes that he has found one way to prevent the old regard from passing to another dealer His actual experience leads him to believe that his idea is worth remembering. For many years he has specialized in butter, eggs and bacon, particularly the former two commodities. Week after week he has watched the quality of his butter and tried to do likewise with eggs. He has made arrangements with farmers to pay them a good price to receive a good price in return. His customers practically depended upon him for their weekly supplies of butter and eggs.

Customers Came Back.

Then when one moved away they simply would not think of using any other kind of butter than that which they were accustomed to, and would rather continue with this grocer than try to find another just as suitable. The grocer was only too pleased to hold them, in this way. Speaking of the results from this work he said recently; "There is one family who as regularly as Saturday comes receive their twelve pounds of butter. I send them eggs too, and coffee, but I have found that most of the other groceries are obtained from some store near their new home." That is one case and others of a similar nature could be cited to prove this grocer's point.

He Demanded Quality.

When he opened his store, he determined upon the policy of carrying good eggs, butter, bacon, coffee and tea. These were goods that were sold every day to almost every home. Therefore, they would be in good demand. Hence it was essential that they should be of such a quality that customers would be pleased and satisfied. It was not an easy matter in the beginning. The making of arrangements with farmers whose goods proved the "fittest;" the laying down of a strict law with them that everything must be fresh and good; this was one of the duties that at first required a great deal of attention. When the source of supply was, however, well established the rest was plain sailing.

The Standard the Reason.

The point brought out here is worth while bearing in mind. The writer knows a number of other Canadian grocers who have experienced the same results. They will tell you that some of their customers are several miles away from their store. They used to live in the neighborhood but they moved away. How were they retained as customers. Generally by the means just related. Among the number recalled is one in Toronto. He has not only held customers but has secured new ones in outlying districts. The Montreal grocer referred to has many customers at a distance but of course does not make daily trips to them. That he still numbers them among his following is due, so he claims, to the manner in which he had educated them to the use of the butter, eggs, etc., with which he supplied them. The writer personally knows quite a number of grocers of whom the same can be said and the success they have attained is open to any other member of the trade who will make the same hard and fast rules as to quality and never deviate in the least.

One delivery of bad butter is remembered for months and customers who have been "pampered" frequently refuse to keep it. The grocer must carefully watch the stocks he receives. The point might be dealt with further to prove that this principle is not only valuable for holding present customers but others also when the parting of the ways seems imminent.

HOW B.C. ASSOCIATION GETS MEMBERS TO MEETINGS

Unique Method Hit Upon By Secretary—Ten Dollars Given Away—Price Cutting Before The Meeting — Cafe Proprietors Want to Buy at Wholesale Prices.

Vancouver, B.C., April 20.—R. D. Dinning, secretary of the Vancouver Retail Grocers' Association, has hit upon a unique plan to get many members out and get them out early. More than one association has found that the members are slow to come to the meetings and if they did come it was generally late before the business was started. Mr. Dinning proposed that the association put up $10 each meeting night, this to be drawn for at 8.30 sharp. It had a wonderful effect and at the meeting on Tuesday evening, over thirty were drawing blanks for the money. There was nothing like it before. Some of the members, when the proposal was made, thought $10 was quite an item, but they all agree now that it is worth the money to see so many turn out.

At this meeting several matters were discussed, among them being price cutting. This "luxury" is being indulged in by some of the members, who fall for the remark of the customer "that the article in question can be had cheaper elsewhere." Even at the regular prices, with competition as keen as it is, little profit is made, yet some grocers sell at cost to hold a customer who gives no definite place where the cheaper price prevails. The departmental stores have prices for the bargain hunters, but one must go to the stores and pay cash, no deliveries being made even c.o.d.

The proprietors of the cafes in the city are organizing into an association, and one of their objects is to establish a sort of a co-operative association. They have approached the wholesalers in an endeavor to get supplies at wholesale rates, but were turned down. It is hinted that they may go to Seattle and buy there. The fact of the matter is the cafes now get goods at almost wholesale rates from the retailers. This is not so much to hold their trade as to enable the dealers to buy in large lots, getting the benefit of the price in such cases. With large orders from restaurants they can afford to buy larger than if they have to depend on the regular turnover of business. It will be pointed out to the association that they will save little by going to Seattle, besides taking business away from the city where they are located.

Merchants Plan to Educate Consumer

R. M. A. in Montreal Decide to Get Out Pamphlets to be Sold to the Trade for Distribution re Purchasing From Mail Order Houses—Co-operative Bills Before the Footlights Again—Several Resolutions Passed.

Montreal, April 20.—The annual meeting of the Retail Merchants' Association of Canada was held in Montreal, on Monday, April 17th. Apart from the election of officers there was much important business carried through, the co-operative bills now before parliament receiving by no means the least attention.

A comprehensive list of resolutions were passed dealing with the most prominent subjects the Canadian retail trade has to meet. Some of these brought out considerable discussion but the bulk of the action was directed at the co-operative idea.

The officers for the coming year were elected and constitute the Dominion Board: P. J. Cote, president; Mayor A. M. Patterson, Brockville, 1st vice-president; Capt. W. V Boivin, Montreal, 2nd vice-president; J. A. Beaudry, Montreal, treasurer; E. M. Trowern, Toronto, secretary; J. G. Watson, Montreal, auditor.

Regarding the co-operative bills the general objection raised was that they would permit irresponsible persons to collect funds from the working classes under promise that they would benefit by being members of a co-operative association, which would in return sell them merchandise at reduced rates, but it was alleged that the history of these organizations in England where they were looked upon as having Socialistic tendencies, was that failure often came to their doors and subscribers did not find out until too late that they had been duped.

During the discussion it was remarked that the two bills were supplementary to each other, one authorizing the collection of funds and the other the formation of the co-operative societies, but that either of them if adopted would permit the objectionable legislation to be adopted.

Reasons for Objections.

Opposition to the first bill which is sponsored by F. D. Monk, M.P., was to the effect that it provided for no efficient government inspection that the money invested might be invested in any manner the committee of management saw fit, and that there would be no limit to the number of such societies which might be formed. Also that any seven persons living in the Dominion might fill out a blank form and upon forwarding it to Ottawa may secure the right of incorporating themselves without any cost and thus begin a loan and savings company, limited. These shares are to be one dollar each and a million or more shares might be secured by each society if they so desired.

It was further explained that no money guarantee or deposit was to be placed with the government and that the whole scheme opened paths to speculative visions over the old established savings bank and loan companies which were conducted by experienced men.

The other bill was that introduced by W. M. Martin, M.P., Regina. At the convention it was shown that the first bill was for the purpose of getting money from the people and the second gave them authority to secure and invest money into operative societies, so as to manufacture and do a wholesale and retail business. Practically the same plan as in the first bill was provided for organization. The seven proprietors, it was said, could begin business the same way as in the first instance, could borrow money and with this money, together with what was secured from the sale of shares they would be able to manufacture or buy or sell at retail, grain, land, timber, paper, coal, cement, produce, paper, dry goods, hardware, jewelry, boots and shoes, etc. No restrictions were mentioned in the bill, one of the speakers stated, as to how the business should be conducted or how their business shall be inspected by the government.

The discussion was concluded by a resolution condemning both bills.

Some of the Resolutions.

Among the resolutions passed were the following:

"That this convention is strongly opposed to the System of Bribes or gifts for the purchase of goods or any other scheme or device which may be considered as an inducement for the public to buy goods, and that copy of this resolution be sent to all manufacturers and merchants who have adopted this system."

"That this convention wishes to re-express the opinion that it is in favor of the maintenance of prices on any article bearing a trade mark, and recommends that all retail merchants make a special effort to help the manufactures who adopt this system."

"That this convention is strongly opposed to any system of publicity the nature of which it is to deceive the public, either on the quantity, the quality, or the value of the goods, or their make, or any system whose object it is to have the public expect an advantage which is not existing."

To Get Out Pamphlet.

"That this convention wishes to express the opinion that the retail trade in general has much to suffer from dishonest competition from some stores doing business by mail, and we think the best means to reduce that competition would be to undertake a campaign of education amongst the public, and that in order to attain the object more economically and more surely, the Dominion officers have decided to get out a pamphlet mentioning the facts and arguments on the subject, and which can be bought by the merchants in the different cities and towns and distributed by them."

"That this convention again places itself on record and believes shat it is uniust that the retail merchants should pay for the inspection of weights and measures, as such inspection is made in order to protect the public. The Dominion Board have decided to take the necessary steps to have the law amended, so that the inspection of weights and measures be made at the expense of the public treasury."

"That this convention desires to express the opinion that provincial committees representing the Retail Merchants' Association of Canada, Inc., should work in conjunction with similar committees appointed by the Wholesale Merchants' Association, in the different lines of trade with a view to improve the commercial relations between the retailers and the wholesalers, and also with a view to determine the field of operations of each of these classes."

"That this convention desires to express the opinion that it would be more profitable to the trade and public in general if a committee of the Retail Merchants Association of Canada, Inc., was appointed in order to work with a similar committee appointed by the manufacturers and wholesalers of goods bearing a trade mark, with a view to take the necessary measures to have their prices maintained."

"That this convention desires to express the opinion that the Dominion Government employes should be forced to pay their creditors in the same way as the public in general, and that their salary be seizable according to the common law."

"That this convention desires to express our appreciation of the action of the minister of agriculture in making provision in the schedules to be used in taking the census of 1911 for a census of retail merchants and for the value of their real estate as this will assist our association in knowing how many retail merchants there are in Canada, and enable us to know the value of the real estate they occupy."

"That we desire to again express our appreciation of the amendment of the criminal law relating to combines, and which was recently placed upon the statute books by the Hon. L. Mackenzie King."

"That this convention in considering the proposals that are being made by some public bodies to secure a uniform half holiday and a uniform civic holiday throughout the various municipalities of Ontario, recommend that each Provincial Board of the Association secure the dates on which half holidays and civic holidays are now held and forward them to the secretary of the Canadian Manufacturers' Association so that they can give them to their travelers."

"That this board places itself upon record as being opposed to the giving of special privileges by manufacturers to any retail merchant who professes to do a jobbing trade, and does not do so, but who uses the privileges to undersell his competitar."

Members are Strong on Early Closing

One States at Association Meeting That Grocers Who Work Their Clerks Late are Not Respectable—Overcoming Department Store Aggressiveness—Six-for-a-Quarter System Once More Condemned.

Toronto, Apr. 20.—The members of the Toronto Grocers' Association showed themselves in favor of shorter hours and more holidays at their monthly meeting in the Temple Building on Monday night.

A. White spoke strongly in favor of both early closing and half holidays on Wednesday afternoons during the summer months, and made a plea to the association to make some effort to make it more general. Other members of the association also took the same stand, believing that employes in the grocery store should have shorter working hours. It was shown that in some neighborhoods while the majority were in favor of such a step, it was held back by one or two dealers who refused to fall in line. However, many of the dealers did not let that stop them, but closed anyway.

Mr. White suggested that this should be brought before the public through the newspapers or in some other manner, and believed that it would do a great deal of good. It was stated that in one district the dealers that did close sent out a pamphlet to their customers in which they explained they thought the clerks should have shorter hours, and asked the public to co-operate with them in the movement.

Six-for-a-Quarter Again.

The soap question came in for considerable discussion again, the cutting in price causing trouble in some districts, while in others dealers seem to be able to maintain the price at 5 cents straight. D. W. Clark and D. McLean stated that their customers never mentioned the cheaper prices.

Some stores were selling it as low as 6 for 25 cents, and one member declared that at present soap in the city was selling at three different prices. The opinion was expressed by several that there was the possibility of a change in price to the dealer, from hints that were passing around.

Price cutting in general came in for discussion, C. F. Thorne remarking that some dealers evidently tried to see how much lower than the other dealers they could sell, instead of attempting to get a fair profit.

Neglecting the Dealer.

Several of the dealers stated that they had considerable trouble in getting water in bottles and soft drinks with which to supply their customers' demand, and it was decided to suggest to the distributing company that they give more attention to supplying the retailer with their goods.

The department store question came up for ventilation, being introduced by Neil Carmichael.

"There is a problem," he said, "which the retail merchant will be called upon to contend against very soon, and that is the department store and mail order question. The growth of the departmental stores, especially within the past few years, has been very great, and some way must be found to combat them. The position of the retail trade could be strengthened by putting themselves before the people through good advertising—advertising that would divert the attention of the public from these stores to our own."

Other members of the association thought it would be a good thing, and something that would eventually have to be done, but it was pointed out that while all dealers would be benefited by this, it might be impossible to get them all to do their share financially in the work.

The association picnic last year was such a great success that the members this year are enthusiastic over the 1911 annual. Although not definitely decided, it is probable that the excursion will again be run to Cobourg, and on June 14. The printing committee appointed was B. Snow, D. McLean and R. Davies, while the Games Committee is composed of D. Bell, J. M. Cork, R. Mathews, D. W. Clark and F. Johnston.

Means and methods of extending the association so as to make it a more powerful organization were discussed. The names of five other grocers were proposed for membership.

Remarked on the Side.

"One man went out of business the other day in Toronto selling 6 for a quarter," said one member. "Let them all go," came from another.

"I was talking to a grocer from Winnipeg the other day, and from what he told me, groceries are being cut even worse there than here."

"In the grocery business if each individual merchant would stand pat on getting a fair price, we would not hear so much from customers of cheaper prices of certain goods at other stores."

"I know a grocer on ——— Street who sells any biscuit he has, regardless of cost, at 16 cents a pound."

"A man who will keep his store open from 7 in the morning to 10 and 11 at night all the year round is not respectable; he is dishonest with his clerks."

T. A. LYTLE DEAD.

Vinegar, Pickle, etc., Manufacturer Passes Away Rather Suddenly.

Toronto, Apr. 20.—The report of the death of Thomas Alexander Lytle, founder of T. A. Lytle & Co., was received last week with much regret by all those who knew him. As a business man he has had a long career. He came from the north of Ireland to Canada in 1871 and entered the employ of William Wilson, vinegar manufacturer.



T. A. LYTLE,

Founder of the T. A. Lytle Company, Who Passed Away Suddenly Last Week.

About 28 years ago he founded the firm of T. A. Lytle & Co. He was president of Wilson, Lytle, Badgerow & Co., vinegar manufacturers, and president of the Westminster Publishing Co.

Mr. Lytle has also given much of his time to Toronto municipal affairs, having been a member of the Collegiate Institute School Board in 1903, and of the City Council in 1907 and 1908. His death, too, was quite sudden, as on the same day he had been to his place of business as usual.

Twetin & Stayner, general merchants, Outlook, Sask., dissolved, Twetin continuing.

The storehouse of Chas. Rishor, wholesale grocer, Peterboro, was damaged considerably by fire.

Albert Hebert, of Hudon, Hebert, Montreal, is in Europe, where he will spend four or five months.

A bill that the R.M.A. of Canada have been promoting for some time has just passed the House of Commons and is now law. It provides that throughout Canada the weight of a bag of potatoes is fixed at 80 lbs.

The Canadian Grocer

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THE PRICE OF TOMATOES.

Summing up the best information available at the moment it seems probable that in the natural order of things there will be a sharp advance in the prices of tomatoes soon. Quotations have risen rapidly in Florida, according to reports and a still higher market is looked for there.

The eastern provinces of Canada will be dependent upon the Florida product for some time to come, and accordingly, Florida prices will prevail upon these markets. Relief may be looked for, only in the ripening of the domestic product, which cannot take place for some little time, or in the sending in of supplies from other States of the Republic.

At first it was thought the tomato yield in Florida would be heavy. Unfavorable weather conditions, however, retarded its growth, and the gardeners declare that had transportation facilities ruined what little chance was left. Anyway, whether this be true or not, the reports coming from the Southern States all point to a higher market, and it might be well for grocers to consider the same.

COLLECT WINTER DEBTS.

Now that spring has become an established fact throughout the country, and housewives are turning with grim energy to the annual spring house cleaning, it might be well for the grocer to consider his business well and see if there are not some trade cobwebs he should clear out before starting out on new business.

The winter is the season when, generally speaking, the failings of customers are presented to the view of the dealer. Folks get out of work, expenses are heavier, and altogether it is harder for the average poor family to make "both ends meet." Then out of the goodness of his heart the grocer extends credit to many. Not always is he repaid in like spirit, and more often is he cursed in secret.

Now is the time when these accounts should be swept from off the books. Business is taking on new life. Labor is in much greater demand, and more money is in circulation. The grocer should get some of it, where debts have been owing him all through the winter. He should get in communication with these customers, and have them know the time has come when they must pay up. If he doesn't do so they will be contracting new liabilities and will so feel the pressure of these that the old, debt owing the grocer is quite forgotten, or else considered out of the question.

HOUSECLEANING TIME.

This ought to be a good time for the dealer to take stock of all that he has, to compare the returns of the transactions of the winter season with those of the last, and calculate on a good, progressive campaign for the spring. Everybody else will be house-cleaning soon, and there is no reason why he should not.

If there is anything wrong with the business, now is the time to remedy it, or at least to attempt to do so. A policy that just naturally drifts on until relief is effected, is not one that can be commended to-day. This is an age of facts, and business was never so keen and hard as it is at this very moment.

Every department of every store should be investigated, and its sales compared with those of periods past, so that some average of progress may be struck. For that matter the process should be carried down into the investigation of individual lines, that the value of each may be ascertained.

SELLING POWER OF THE DEALER.

The report has been circulating in certain eastern sections of the United States that the price of coffee at the docks is multiplied three or four times before it reaches the consumer.

"The Saturday Evening Post," in commenting upon this editorially, quotes a "prominent retailer" as admitting this to be so and adding that the grocer simply had to secure a good profit on some lines if he wanted to remain in business, because the margin on such lines as sugar and soap had been cut so that securing a living from the handling of them was impossible to the average dealer.

Then the periodical wanted to know where the grocer would look to for profit did the coffee people fixed a low price at which their goods must go to the consumer.

What WOULD happen? The grocer is going to make a living or else he will not stay in business. He is going to make that living selling groceries. And to carry the proposition forward, the groceries he is going to sell are those returning to him the most profit, those upon which he can rely and about which he knows the most.

A good dealer can carry a stock of his own selection, and sell it. That is he can deliberately choose quality lines of goods that are sure to return a good profit, and sell them while other lines of small-profit character or about which he knows very little, are hidden away under the counter, or the back of his shelves.

Practically every good grocer in the country is following this line of action to-day, because he must. Many others absolutely refuse to handle certain lines of consumer-advertised, standard, goods, simply because the margin of profit allowed is not worth the trouble of handling them. A grocer drops one line of goods when the profit drops and takes up and PUSHES another, on which the margin is greater. But, of course, he first assures himself of the quality of the article he is going to sell. That is what IS happening.

HOW CIRCULATION GROWS.

Probably there is no better way to calculate upon the growth of trade in any country than by delving into the circulation returns of its trade papers. When business is good, and the great trade machine runs smoothly and surely, the periodical press that goes to the men who deal with the people is the first to experience the good. Just now The Canadian Grocer desires to state that most excellent is the condition of Canadian trade, and we give the following figures to enable our readers to judge whether we have reason to so say or no.

During the first three months of this year exactly 404 new dealers subscribed to The Canadian Grocer. This is an increase of 257, or, roughly speaking, 275 per cent. over last year—a pretty good showing that, and pointing to the conclusion that there is energy behind the men who are entering the business field of this country.

The names don't come from any particular part of the country. They come from points as widely separated as Prince Edward Island in the east, and Vancouver and Prince Rupert in the west. Even Dawson, in far-off golden Yukon, is represented, and England has also sent along several names to swell the list.

In one week eleven new subscribers were added in Prince Rupert, in northern British Columbia. From still further north—Stewart, on the Portland canal, and a mining centre—there came three. Havana, Cuba, and Leeds and Birmingham, in England, each contributed. We add these to show how widely this paper is read, and how much the information it contains is relied upon.

Canada is surely prospering, as we have said, and The Canadian Grocer is proud to note its place in the ever-moving procession.

Figure Always from the Selling End

Series of Demonstrations to Answer Correspondent Who Contended That Profit Should be Figured on Capital Employed—The Sale of Baldwin Locomotive Compared with Transaction in Cake of Yeast—The Sale of the Horse—Clear Transaction in Tomatoes—Marks Difference Between Success and Failure.

By Henry Johnson, Jr.

Mr. Jamieson says that profit is defined as the gain arising from the employment of capital. He gets his authority from a dictionary. That dictionary would undoubtedly refer to engineers' "jumpers" as "overalls" but, as has been well said, no man who wears them calls them anything but "overalls," so probably the dictionaries will be reformed, in time:

As I stated last week, usance and custom take precedence over text books and dictionaries. This is not merely because "whatever is is right," but because the usance or custom of to-day is likely to be an improvement on, because an evolution from, that of yesterday.

Gain on Employment of Capital.

However, it makes little difference, so long as we understand each other; but, as we have a complex problem, maybe we had better adopt the definition. Let us consider profit as the ultimate gain due to the employment of capital, and hold "margin" as the difference between cost and selling price in the daily transactions; but let it be carefully noted that the question of cost accounting does not enter into this discussion. Cost accounting is fundamently important, but is "another story" altogether.

Now, the daily margin and the correct figuring thereof is the PROCESS, the means toward the end that the profit may be on the right side at the end of the year.

The net profit at inventory time must show itself after every proper deduction from gross profit has been made. There must be a deduction of all general and special expenses; interest; proprietor's salary; and reasonable depreciation on all equipment. What is left is all, under our definition, that can be called profit.

It is in order that we may not fall into errors which will cost us the ultimate profit that, in the PROCESS, we follow the plan of computing our daily margin on the SELLING PRICE and not on the COST.

Selling Baldwin Locomotives.

Mr. Jamieson's citation of the sale of a house recalls the plan under which I am told Baldwin locomotives are built and sold. A separate account is opened with each locomotive built. Every item entering into the building of the machine is charged against that machine. A pair of side bars comes from the shop with such and such charges against it, for material, time, etc., and that item goes onto the book. A steambox is handled the same way. So with eccentrics, and valves, and cylinders. When the engine is finished, all costs are added and 10 per cent. of the cost is added as profit. Then it is billed. Thus it frequently happens that sundry locomotives built to fill one order vary considerably in cost, and always they vary somewhat. But that is the way the business is handled.

Not for the Grocer.

That must be the right way for Baldwin, because it has proved satisfactory and profitable. But surely nobody would think of intimating that such a method could be applied to a grocery store. Try to think of such a thing in connection with the sale of a cake of yeast. Here is an article the first cost of which is, say, 1¼c. A child goes to the butter counter while you happen to be weighing butter, lays down the money and you hand her the yeast, which she puts into her purse unwrapped. On the Baldwin plan, she should pay you about 1⅝c. Another customer telephones for a cake of yeast—maybe without another item, and has it charged on her bill. It may go in a wagon together with a lot of goods and orders going the same way, or it may go almost alone. The cost of that yeast to her should vary anywhere from 15c to $1.25, depending on length of haul, weather, time, and a hundred other modifying circumstances and conditions. Obviously, the Baldwin method will not work in your store and mine; yet it is a good plan for Baldwin.

End-of-Week Transaction.

But to get back to the house. I assume that the entire problem is stated; that the house was not held for any length of time, or that, being held, it "earned its keep," and that there was no undue expense connected with its sale. If this is the correct interpretation, then this house transaction falls into the end-of-the-year class of transaction, because it is finished and cleaned up. Thus it is proper to state the profit as earned on the capital employed.

The Sale of the Horse.

Now we come to the sale of the horse. Mr. Jamieson says of the seller that "he has at no time, even theoretically, been entitled to the $75;" but surely Mr. Jamieson has not thought carefully. If the seller is a man of standing, there would be nothing unusual for the broker to tell the buyer to pay the seller and get the horse; then afterwards the broker would collect his commission, brokerage or percentage, 33 1-3 per cent., from the seller. That is precisely what happens in many such deals, since the broker often brings buyer and seller together, afterwards collecting his brokerage from the seller. Thus, so far as the buyer is concerned, the seller, not only "theoretically," but ACTUALLY, gets all the money.

Answers Own Argument.

But Mr. Jamieson, inconsistently enough from his standpoint, has furnished the answer to his own argument. He says the broker "puts through a transaction valued at $75.00" — in other words, the SALE of the horse—"on which investment, made by the new owner, he charges a commission of 33 1-3 per cent." Exactly. He gets his commission, brokerage, or gross margin, on the SELLING PRICE. Correct—absolutely. For, in handling, say, a can of tomatoes, the grocer is a broker, who collects the entire selling price from the buyer; and, if you will, charges his margin, brokerage, or commission, on the investment made by the new owner—the SELLING PRICE. For why should it be right for the broker to figure on the selling price and incorrect for the grocer-broker to do the same thing? If there is no exception taken to the broker when he figures his margin on the sale at $75, shall any fault be found with the grocer, when he figures that, in selling the can of tomatoes, he computes his gross margin, say, on 10 cents? Why should the grocer figure on the 7 cents which the can cost him, let us say, in preference to the 10 cents at which the can is sold? I say he should mainly NOT figure on the 7 cents, because to do so is to invite financial disaster; and that seems sufficient reason to me.

A Sum in Arithmetic.

In the old arithmetic we found examples like the following: How much do I pay for 9¾ pounds of ham at 16 cents a pound? And the old way was to laboriously multiply this 16 by 9¾. But the up-to-date grocer rapidly figures in his mind: "Ten pounds $1.60; less 4 cents, $1.56," and he gets it in a second, by subtraction, instead of in a minute of laborious figuring, by multiplication. Now, if subtraction is readier with the accurate solution, why not use it instead of following the "rules"? The world moves.

When the country was new, merchants scattered and margins wide, it did not matter much which way a man did figure; but naw it makes the difference between success and failure; and just as the old, dirty store will no longer prove profitable, so will the old way of figuring not win in these days of close, keen, margin-destroying competition, not to mention the devious ways of those

who pack goods in packages to deceive the grocer.

Year's Profit and Daily Margin.

The investment in stock to which Mr. Jamieson refers is purely an employment of capital, and it would be well here to indicate, for the sake of clearing up things, just how I differentiate between the end-of-the-year profit and the daily margins. After the inventory is taken and all deductions made, as above indicated, the net profit is divided by the capital-investment to ascertain the net gain made. Say I have $10,000 invested in my business and, after all stated deductions, I find my net profit is $2,400. I should say that my gain on capital-account was 24 per cent. It is only because such net profit is possible, and is made annually by the better class of grocers, that there is any justification for the investment of any capital whatever in the grocery business. Were it not for such profits, or if the profits were apt to be anything like as limited as on stocks and bonds, surely it were better to invest in stocks and bonds of the best and soundest issues, and let somebody else do the hard work. Then truly would we be simply "employing our capital."

To Find Net Margin.

The merchant of to-day finds first his gross returns on a transaction, or, in the case of the retail merchant, a series of transactions, and from that gross return, the known AVERAGE expense is deducted. What is left is net margin. Sugar pays a margin on the sale of, say, 7 per cent. The cost of doing business, on the average, is about 13 per cent. Thus, apparently, sugar does not pay its way. Thus also the wary grocer is ever watchful for items which pay more than enough to make a net profit and carry some of the unearned expense on the sugar, and flour, and cereal account. And it is jusst because the margin is so narrow and the hundreds of transactions have to be watched so vigilantly, that the wise merchant protects himself on every hand from the possibility of miscalculation; and gives himself the benefit of all the short cuts.

I think I am safe in assuring Mr. Jamieson, whose line of business I do not know, but should be pleased to know about, that this matter is one of much more than curious interest to the grocer; nor will any trite answer, like the old saw about two wrongs, quite clean up the account.

Practical Methods in Retal Stores

London Merchant Believes in Ice Cream Parlor as a Business Magnet—Place and Value of Good Store Fixtures in Grocery Business—An Interesting Easter Window Display in Chatham —How Clerks in Department Stores are Taught to be Vigilant.

Believes in Ice Cream Parlor.

London, Ont., April 20. — Harry Coates, corner of Stanley street and Wharncliffe road, has the only grocery store in London with an ice cream parlor in connection. It was planned when the store was built a couple of years ago, and with equipment, cost about $500. The soda fountain, furniture, and appointments generally are good.

Mr. Coates told The Grocer this week that the ice cream department would be continued this summer. He estimates that a sale of sixteen gallons of ice cream per week will mean a profit on this branch of the business. During last season the sale was more like ten gallons a week, and this could hardly be regarded profitable, except by taking into consideration the advertising value of bringing people into the store, especially non-customers.

In view of the absence of special advertising, and considering the time it takes people to find out that such an ice cream depot exists, better results may be looked for in future. South London has a population of 10,000, and the Coates grocery is the only one in a large area of the suburb.

Such a branch could not well be conducted if the store were to close early each evening, as the department is in the rear and to the east of the main store. But, as is usually the case with stores in the residential sections, it is open fairly late in the evening. Obviously, too, the work requires additional help—in this case a young lady who is given occasional assistance by other clerks.

An Easter Window.

Chatham, Ont., Apr. 20.—A white hen and eight fluffy yellow chicks formed the central attraction of an Easter window display put on by Wm. Anderson. The hen and chickens occupied the foreground, being roofed in with poultry netting, the ends of the "run" being blocked with canned goods, a row of cans being also displayed along the very front of the run. In the background, on a level with the top of the run, were shown fresh vegetables, canned goods and flowers, of which last the Anderson grocery always makes a feature at the Easter season. Live things seem to exert a fascination over the mind, for there was scarcely a passer-by who didn't stop to watch the chickens scratching; and, though the latter had no significance so far as the grocery trade is concerned, being merely typical of the Easter season, they doubtless served to attract attention to the other goods displayed.

Getting Rid of Loafers.

Peterboro, Apr. 20.—A local dealer recently said: "I had been considerably troubled by loafers about the store, men who would come in, occupy the chairs, and lean against the counter and discuss all the problems of the day. Besides taking up a great deal of my time, I found that their presence was offensive to lady customers, so I decided to get rid of them. I began to gradually take the chairs away, keeping them behind the counter so I could offer one to any customer I wished. Those places which they used to lean against, I covered with displays, so that this was impossible. I found that without any place to lounge, they would not hang around, and I succeeded in getting rid of them without in any way offending them."

Information Clearing House.

Vancouver, B. C., Apr. 20.—"I find," said a grocer of this city, "that by working in unison with nearby grocers I can almost eliminate the bad debts which eat up a large share of the profits in many retail stores. We know each other's customers pretty well. Last week a lady, whom I knew had been dealing up the street, came in and said she would like to open an account with me. I gave her a few groceries and immediately made enquiries from this grocer about her credit. I learned that she had run a bill of over $25 with him, and had come to me when he had asked for payment. She was, probably, going to repeat the same thing with me, but from the information I received I cut her off my list, saving myself. All the grocers around here operate on the same plan, so that poor-pays have considerable difficulty in getting credit.

Vegetable Display Stand Sells.

Toronto, Apr. 20.—John F. Holloway believes in the selling power of good store equipment. He thinks that special display fixtures should be used whenever and wherever possible, by a grocer. Following out his belief, he uses in one of his windows a vegetable display stand which he looks upon as possessing a definite value in selling goods. This stand is made of metal, and consists of three shelves, large, smaller and small, arranged so as to revolve about a central pillar.

Through this a supply of fresh cold water is forced, breaking above on a shield of metal, into a misty spray that spreads itself over the vegetables piled about on the shelves of the stand.

"The stand has a pleasing appearance when one looks in from the street," said Mr. Holloway, "and I have no doubt but that it sells goods for me. Anyway, it keeps my vegetables looking appetizing and fresh, and does not wet anything else in the window."

The Markets—Sugar Advances 10c.

Raws Grow Firmer Followed by Upward Move in Refined—Market Even at Advance Shows Considerable Strength—Demand is Not Large Just Now—Situation in Prunes Becomes More Acute—Dried Fruits are Firm — Opening of Navigation Expected to Bring Improvement in Grocery Trade — Syrups Advance in Winnipeg.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS:—

Sugar.—Advanced 10c.

Provisions.—Decline expected.

Dried Fruits.—Prices Firmer.

Montreal, Apr. 20th. — Sugar quotations were advanced ten cents on Tuesday of this week, and from later reports the new prices seem to have become general, as it was learned that they had been increased on the Halifax and other markets. While the raw market has exhibited signs of strength of late, the advance was somewhat of a surprise to the trade. The demand is fairly good, but offers no influence to the market. Refined, therefore, in the general opinion, simply acted in sympathy with the raw market. There is still quite an interim before the heavy demand for sugar will be felt, and with firm conditions in the primary market, consideration of the situation might not be amiss.

A wholesaler stated recently, in reviewing the dried fruit market, that prunes are practically double the price at which they were offered a year ago. Those sizes which the retailer could obtain for five cents a year ago are now worth ten, and in some cases the difference is said to be greater. In all lines of dried fruits the market is unusually strong. The demand is fair, and prices are not likely to suffer any diminution for some time to come.

With the opening of navigation, about the end of this month or perhaps a little earlier, business is expected to assume heavier proportions. It is claimed that buyers have been holding off with their orders to take advantage of water rates. Other jobbers admit a difference, but believe that it will not be very material. Whatever the value of the arguments on either side, the fact remains that there is generally a noticeable improvement in business after navigation opens and water routes begin to assume their regular schedules.

Easter trade was fair, and the past week, as the result of the previous demand, has been a little quieter. It is expected that for a short time business will be a little duller than has been experienced. The country roads are in the transitionary state, and have not yet lost their water constituency until the wind and sun have been able to combine a little longer. The farmer, therefore, is content to wait until they are more favorable; the retailer is forced to do likewise. Hence the situation! On the whole, business has been good, and even now no complaints are being heard.

It was reported here this week by one of the big jobbing houses that on June 1 puffed rice would be advanced 65 cents a case. They are now quoted at $3.60, and the new price is said to be $4.25 a case.

There has been a better demand for summer cereals of late, but it is light yet. Rolled oats and wheat are still supreme, and wholesalers say that they are never really ousted from their position among the trade.

Sugar.—The market soared ten cents on Tuesday, a movement that came more or less as a surprise to the local trade. The strength of the primary market was realized, but it was not anticipated that the advance would come at this time. There is a fair business passing, but on the whole trade in sugar has been limited and rather quiet.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lumps, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 50
" " " 25 lbs.	5 60
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 2 yellow	4 35
No. 3 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a good healthy demand for syrups of all kinds. Retailers are also asking for molasses, with special attention being given to the new crop. This market is being firmly held, with prospects pointing to steadiness for some time to come yet.

Molasses, to arrive, car load lots	0 28½ 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 35 38
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls.	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03½
" 2½-lb. pails	1 70
" 10-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 40
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits. — A continuation of gradually diminishing stocks and prices gradually increasing, a condition that has obtained for some time now, is still the character of the market. Demand is fairly good, especially considering the existing market conditions. Prunes have certainly fulfilled all the expectations that were entertained regarding them when the season opened. The price to the retailer is now easily double that which was quoted to them a year ago. Some say that it is even more than that, but in any case the difference is considerable. The retailer with a good stock of evaporated apples just now is indeed fortunate, and so is the wholesaler. It was pointed out in these columns last fall, when prices began to pass the seven cent mark, that with apples a light crop, evaps. looked promising, and so have they proved.

Evaporated apricots	0 18	0 21		
Evaporated apples	0 13½	0 15½		
Evaporated peaches	0 11½	0 12½		
Currants, fine filatras, per lb., not cleaned		0 07½		
" " " cleaned	0 08½	0 09		
" Patras, per lb.	0 08½	0 09		
" Vostizzas, per lb.	0 09½	0 10		
Dates	0 05	0 06		
Fards		0 11		
Figs, 3 crown	0 08	0 08½	Figs, 6 crown	0 11 0 12
Figs, 4 crown	0 09		" 9 crown	0 13 0 14
" 5 crown	0 10	0 11		
Prunes—				
30-40	0 14	0 15		
40-50	0 14	0 15		
50-60	0 12½	0 14		
60-70	0 13	0 14½		
70-80	0 12½	0 13		
80-90	0 10	0 13½		
90-100	0 09½	0 11		
100 and over	0 09	0 10		
Bosnia prunes	0 11	0 12½		
Raisins—				
Choice seeded raisins		0 08		
" fancy seeded, 1-lb. pkgs	0 08½	0 09		
" loose muscatels, 3-crown, per lb.	0 07½	0 08		
" " 4-crown, per lb.		0 09½		
Select raisins, 7-lb. box, per box		0 52½		
Malaga table raisins, clusters, per box	2 40	5 50		
Valencia, fine off stalk, per lb.	0 07	0 07½		
" select, per lb.	0 08	0 08½		
" 4-crown layers, per lb.	0 08	0 09		

Teas. — From the standpoint of the wholesale grocer teas show little or no change. Demand is general, and fairly generous. The strength that has been existing for some time still holds and the market is in a rather healthy condition.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 24 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 35 0 40
Pekoes	0 30 0 32
Pekoe Souchongs	0 20 0 23
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hysons	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 30 0 32
" " pinhead	0 30 0 35

Spices.—Spices are holding their former prices and conditions indicate continued strength in the majority of cases. There is a passing demand at present, but on the whole, rather uneventful.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Rice and Tapioca.—There is a fair demand for both rice and tapioca, with market conditions showing but little change from those that were apparent last week.

Rice, grade B, bags, 250 pounds		3 10
" " " 100 "		3 10
" " " 50 "		3 10
" " pockets 25 pounds		3 20
" " ½ pockets, 12½ pounds		3 30
" grade c.c., 250 pounds		3 06
" " 100 "		3 00
" " 50 "		3 00
" " pockets, 25 pounds		3 10
" " ½ pockets, 12½ pounds		3 20
Brown sago	0 04½	0 05
Tapioca, medium pearl	0 05½	0 07
Seed	0 5½	0 (5½

Nuts—The week has not brought any decided change in this market. The opinion has been expressed here that, owing to new, growing crops being hurt by frosts, nuts are not likely to be much easier. In fact, just now it is believed that prices will be generally stiff. The demand is rather quiet at present.

In shell—		
Brazils	0 15	0 15
Filberts, Sicily, per lb	0 11½	0 13
" Barcelona, per lb	....	0 10½
Tarragona Almonds, per lb	0 14½	0 16½
Walnuts, Grenobles, per lb	0 17	0 19
" Marbots, per lb	0 15	0 16
" Cornes, per lb	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	....	0 08
Coon, green	....	0 07
Diamond G, roasted	....	0 08½
Diamond G, green	....	0 07½
Bon Ton, roasted	0 11	0 11½
Bon Ton, green	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 34	0 37
Brokens	0 30	0 32
Grenobles	....	0 17

CANNED GOODS

MONTREAL.—The market is now practically stripped of blueberries. There are no doubt some stocks left here and there, but they are believed to be very light. Among the big jobbers there is at least no fear of being caught with a surplus of supplies. For instance, the new strawberries will soon be arriving, but the old stocks will scarcely meet the demand until the new goods arrive. It is just possible that some lines will not be exhausted, but they are few, and hardly worth considering. Peas may be referred to, in the same way. Light stocks, no surplus, and on the whole a trade that is not worrying about what they will do with holdover goods. The absence of this feature is at least one consolation. The situation is much the same as a week ago, the changes now to be expected being for the most part diminishing stocks, as there are no other sources to draw from. Stocks of canned raspberries, peaches, plums and other fruits are becoming light, and are nearing the end of their tethers. Corn and tomatoes are moving out easily.

Apples, gal	3 25	$3 50
Peas, standard, dozen	....	1 20
Peas, early June, dozen	1 20	1 35
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	....	1 90
Pumpkins—2 lb., 85c.; gallon, $3.00.		
Beans, dozen	....	1 90
Corn, dozen	....	1 90
Tomatoes, dozen (Ontario and Quebec)	1 35	1 45
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen	....	1 00
Lawtonberries, 2's, dozen	....	1 80

Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
White salmon	1 10	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen		1 60
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10
Lobster—		
½-lb. flats, dozen, $1.40 $2.85; 1-lb. talls, dozen, $2.60, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 00
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 40	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	3 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO—Canned vegetable trade is by no means large but a steady trade on a hand to mouth basis is being done. Dealers are not making the efforts to push sales that they would if they feared there might be a possibility of being left at the end of the season with surplus stocks on hand. Canned apples are moving out nicely at $1.20 for 3s and $3.50 to $3.60 for gallons. In both fruits and canned fish, retailers are purchasing for immediate needs only, but as one dealer remarked, "they need not do this in hopes that prices will drop, as I believe that with the present sales even if it is only in small lots, that prices will at least remain steady."

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 2's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 53½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 53½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			
Chicken	4 00		
Turkey	4 00		
Ducks	4 00		
Cohoes, per doz		....	1 77½
Red Spring, doz		....	1 87½
Lobsters, halves, per dozen		2 65	2 75
Lobsters, quarters, per dozen		....	1 60
			1 95
Soup, 2's			1 10
Soup, 1's			1 40

ONTARIO MARKETS

POINTERS—

Sugar—Advanced 10 cents.
Prunes—Up 1 cent.

Toronto, Apr. 20.—Sugar advanced 10 cents per cwt. on Tuesday of this week bringing Toronto quotations up to $4.70. This advance took place suddenly but was not altogether unexpected as it was believed that an upward movement would take place when refiners again went into the market to make purchases. Perhaps the movement was hastened by bullish reports concerning the Cuban crop. A report based upon the production of those centrals that have finished grinding, places this year's output of the Island at 800,000 tons short of last year or 40 per cent. less than last year. If this report is any way nearly correct, it would indicate a continued firmer market. Raws even at the advance show considerable strength. The amount of trade as usual in April is not large.

Prunes have taken another step upward, quotations being advanced 1 cent per pound. Stocks on hand are decidedly small and retailers have little choice of sizes. The same is true of evaporated apples, while peaches and apricots, taxed by the scarcity of prunes and "evaps," are firm.

A report of the growing crops in California says, "Apricot crop will be considerably less than last year, the production varying in different districts. Prospects for peaches in most districts are good but there are indications of a somewhat smaller crop. Prune trees are blooming well but they almost always do this. Indications, however, at present are good. There is danger of frost for the growing crops for a few weeks yet."

Trade is inclined to be quiet this week being of a sorting nature, dealers having purchased larger supplies before Easter so that they do not need to make any large purchases this week. With the opening of navigation, an improvement in the general grocery trade is looked for as it will mean an increase in business through lake points. It is stated that some dealers are now holding back on their purchases awaiting for the lower freight rates.

Beans on account of slackness in trade showed an easier feeling last week but have again stiffened up in price.

Sugar—Sugar prices advanced 10 cents per cwt. on Tuesday of this week. This upward movement was a surprise because it came suddenly but was not at all unexpected, for as pointed out before, holders have the situation pretty well in hand and the upward movement was expected when refiners had to again make purchases. The market shows considerable strength at the advance and indications, barring unexpected developments, seem to point to a continuance of this firmness. Advices from Cuba gives the number of centrals grinding as only 125, compared with 149 last year and 144 in 1909. It is sug-

gested that possibly 400,000 tons Javas may also be shipped to the United States; but with Europe considerably above Cubas, the Cuban holders seem to have control. Locally trade is only normal at present.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses—Syrup sales in both corn and maple continue quite satisfactory to dealers. The arrival of pure maple is not overly large and is finding a good demand. Molasses continue quiet and prices unchanged.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 [illegible]	Gallons, 5 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, [illegible] "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03¾	New Orleans, medium	0 30 0 35
Quarter " "	0 03¾	New Orleans, bbls	0 28 32
Pails, 36½ lbs. ea	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 52
		Muscovado	0 30

Dried Fruits—Further advances in the price of prunes will not come as a surprise to dealers who have been watching the market at all. Several months ago the scarcity was noticeable and the situation has steadily been growing more acute. The further advance of 1 cent., bringing 90-100s up to 11½, was only what could be expected. Stocks on this market are decidedly scarce and one wholesale house is said to have only a few boxes left, while all agree that their stocks are extremely small. It has arrived at a stage where the retailer has no choice as to size, as those houses which are fortunate to have some left yet can offer only a couple of sizes. The scarcity is particularly noticeable in the small and medium sizes. The high price and scarcity in this line which generally enjoys such a large trade has put a still firmer tone on those lines which are called on to take their place such as apricots, peaches and figs. A firmer feeling is noticeable in Hallowees dates but the trade in this line just now is not large.

Prunes—				
30 to 40, in 25-lb. boxes				0 15½
40 to 50 " "				0 15
50 to 60 " "				0 14
60 to 70 " "				0 13½
70 to 80 " "				0 13
80 to 90 " "				0 12
90 to 100 " "				0 11½
Same fruit in 50-lb. boxes ½ cent less.				
Apricots—				
Standard				0 16 0 16½
Choice, 25 lb boxes				0 16 0 17
Fancy, " "				0 19 0 25
Candied Peels—				
Lemon	0 09	0 11	Citron	0 15 0 17
Orange	0 10	0 12½		
Figs—				
Elemes, per lb			2½ "	0 11½ 0 12½
1½ inches	0 08	0 10	2½ "	0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½	0 12		
Tapnets, "				0 04 0 04½
Bag figs				0 04½ 0 06
Dried peaches				0 10 0 10½
Dried apples				0 09 0 09½
Currants—				
Fine Filiatras	0 07½	0 08	Vostizzas	0 10 0 11
Patras	0 08	0 08½		
Uncleaned ½c less				

Raisins—		
Sultana	0 10	0 11
" fancy	0 11	0 13
" extra fancy	0 14	0 16
Valencias selected	0 08	0 08½
Seeded, 1 lb packets, fancy	0 08½	0 09
" 16 oz. packets, choice	0 07½	0 08
" 12 oz. " "	0 07	0 07½
	Sairs	0 04½
Dates—	Package dates,	
Hallowees—	per 1 lb	0 06½ 0 06¾
Full boxes	0 05½ 0 05¾	Fards choicest 0 10 0 10½

Tea. — One dealer in speaking of the tea situation remarked that the world's consumption of tea is steadily on the increase, and especially is this so in the kinds that are the most largely used in this country. With no increase in production and a decrease in some cases, lower values in tea could hardly be looked for. Thompson's tea circular for week ending March 30 says: "Sales have about met the trade's requirements, although among Indian teas there was some slackness noticeable in the bidding for red stalky teas below 9d. which in some cases were neglected and failing to realize valuations, withdrawn. The market for the more desirable kinds however closes strong. Ceylon teas sustained a good demand for the better kinds, with the same irregularity noticeable in lower grades as among Indian teas."

Coffee.—A steady trade continues in coffee on this market with prices showing no further change. A recent coffee report says: "Statistically speaking, coffee is in a very strong position. The total receipts of Rio and Santos coffees from July 4, 1910, to April 1, 1911, are 9,858,000 bags against 13,987,000 bags same time last year. From what source is this deficiency to be made good? The new crop is not large enough at its highest estimate to supply the yearly demand for Brazil coffee, and the outlook for the crop to blossom next September is far from encouraging. From a purely technical point of view, therefore, the market in the face of decreasing visible and invisible supplies shows more strength than it did before."

Rio, roasted	0 18	0 20	Mocha, roasted	0 35	0 [illegible]
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 21	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Spices.—For the season of the year, dealers consider the volume of business in spices satisfactory. Prices show no change. The primary pepper market is strong while both cloves and mace continue firm.

	Bbls.	Pails or Boxes	Tins	¼ lb. pkgs. ds	¼ lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 [illegible]	0 [illegible]	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	
Curry powder			0 25		
Ginger	0 22	0 24	0 26	0 80	0 90
Mace			0 80		2 75
Nutmegs			0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 [illegible]	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric			0 15		
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts.—The amount of business in nuts is small. Retailers apparently have not got over the habit of allowing the nut trade to take care of itself. It is pointed out that this is a good time to push the sales of Brazil nuts as the new crop is just coming on the market. Prices are ruling high at 19 cents.

Almonds, Formigetta	0 15	0 15
" Tarragona		0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux		0 14
" Marbots		0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 21½
Brazils (new crop)		0 19
Peanuts, roasted	0 09½	0 12½

Rice and Tapioca.—A normal amount of business is being done, mostly in small quantities. There are no particular features to the market just now.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal				3 00
	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06¾	Bullet, double goat	0 08
Japan	0 04½	0 05	Medium pearl	0 05½ 0 06
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 06

Beans.—The easiness in beans last week was not of long duration and has again recovered. A temporary lull in demand is said to be the cause of last week's easiness. The firmer feeling this week is especially noticeable in the best quality.

Prim beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

Evaporated Apples.—It was pointed out in these columns last fall that conditions in "Evaps" looked promising for higher prices. The dealer who took the hint should congratulate himself, as prices continue high while stocks are almost unobtainable.

Evaporated apples	0 14½	0 15

MANITOBA MARKETS

Pointers.

Sugar—Firm.
Muscatel Raisins—Advancing.
Syrup—Advanced.

Winnipeg, April 20.—Trade during the week has been handicapped considerably on account of the condition of the roads and of the holiday season. A transition period, from winter into spring, is now in progress and with the warm weather that has been prevailing during the last week the country roads in many parts of the newer districts have become almost untraversable, and except where railroad traveling was available little business was done. In coniunction with this the arrival of Easter has also had some effect on the volume of orders turned in. Practically all the travelers who were in easy reach of Winnipeg, or other large cities throughout the West, went in for the week end. The heavy rains and snowfall which prevailed for three days almost over the entire west has as yet had no effect on the trade. It might be detrimental to the roads, but it has nevertheless put the land in excellent condition for the seed, and consequently farmers in many districts which were badly in need of moisture are feeling more enthusiastic than ever regarding the prospects of the new crop.

As was mentioned above, a general falling off in all lines of the trade is noticed, yet predictions by the wholesalers are that with the arrival of the rain before seeding, the orders from country points will be almost doubled. Sugar continues to be in active demand and is

holding steady. Muscatel raisins are getting scarce and advancing, while syrup has advanced. Spring goods such as brooms, washing soda, cleansing powders of all descriptions, etc., are now being asked for in large quantities, as spring cleaning is expected to be general throughout the West before long.

Sugar.—Prices remain steady on the local market with a fairly active trade. No large stocks are being laid in at present by retailers as many are waiting till the opening of navigation on the chance that a reduction will take place. Wholesalers, on the other hand, as stated last week, still predict that the change will be upwards rather than downwards from the present outlook.

Montreal and B.C. granulated, in bbls	5 25
" in sacks	4 50
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 10
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 20
Lump, hard, in bbls	6 15
" " in ½-bbls	6 25
" " in 100-lb. cases	6 15

Dried Fruits.—Muscatel raisins were the dark horse this week in the dried fruit market. Stocks of these raisins are becoming very low with the result that prices are advancing, and many are claiming that they will soon be as scarce as prunes. This is the direct result of stock-taking which showed supplies to be lower than was anticipated. Apricots and prunes are still at last week's advance, but it is expected that a further advance will be seen before the month is out. All other lines are strong and no reduction of any description is on the horizon.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¾-lb. packages per package	0 07½
" " fancy seeded, in ¾-lb. packages per package	0 07¾
" " choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 07¾

Prunes—

25lb.bx,90-100,lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes,ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09 3-5	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted,lb	0 12	" " citron	0 14½

Syrup and Molasses.—A general advance of five cents per case has taken place in syrup, as was expected last week. There is still a good demand for corn syrup for use in the many construction camps of all descriptions, and fairly heavy stocks are held at present. New molasses and maple syrup have not as yet found their way to the western markets but it is expected that they will in the near future. It is not expected, however, that it will have much effect on present prices.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 38
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 27
Half bbls., per lb	0 08½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

NEW BRUNSWICK.

St. John, April 20.—Sugar advanced 10 cents this week again. Eggs were a trifle higher than last week, henery eggs being quoted at 22c. and case eggs at 20c.

Beans, hand picked,bus	2 10	2 15	
Beans, yellow eye, bus	2 45	2 50	
Cheese, old, lb.	0 14½	0 15	
Currants, lb	0 08½	0 08¾	
Canned goods—			
Peas, No. 4		1 20	
" No. 3		1 27½	
" No. 2		1 32½	
" No. 1		1 80	
Peaches, 2's, dozen	1 95	2 00	
Peaches, 3's, dozen	3 00	3 05	
Raspberries, dozen	1 85	1 90	
Tomatoes	1 35	1 40	
Strawberries	1 85	1 90	
Flour, Manitoba	6 15	6 20	
" Ontario	5 00	5 20	
Fish—			
Cod, dry	6 60	6 75	
Herring, salt, bbls		5 25	
Bloaters, box	0 85	0 90	
Cornmeal, gran.	4 65	4 75	
Cornmeal, bags.	1 30	1 35	
" bbls.	2 75	2 80	
Oatmeal, bbls	4 85	4 90	
Std. oatmeal	5 35	5 40	
Rolled oatmeal	4 85	4 90	
Buckwheat, west. grey, bag	2 65	2 70	
Cal. raisins,seeded	0 08½	0 09	
Prunes, lb	0 09	0 13	
Molasses, fcy. Barbados, gl	0 27	0 28	
Butter, dairy, lb	0 20	0 22	
Butter, creamery, lb	0 22	0 24	
Eggs, new laid	0 22	0 24	
Eggs, case		0 20	
Ham	0 16	0 18	
Potatoes, new, bbl	2 00	2 25	
Rice, lb	0 03½	0 03¾	
Lard, compound lb	0 11½	0 11½	
Lard, pure, lb.	0 12	0 12½	
Bacon	0 16	0 20	
Pork,domestic mess	22 50	23 00	
Pork, American clear	20 50	22 25	
Salmon, case—			
Red spring	7 00	7 50	
Cohoes	6 50	6 75	
Baked beans, dozen	1 15	1 25	
Lemons, Messina, per box	3 00	3 25	
Sugar—			
Standard gran.	4 75	4 80	
Austrian "	4 65	4 70	
Bright yellow	4 55	4 60	
No. 1 yellow	4 25	4 30	
Paris lumps	5 50	5 60	

BRITISH COLUMBIA.

Vancouver, B.C., April 20.—Fifteen carloads of potatoes are being brought from Ontario to supply the market here. This necessary article is still scarce. Prices can hardly be quoted, as they are already high.

Tomatoes from Mexico are in fair quantities. They are about the same in quality and price with the tomato from Florida. Owing to their proximity to the California market they are displacing the Florida grown.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The St. Vincent Arrowroot Growers and Exporters Association, St. Vincent, B.W.I., have made preparations for the extension of the sale of St. Vincent arrowroot in Canada. That the association has an article of a high reputation to offer is beyond contradiction and there is no question that the sales will rapidly increase in this country. As will be seen by the advertisement in this issue samples and information will be forwarded on requests being made to the secretary. Dealers who are first to get behind St. Vincent arrowroot will reap the greatest benefits from stocking it and extending its sale. Representations were made last year to the Royal Commission on Trade Relations between Canada and the West Indies to have the existing duty on arrowroot imported into Canada removed. This was particularly urged, since it was claimed by St. Vincent that it practically controlled the entire production of this article. Should this duty be removed, as seems probable St. Vincent arrowroot will command much greater attention on the Canadian market.

The Toronto office of the Quaker Oats Co. have a splendid photograph of some of the teams and drays that assisted in unloading 10 carloads of Quaker Oats sold to Toronto wholesalers on Monday, April 10. The teams are lined up alongside the pavement from one street to another and present an appearance of prominence equalled only by the goods this company manufactures.

In their palmiest days, the premises now occupied by the Halifax Cold Storage Co., Halifax, N.S., never presented such a scene of activity as now in evidence daily. All the wharves are occupied by Lunenburg bankers on their first baiting. Among the recent arrivals the recently launched schooner Doris M. Myra has been the subject of much favorable comment, and is well worth seeing by those interested in the operations of Nova Scotia ship builders. Besides the fleet of splendid 99 ton schooners and the hourly changing, arrival and departure of gasoliners and sailing craft of all sizes, at Boutilier's wharf, the refrigerating plant, ice houses, bait stores, smoke houses and up-to-date equipment, were viewed by a group of our legislators last week, with great interest.

EARLY CLOSING IN OTTAWA.

Grocers Say It is Stronger Than Ever—New Officers Elected.

Ottawa, Apr. 20.—The following officers were elected at the last meeting of the Ottawa Retail Grocers' Association:—President, A. G. Johnson (accl.); 1st vice-president, F. W. Forde; 2nd vice-president, F. Fowler; treasurer, Duncan Bell (accl.); secretary, T. W. Collins (accl.); executive, H. C. Ellis, Wm. York, Wm. Mitchell, C. B. McLean, J. Bambrick, auditors, W. J. Eastcott, A. P. Johnson.

The president ran over the work of the year. In regard to the early closing by-law, he thought they were stronger than ever. Referring, however, to a grievance of the fruiterers as to the classification of tomatoes and celery and the enforcement of the by-law Mr. Johnson made an interesting observation. He had seen Chief Ross about these matters and the latter had told him he had more trouble with these early closing by-laws than any other, and wished they were done away with.

The treasurer reported that there was a sum in the treasury of about $500.

Several matters were discussed including the securing of permanent quarters for the association.

OPPOSITION FOR MR. MAXWELL.

R. M. A. to Have Speakers Oppose Him on His Co-operative Society Tour.

Montreal, April 20.—W. Maxwell, of Rothesay, Scotland, has arrived in Canada, and in a series of lectures will promote the co-operative society idea. He is president of the International Co-Operative Alliance which in the Old Country is reported to be strong. The Retail Merchants Association of Canada have arranged to have speakers reply in opposition to his campaign and would like the merchants in any town in which a Maxwell lecture may be held to notify the board. Also to forward advance information of when any of his lectures are to take place. It is believed that this Old Country co-operative concern are looking for a market for the goods they manufacture. It is claimed they have shipped considerably to Australia.

FOR SALE.

TENDERS will be received by undersigned up to Thursday, May 4, for grocery stock and fixtures of R. C. Fraser Estate, amounting approximately to $1,500. Store can be leased at low rental; location is one of best in city. W. C. LILLIE, Assignee, Fort William, Ont.



THE CLEANING QUESTION

is the one uppermost in your customer's mind at the present moment. Why not assist her at the time she needs your assistance?

SOCLEAN

The Dustless Sweeping Compound, will allow her to get the spring cleaning over early, and will greatly increase your profits.

BUY FROM YOUR WHOLESALER OR DIRECT

SOCLEAN LIMITED, 444 KING ST. W., TORONTO

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

CUSTOM HOUSE SALE

The subscribers are instructed by R. S. White, Esq., Collector of Customs for the Port of Montreal, to sell at Public Auction, at the Examining Warehouse, 65 Common St., on Monday, April 24th, 1911, and following days, the following goods as per catalogue, and contained in the above premises:

1. DUTY PAID GOODS TO DECEMBER 31st, 1910.
2. COLLECTORS' ORDERS TO DECEMBER 31st, 1910.
3. GOODS FROM STORE.
4. EXPRESS UNCLAIMED GOODS TO DECEMBER 31st, 1910.
5. FREIGHT UNCLAIMED GOODS TO DECEMBER 31st, 1910.
6. GOODS OVER FIVE YEARS IN BOND.
7. SEIZURES.

TERMS—Cash. A deposit of 10 per cent. will be required on the adjudication of each lot.

Sale at 10 o'clock a.m.

MARCOTTE FRERES, *Auctioneers*,
Montreal.

Canned Fruits

We have a particularly good line of Canned Fruits on hand, and as the extra demand is now starting it might be worth while that you stock up a bit for the wants of your customers during the next three months when the home preserve supply is rapidly becoming exhausted and the apple barrel is empty.

APPLES, THAMES BRAND,	- - -	3s	$1.20
PEACHES, MONARCH BRAND,	- -	2s	1.90
PINEAPPLES, HAWAIIAN BRAND,	- -	2s	2.40
" " "	-	2½s	2.95
" MONARCH "	Sliced, -	2s	1.50
" " "	Whole, -	2s	1.50
" " "	Chunks, -	1s	1.00
" MORTON'S "	Whole, -	2 1/2s	2.65
PLUMS, MONARCH, GREEN GAGE,	-	2s	1.37 1/2
" " LOMBARD,	- -	2s	.97 1/2
PEARS, " BARTLETT,	- -	2s	1.80
" QUAKER, "	- - -	2s	1.80
RASPBERRIES, QUAKER, RED H.S.,	-	2s	1.80
" MONARCH, "	- -	2s	1.80
STRAWBERRIES, " H.S.,	-	2s	1.80
" QUAKER, H.S.,	- -	2s	1.80
" NAPANEE, Preserved,	-	2s	1.77 1/2

Gallon Goods

APPLES, VINELAND BRAND, - - -	$3.25
BLUEBERRIES, MEAFORD, In light Syrup - -	4.00

Dried Fruits

EVAPORATED APPLES, Choice,	- -		14c.
COMADRE FIGS, Taps,	- - -		3¾c.
NATURAL " Bags,	- - - -		3¾c.
PEACHES, Standard,	- - - -	50s	8 1/2c.
" Choice,	- - - -	50s	9¼c.
" "	- - - - -	25s	9¾c.
APRICOTS, Choice,	- - - -	25s	16c.
" BLENHEIM, Fancy,	- -	25s	18c.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Corner Front and Scott Streets, TORONTO

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

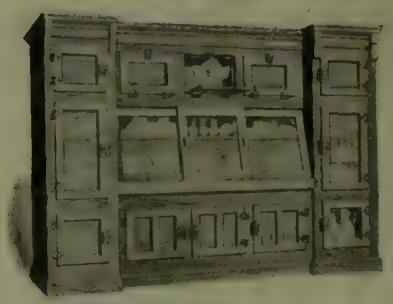
Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Aubin's Patent CABINET REFRIGERATOR



is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.

Dry Air Ventilating System

Best of insulation.

Made in 10 sizes.

Highest Awards — Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

C. P. FABIEN, MONTREAL, CANADA

TORONTO REPRESENTATIVES:
Stewart & Co., - 122 Wellington Street West.



The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating; absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.

What Would John Wanamaker Say About Red Rose Tea?

This is what he says about advertising goods:—

"Advertising is making the goods "speak. It is putting a truthful, ani- "mate tongue into inanimate merchan- "dise.

"Merchandise itself cannot lie. Soon- "er or later its true character will "develop—in its use—in the satisfac- "tion it gives to the owner.

"When exaggerated or false state- "ments are made about goods, it is a "human tongue that talks or a human "hand that writes; it is not the mer- "chandise that speaks—therefore it is "not advertising."

Have you ever known an exaggerated or false statement on behalf of Red Rose Tea? Have you ever known of any "catch penny" methods being used to sell it? Have you ever known anyone connected with the business to adopt any underhand method of securing orders; or, has Red Rose Tea in daily use fully borne out all the claims made for it; has every method of selling the tea been in every respect legitimate and honorable; has every Red Rose Tea salesman been manly, straightforward, and above suspicion of anything underhanded?

If John Wanamaker knew as much about Red Rose Tea as you, and other merchants all through Canada, know, I believe he would say "it has made good in every respect." Nothing else would account for the continued and increasing confidence displayed toward it by the many thousands of merchants who sell it and the hundreds of thousands of people who drink it.

Red Rose Tea

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

"is good tea."

T. H. ESTABROOKS
ST. JOHN, N.B.

NEWFOUNDLAND'S TRADE.

Budget of News and Happenings From The Old Colony.

St. John's, Newfoundland, April 20.—Trade has been exceptionally dull this winter, but last week matters brightened somewhat and all stores report an increase in sales. The unusual severe and stormy weather is in part responsible, as very little fish could be handled and labor all around was scarce. Last week we had five foreign arrivals, which gave considerable labor and boomed trade.

We have had, to date, two arrivals from the seal fishery, with good trips; reports from them are encouraging, and the voyage, while not large, will be up to the average. The amount of money put in circulation by this industry, will be beneficial. Steamers now will be arriving every day, and for a month or more, St. John's will be a busy port. A successful seal fishery is a great impetus to trade, and makes dealers optimistic as to the outcome of the year.

Prices for produce remain firm, stocks of fish held by our merchants are small, and $6.50 per quintal Talqual could be easily procured for fish last week

The lobster fishery will soon be opening, and high prices are expected to prevail. Buyers now are giving $15 to $16 per case for any offering.

The local market is a bit excited over sugar, and last week considerable buying and selling was done between local dealers.

Dried fruit has been scarce in the market lately, but the last arrivals from New York relieved the tension. One of the largest wholesale dealers had a shipment from New York, of about 50,000 lbs. Prices are higher than for some years past.

J. E. Ray, the Canadian Trade Commissioner, has left Newfoundland and his successor is expected to arrive in St. John's shortly.

T. T. Cartwright, representative of E. W. Gillett Co., Ltd., of Toronto, is in town on his annual visit.

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO., Halifax, N.S.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

THE GROCER

who recommends

Fels-Naptha

soap to a non-user not only helps the woman, but establishes the reputation of his store for handling goods that please and satisfy.



Manufacturers and Shippers

of Eastern Canada, Europe and the U. S. A., who wish to get in right with the hustling, booming West, should avail themselves of the facilities and service we offer.

We have large track warehouses at the five main distributing points in Western Canada, and from these centres we cover the territory in an aggressive and thorough manner.

May we push the sale of your grocery lines in this territory? We have an unrivalled connection among the whole wholesale trade of Western Canada and enjoy the highest financial standing.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for Full Information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

The Catsup with the different flavour!



There is a delicacy of flavor and appetising richness to every bottle of

"E.D.S." Brand Tomato Catsup

that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is *pressed out* by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best Catsups made in the States or any other country.

It will pay you to feature this splendid line!

"E.D.S." Brand jams and jellies (a very wide range) are real profit-producers and trade-winners.

Made only by

E. D. SMITH at his own fruit farms **Winona, Ont.**

GUNNS
QUALITY HAMS

G

The seal of Public Approval. "Appetizing and Satisfying." Always Sweet, Tender and Juicy. One of the many 'PON-HONOR products of the HOUSE OF QUALITY—

GUNNS LIMITED
WEST TORONTO

-L-A-R-D-

If you will compare prices for Pure Lard to-day with prices paid last year you will find a very marked difference —about 5c per lb. We think lard at present prices is good value. Pure lard made from Canadian hogs and manufactured under the inspection of the Canadian Government is worth more money than ordinary lard.

Fearman's Lard is made under Government Inspection.

F. W. Fearman Co.
LIMITED

HAMILTON



Reindeer Milk Builds Sturdy Little Folks

Reindeer Brand Condensed Milk is best for babies, not merely because we take every precaution for safety at our own factories, but also because it is produced on cleanly inspected farms, from healthy cows.

Reindeer Brand Condensed Milk

"good enough for children," is good enough and pure enough for any purpose.

The Truro Condensed Milk Co., Limited

TRURO, N.S. HUNTINGDON, P.Q.

Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Arrival of Eggs is Duller This Week

Slightly Firmer Feeling on Account of Short Supply — Thought to be Only Temporarily—Provisions Exhibit an Easier Feeling—More Attention Being Given to Pork Products—Butter is Easier on Some Markets.

Easter was responsible for an increase in trade in some lines of provisions, and now with the Lenten season past, pork products will likely come in for more attention than has been given them for some time past. The merchant who compares prices now with those ruling a year ago will find an argument that should be of use to him in pushing these lines. Another incentive to the merchant is the larger margin of profit which he is able to get, as during the high prices last year, profits had to be cut close, so that he was inclined to give attention to other lines.

The Chicago market in live hogs has ruled quite steady this week, as has also the Toronto market, while Montreal records a drop of 25 to 50 cents. The Winnipeg market has also a lower tendency. Provisions generally under the depressed hog market exhibit an easier feeling.

The delivery of eggs this week has dropped off considerably, and has caused a temporary stiffening of prices on some markets. Several reasons are put forward for the present curtailment of supply. Some dealers believed that the exceptionally large demand throughout the country for the Easter trade had cleaned supplies up pretty well. Others attributed the lack of supplies to the bad roads which have prevented the delivery of supplies by the farmers, while it was hinted by others that country dealers were starting to put stocks away.

An increase in supplies has caused an easier feeling in butter on some markets. As the season advances, and the new make becomes larger, the effect will likely be felt on prices. However, the amount of old butter on the different markets will be a factor in determining prices, and if large, will help it on its downward tendency. One dealer was inclined to look for higher prices. "The slow arrival during the past month has used up a large quantity of the old make," he said, "and another thing is that the time is approaching when combination factories which make both butter and cheese usually turn from butter to the making of cheese."

Cheese, honey and poultry are quiet and prices show no change.

MONTREAL.

Provisions.—The market in live and dressed hogs is slightly weaker, the price being from 25 to 50 cents lower. In lard and provisions the tendency is downward, and it would not be surprising to learn of a general decline within a week. The weakness in the primary market is about ready to extend to the general list.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 11½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10¾
" 5 " " " "	0 10¾
" 3 " " " "	0 11
Pails, wood, 20 lbs. net, per lb	0 10¾
Pails, tin, 20 lbs. gross, per lb	0 10 0 10¼
Tubs, 50 lbs. net, per lb	0 10¾
Tierces, 375 lbs., per lb	0 10¼
One pound bricks	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Boiled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 12½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 15
Hogs, live, per cwt	6 75 7 00
" dressed, per cwt	9 25 9 50
Country dressed hogs, per cwt	8 00 9 00

Butter.—Receipts have been coming forward more freely, with a weakening effect on the market. At the opening meeting of the Eastern Townships Dairymen's Exchange at Cowansville last Saturday 564 boxes of butter were offered. Only two buyers were present, and as there was no bidding no sales were made. It is expected that by the 22nd over 1,000 boxes will be offered. A large volume of goods are expected to be boarded at this exchange during the coming season.

New milk creamery	0 26	0 27
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Cheese.—The receipts of cheese are still light and simply meeting the local demand. Business is quiet.

Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

Eggs.—Receipts have been somewhat lighter of late, but the demand following Easter declined to a certain extent. The market has, as a result, been steady and inclined to quietness. The arrivals of eggs since the first of May to the present have been considerably in excess of the receipts for the same time last year. The Easter demand was decidely heavy, and reports locally bespeak a good trade. Dealers were well stocked up for the holiday and have during the early part of the week bought rather light.

New laids	0 17	0 19
Selects	0 22	0 23

TORONTO.

Provisions.—The easier feeling in the lard market which was reported last week has resulted in a reduction of ½ cent per pound and the pure article in tierces is quoted 10¾ to 11 cents. The only other change this week is in rolled bacon which has been reduced 1 cent per pound. Live hogs are steady at last week's prices. Arrivals have not been large. Fifty cents reduction is made on hogs over 220 lb. each.

Long clear bacon, per lb	0 10½	0 11
Smoked breakfast bacon, per lb	0 16	0 17½
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb	0 11	0 11½
Light hams, per lb	0 15	0 16
Medium hams, per lb	0 14	0 15
Large hams, per lb	0 12	0 13
Cooked hams	0 20	0 21
Fresh shoulder hams		0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb	0 18	0 18½
" pea meal	0 18½	0 19½
Heavy mess pork, per bbl	20 00	21 00
Short cut, per bbl	23 00	24 00
Lard, tierces, per lb	0 10¾	0 11
" tubs "	0 11¼	0 11½
" pails "	0 11½	0 11¾
" compounds, per lb	0 10	0 10½
Live hogs, at country points		6 15
Live hogs, local		6 50
Dressed hogs	8 50	9 00

Butter.—Butter shows a slight reduction in price this week, arrivals of both dairy and creamery having been larger. Fresh creamery is quoted at 28 cents and dairy prints at 21 to 22 cents. Demand is fairly brisk, creamery coming in for a good share of the trade. With larger arrivals in the future expected, it looks as if the market will not at least rule higher for a time.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 23½	0 24½
Farmers' separator butter	0 23	0 24
Dairy prints, choice	0 21	0 22
Fresh large rolls	0 20	0 21
No. 1 tubs or boxes	0 19	0 20
No. 2 tubs or boxes	0 17	0 18

Eggs.—Arrival of eggs has been greatly curtailed this week and the market for the present is firmer with dealers asking 18 to 19 cents. However, the shortness of supply is thought to be only temporary and dealers believe that supplies will be larger with a corresponding easiness in price in a short time.

New laid eggs	0 18	0 19

Cheese.—The cheese market is not exhibiting much life at the present time. The high prices ruling are affecting demand to a certain extent. Prices, however, are steady. Factories in various parts of Ontario are commencing operations.

New cheese—			New twins	0 14½
Large	0 14		Stiltons	0 14½ 0 15
Old cheese	0 14	0 15		

WINNIPEG.

Provisions.—The expected decline in lard has taken place and a fair reduction will be noticed. This came in view of the fact that the price of live hogs both for bacon and lard purposes has been steadily dropping for the last month. Reports from Chicago indicate that country will have an exceptionally heavy crop of hogs to market this summer and one large packer has predicted that live hogs will sell at 4 cents per pound before Christmas. With prices steadily falling to the south of us it is expected that local dealers will force the price down for live animals up here. This week dealers are only offering 6¾ cents per pound live weight off cars Winnipeg, which is a reduction of ¼ cent per pound from last week and ¾ cent per pound from two weeks ago. In spite of the reduction in the live weight prices no reduction for the cured meats or dressed hogs has as yet taken place but it is expected that this will

occur in a few days. Prevailing prices are as follows :—

Hams, large	0 13½
Hams, medium	0 15½
Breakfas bacon, bellies	18½
Breakfast bacon, backs	0 19½
Shoulders	0 11½
Long rolls	0 18½
Short rolls	0 17
Long clear sides, per lb	0 11½
Boneless backs per lb	0 15½
Mess pork, per bbl	24 50
Mess pork, half bbl	12 50
Tomato sausage, per lb	0 10
Pork sausage	0 09
Beef s usage	0 07½
Lard, in tierces, lb	0 11
50-lb. tubs	6 15
20-lb pails	2 45
10-lb. pails, in cases	7 45
5-lb pails, in cases	7 50
3-lb. pails, in cases	7 55
Compound, 2 -lb. pails	2 40
Steers heifers, abattoir killed	0 10½
Hind quarters	0 12
Fore quarters	0 08½
Dressed mutton, fresh, lb	0 13
Dressed hogs	0 12
Dressed veal, fresh killed	0 10½

Eggs.—Manitoba fresh eggs are the only ones being offered on the market at present and are coming in large quantities with the result that prices have been steadily dropping. The demand for Easter has been extremely heavy but local stocks have been heavy enough to supply all orders. Present prices are 17 cents per dozen.

Cheese—New prices are quoted for cheese this week. Demand has been improving and the market has advanced ½ a cent per pound. Old cheese is now offered at 14½ to 15 cents per pound, and new at 13½ to 14 cents per pound.

Butter.—Trade continues to be active. Supplies of cream coming into the city continues to increase and consequently the increased output is able to supply the increased demand. Receipts of dairy butter also heavy. Present prices are :

Creamery butter—		
Manitoba fancy fresh-made bricks		0 32
Eastern creamery bricks	0 27	0 28
Manitoba	0 25	0 26
Dairy butter—		
Strictly No. 1, delivered Winnip g	0 16	0 17
No. 2, delivered Winn peg		0 15
No. 3, delivered Winnipeg	0 12	0 13

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Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

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BY THE CARLOAD

We have now

BANANAS,
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Order now for these ready sellers.

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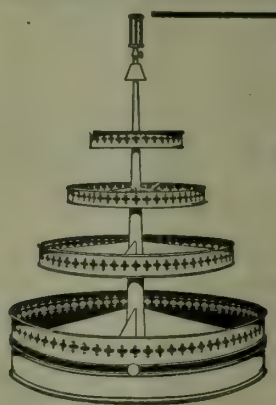
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WILSON'S FLY PADS

All dealers in foodstuffs should commence using them early. Every fly killed now represents a host in July.





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the quality of ANCHOR BRAND FLOUR does not vary.

Whether your purchase be big or little it will bring that satisfied feeling of having bought well.

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Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.



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Most Perfect Made.

Sold and Used Everywhere.

With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry Hop Yeast.

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Highest Honors at all Expositions.

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¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

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true to its name, the best cooking and drinking chocolate made.

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If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

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WITH THE INTERNATIONAL REPUTATION

Make generous provision on your shelves for Brand's "A1 Sauce"—the connoisseur's preference. In mansion or cottage alike for over 100 years it has been delighting the palate, and is still giving a relish and zest to fish, flesh and fowl.

Now is the season to give Brand's "A1 Sauce" special prominence. But first, try a bottle on your own table—you will then be able to recommend it with enthusiasm.

We also make a full line of Meat Essences, Meat Extracts, Potted Meats, Chutney &c.

A special shipment to hand of Rolled Ox Tongues in Glass

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Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

T. O. BAXTER, 25 Front St. East, TORONTO — H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER, B.C.

Flour is Steady at Recent Decline

Decline in Price Has Caused Little Improvement in Trade—Dealers are Buying in Small Quantities Only—Wheat Advanced on Saturday Last But Reacted Slightly—Cereals are Unchanged.

Manitoba flour is steady at last week's decline of 30 cents per barrel. On the whole there has been little improvement in trade, for while the reduction in price has caused a little more buying it has been in small quantities only.

Wheat prices are a little firmer than a week ago. Values advanced on Saturday last, May wheat in Chicago reaching 91⅜ but re-acted on Monday under bearish news, it is said, in respect to Canadian reciprocity to 90 cents, compared with 106⅝ a year ago.

A recent dispatch from New York says: "Were the estimates of the winter wheat yield which were based on the government's April crop report borne out in the actual crop this year, productions of this cereal would exceed all previous records. It is recognized, of course, that last week's estimate of 541,000,000 bushels does not take into account a reduction in the acreage as estimated last December on account of winter damage. Neither does it make allowance for any possible deterioration in conditions between April 1 and the time of harvest, the estimate being made on the so-called old system. After making allowance for several of these factors it would appear reasonable to expect a crop fairly in excess of last year." However, it should be remembered that this only pertains to the United States, one factor only in the determination of wheat values.

Dealers state that the reduction in rail and water rates on wheat will not affect the market to any great extent. Wheat that is now being used is that which was bought during the time of the low rate last year and which has been held at lake ports.

The cereal situation is unchanged. A normal trade only is being done with slight improvement in export enquiries at times.

The Canadian visible supply of wheat on April 17 was 12,272,000 bushels compared with 12,454,000 on April 18 of last year and 8,346,000 bushels on April 19, 1909.

TORONTO.

Flour. — Manitoba flour is steady at the recent decline. The new business is not large in volume, the reduction in flour having failed to stimulate demand to any great extent, most of the buying being done in small quantities. No. 1 Northern Manitoba wheat was held as high as 99 cents on Saturday last but re-acted to 97½ cents at the beginning of the week in accordance with the decline at Chicago.

Manitoba Wheat.

1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals. — The cereal situation is about the same as a week ago, there being no features whatever to the market.

Rolled oats, small lots, 90 lb. sacks	2 05
" " 36 bags to car lots	1 95
Standard and granulated oatmeal, 98 lb. sacks	2 25
Rolled wheat, small lots, 100 lb. brls	2 75
" " 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 70 1 80

MONTREAL.

Flour. — Following the recent flour decline the local market is now firm and is showing an upward tendency.

The wheat market still remains weak and the demand is just fair.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals. — There are no changes in prices so far, the volume of business passing being but medium, the market showing a quiet tendency.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated " "	2 25
Solted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 05
" barrels	4 40

TAKE TARIFF OFF SUGAR.

St. Louis, Mo., April 20.—A committee of wholesale grocers composed of men from all sections of the country has started a fight for a reduction of the tariff on sugar. In this they will probably be aided by the retailers who are now, in a majority of cases, selling this commodity at a direct and actual loss. They point out that sugar is a necessity that is taxed more heavily than any luxury and that the burden is borne by the grocery trade and the consuming public. A reduction in the tariff would mean that the retail grocers could buy sugar cheaper and get proportionately better prices, allowing them to make a fair profit instead of doing, as too many do now, sell this product at a loss. It would have the same effect upon the wholesale trade, many members of which do not handle sugar at all, when they can get out of it.

FOR WRAPPED BREAD ONLY.

Detroit retail grocers have gone on record as being in favor of having nothing but wrapped bread on sale in Detroit. The association has appealed to the board of health to aid in the campaign, charging that bread contaminated by soiled hands of deliverymen, by falling on floors and made unclean in other ways is a menace to health.

SOME OLD POULTRY.

Ten tons of cold storage poultry have been seized and condemned in Cincinnati. Some of the goods had been in storage for five years, being stamped "1905."

JOHN D.
ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

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MAPLEINE



Mapleine is a new and delightful flavoring.

Put it in your stock—the demand for it is large and growing. We keep it constantly before the consumer. All you have to do is to sell it

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto

The American Can Co.

are ready to quote you prices on

Tin Cans of all kinds for all purposes

FRUIT and VEGETABLE CANS,
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Have You Noticed These Ads?

They are regularly appearing in the Canadian Press and are only a part of our wide-spread publicity campaign which is creating an unprecedented demand for

TILLSON'S PAN-DRIED OATS

A FOOD—NOT A FAD

It doesn't take an awful lot of talking or persuasion to sell "Tillson's!" The public have got acquainted with "Tillson's," they appreciate the delicacy and freedom from dust of the *new flake*, and the wholesomeness of the finest oats in the world---selected Canadian Oats.

Now is the time to give "Tillson's" every prominence. You'll find it a line that pays you handsomely to handle.

Canadian Cereal & Milling Co., Limited

Head Office, LUMSDEN BUILDING, TORONTO

One Million Dollars' Worth of Free Coupons Out in May

Over ten million free coupons will be printed in the fourteen big women's magazines of Canada and the United States **coming out in May.** Each coupon should be good at your store---if you have the stock of both Puffed Rice and Puffed Wheat---for one package of Puffed Wheat, providing the customer presenting the coupons **buys at the same time one package of Puffed Rice.**

The customer pays you 15 cents for the Puffed Rice---
we pay you 10 cents cash for the Puffed Wheat.

Each 36 coupons redeemed by you means a sale of one case Puffed Rice and one case Puffed Wheat, but

You must have ample stock of both Puffed Rice and Puffed Wheat to participate.

There will be over ten million of the coupons printed. How many will be redeemed no man can tell.

The chief difficulty will be the shortage of stock.

We are running night and day to turn out Puffed Rice and Puffed Wheat in advance of the coupons.

Every grocer should have at least one unopened case each of Puffed Rice and Puffed Wheat with which to redeem coupons.

Please get your stock in to-day!

The Quaker Oats Company

Peterborough

Do You Want a Winner?

Clark's Pork and Beans

are trade winners, and gaining more favor every day.

Well Advertised

Put up in convenient packages to suit any size family and can be sold at popular prices, giving you, Mr. Grocer, a good profit.

Ready Sellers

Prepared with the greatest care, only the best Canadian Pork and Prime Hand-Picked Beans are used in preparing this brand under Canadian Government Inspection in a Sanitary Factory.

Prices Right

WITH TOMATO SAUCE, WITH CHILI SAUCE OR PLAIN.

			Per Doz.
Pork and Beans.	No. 1,	4 doz. cases, ...	.50
"	" 2,	2 " "	.90
"	Flats, " 3,	2 " "	1.00
"	Talls, " 3,	2 " "	1.25

W. CLARK, - MONTREAL

MANUFACTURER OF

HIGH GRADE FOOD SPECIALTIES

When It Comes To Biscuits

The Grocer Who Knows Stocks

CHRISTIE'S

BECAUSE THEY ARE THE BEST

¶ The superiority of Christie Biscuits is unquestioned. Since particular women from coast to coast call Christie Biscuits "The Best Baked" and *"The Purest of all Pure Foods,"* the reasons for the wise Grocer's preference are self evident.

¶ There's just *one* surety of biscuit purity—right inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

¶ CHRISTIE BISCUITS are the *best* and *purest* because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high-grade quality—we have constantly improved our facilities until to-day our big factory is known as the cleanest and most modern in all Canada.

¶ All our energies have been concentrated in *the making of better biscuits.* The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

N.B.—*Christie Biscuits sell more than biscuits.*

CHRISTIE, BROWN & COMPANY, LIMITED

New Cabbage, Tomatoes, Etc.

The season is now open when your customers will be looking for fresh vegetables; we have them, send in your orders; also

ORANGES
LEMONS
GRAPE FRUIT
NUTS FIGS DATES, ETC.

McWILLIAM
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EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Remember "St. Nicholas" Lemons

ARE AS FINE AS EVER

BUY THEM.

J. J. McCABE

AGENT

TORONTO, ONT.

Florida Tomatoes Advance in Price

Crop Not as Large as at First Expected—Prices in Florida Have Taken Sharp Advance—Easter Trade Quite Satisfactory —Continued Warm Weather Would Improve Business — Bermuda and Egyptian Onions on the Market—Spanish About Done.

It was noted last week that tomato prices would likely go upward in price. This has been the case and values have already improved and will likely go higher. The crop this year has not been as large as at first expected. A report from Florida on tomatoes says: "The market has taken a sharp advance. Every indication points to a strong market in Florida on tomatoes during the remainder of the season. Shipments will be lighter from now on." In British Columbia, shipments of tomatoes from Mexico are being received and are displacing the Florida article in that province.

As stocks of celery at the different points grow shorter in supply, prices go up. Some small lots may be brought in from United States markets with surplus supplies but prices will likely rule firm.

Some markets are rather bare of Spanish onions and as there are few home grown, it has been necessary to import other lines. Bermuda onions from Texas are in fairly good supply while some shipments of Egyptian onions have been received and are going out freely. The supply this year is short and prices are higher than other years.

Potatoes at most centres seem to be holding quite firm at present. In the West prices are high and British Columbia reports that several cars of Ontario are expected there, but there is such a general scarcity that prices there are expected to hold firm.

TORONTO.

Green Fruits.—The firmer feeling which was noted in tomatoes last week has already resulted in a stiffening of prices, six basket crates being quoted at $3, while higher prices still are looked for by dealers. There is some California grapefruit on the market at $2.75 per case. Cocoanuts are ranging from $4.75 to $5 per sack this week and some dealers say they are doing a fair trade in this line. Apples are getting in rather short supply and $7.50 per barrel is being asked for No. 1 spies.

Apples, bbl.	3 50	6 50
Apples, box	1 75	2 00
Bananas	1 50	2 00
Cocoanuts, sack	4 75	5 00
Grape Fruit—		
Florida per case	3 50	3 75
Jamaica, case	2 75	3 00
Cuban	2 75	3 00
Lemons—		
California		3 50
Messina	2 50	3 00
Limes, box		1 25
Oranges—		
Navels, large	2 75	3 00
Navels, small	00	3 25
Pineapples crate	4 00	4 50
Strawberries—		
Louisiana, qt	0 30	0 35
Tomatoes, case of 6 baskets	2 50	3 00
Rhubarb, doz		1 00

Vegetables.—As expected, the price of celery is higher this week, being quoted at $3.50. Stocks on this market are not large and prices will likely remain steady. Cucumbers are down to $1.75 per dozen while sweet potatoes are higher at $2.75 per hamper. Spanish onions are in very limited supply on this market but shipments of Texas Bermudas have arrived, with small quantities of Egyptian. The latter are quoted at $3.50 to $3.75 per case, which is higher than other years, but they are being taken up well. Potatoes still continue at the higher price of last week but some dealers are inclined to believe that the present stiffness in Ontarios is due to the conditions of the roads and that as soon as these improve that supplies will come forward in larger volume again.

Beets, Louisania doz		1 25
Canadian beet, bag	0 60	0 75
Cabbage, old, pr bbl.	1 50	1 75
Cabbage, ½ ton lots, ton		18 00
Cabbage, Florida crate		2 75
Carrots, Canadian, bag	0 50	0 60
Carrots, Louisania, doz		1 00
Celery, Florida, case 5's, 6's, 4's		3 50
Cucumbers, Boston, doz		1 75
Endive, 12 heads		1 00
Lettuce, Canadian, head		0 40
Boston head lettuce, doz		1 25
Boston head lettuce, hamper	4 50	5 00
Onions—		
Spanish, large	2 90	3 00
Spanish, ½-cases		1 50
Yellow, per bag	1 [illegible]	2 00
Texas, case	3 00	3 25
Egyptian, case	3 50	3 75
Potatoes, Ontario, bag	1 00	1 10
Delawares		1 25
Sweet, hamper		2 75
Parsley, per doz		0 75
Parsnips, bag		0 60
New turnips, per 11-qt. basket		0 50

MONTREAL.

Green fruit.—The market has opened up with considerable briskness with the first signs of spring weather. The improvement in the past week is quite noticeable and the local dealers are preparing to settle down for their annual summer run. Cranberries are particularly high just now, with short stocks and a steady, though limited demand. Lemons are a little easier in price. Tne demand is steadily increasing. Pineapples are also coming in for more consideration.

Apples, bbl.	6 00	8 00
Spies	7 00	8 00
Bananas crated, bunch	1 75	2 25
Cranberries, bbl.	12 00	13 00
Cranberries, bxs.	4 00	4 50
Cocoanuts, bags	4 25	4 50
Grape fruit, Flo.		4 25
Lemons	2 50	3 00
Limes, a box		1 50
Oranges—		
Cal. navels		3 00
Valencia	4 00	4 25
Mexican	2 00	2 25
Tangerines		4 00
Pineapples—		
Floridas, case	4 25	4 50
Strawberries, Florida, qt. box	0 40	0 50

Vegetables.—There is better business all along the line, the Easter demand for the new imported vegetables helping trade considerably. Tomatoes are firmer owing to weather troubles in the south. Asparagus is going out very well in spite of the rather steep price. Altogether the market is in a fair condition and is showing signs of a marked improvement.

Asparagus, boxes of 2 doz		12 00
Beans, hamper	5 50	6 00
Beets, bag		1 00
Carrots, bag	0 75	1 00
Cabbage, doz	0 50	0 60
Cabbage, bbl.	1 00	1 [illegible]
Cabbage, crate		2 00
Celery, Florida		4 00
Cauliflower, French per doz		5 50
Cucumbers, doz.	2 75	3 00
Cukes		2 00
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 50	1 75
Boston lettuce	2 00	2 25
Florida lettuce, hamper		3 75
Onions—		
Spanish, crate	3 00	3 50
Red, bags 100 lb., per lb		0 04
Potatoes, bag	1 15	1 25
New Bermuda potatoes, bbl	7 50	8 00
Sweet potatoes, hamper		3 00
Parsley, crate		2 00
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 50	0 75
Spinach, bbl	2 50	3 00
Tomatoes, crate	2 75	3 00
Turnips, bag	0 75	0 90

TO BE ENOUGH APRICOTS.

A California report on apricots says: "The indications for the coming crop point to a short yield in sections, while in other districts prospects are favorable, but taking all in all, we are inclined to feel that present indications are that there will be enough apricots to go around."

SHOW CARD PHRASES.

We want your trade, whether it be worth 10 cents or 10 dollars.

Your orders, large or small, are welcomed here.

We appreciate your trade.

If you are pleased, tell others. If you are not, tell us.

Tell us our faults. We don't claim to be perfect.

We pride ourselves on our quick delivery.

Our clerks will gladly answer any question.

Be sure to ask for goods you want but don't see. Very likely we have it.

No need to visit the bank. We supply change for customers.

Ask for what you don't see. If we haven't it, we can get it, and will.

We aim to give satisfaction to each and every customer.

With every sale we aim to make a pleased customer.

You need our goods. We need your trade.

NEW LINWOOD STORE.

Schnurr Bros. of Linwood, have recently moved into their new store, which is equipped with up-to-date fixtures and stocked with the highest quality of goods. The brothers are young, enterprising fellows, who are determined to prove to their customers that they need not go outside Linwood to get the best service and the best value for their money.

It looks now as though the pressure of reciprocity and other issues at Ottawa will necessitate a great deal of other legislation being neglected for the time being. It may be that our old friend the Co-operative Bill may be forgotten in the rush.

BIG BANANA SALES

Several cars coming for this week.
Are you one of our satisfied banana customers?
Weekly quotation list to any responsible dealer.

WHITE & CO., Limited
HAMILTON TORONTO

Fresh Arrivals

Strawberries Pineapples Tomatoes
Grapefruit
Oranges Bananas Lemons
Asparagus Rhubarb Cucumbers

Everything in Greens—Fresh every day

The House of Quality

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

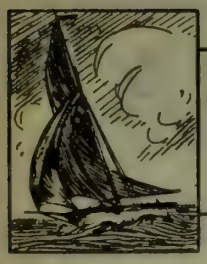
LEMONOLOGY

AN OUNCE OF FULFILLMENT IS WORTH A POUND OF PROMISES

Order Follina Bros.' popular brands of Lemons and see how we have fulfilled our claim. "Packers of Italy's Finest Lemons."



W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



With Lent Past Fish Trade is Quieter

However Volume of Trade is Quite Satisfactory for This Time of the Year—Dealers Expect a Steady Trade — Demand for Fresh Fish Will Increase Now—More Fresh Fish on Eastern Coast.

As can be expected after the close of the Lenten season, there is a noticeable drop in the demand for all kinds of fish. However, the trade in the future is expected to be of a steady character, and even this week the volume of business passing is fairly satisfactory.

While there is still excellent quality stocks of frozen fish being held at most points, still the trade as the season advances will turn more to the fresh caught. Already a fair trade is being done, but the number of kinds of fresh fish are as yet small.

Nova Scotia reports that the weather conditions have been more favorable of late, and the fishermen met with better results on the banks. Nearly fifty thousand pounds of fresh fish were landed at Halifax last week, comprising halibut, cod and haddock.

QUEBEC.

Montreal. — With the Lenten and Easter seasons now over there is a noticeable drop in the demand for all kinds of fish. Yet the volume of business passing is pretty satisfactory. The close season for dore and pickerel began on April 15th.

Shad are coming in more freely now, while new fillets and haddies are pretty plentiful.

FRESH

Haddock, per lb	0 05 0 06	Halibut, express per lb	0 10
Haddock, fancy shore, per b..	0 06 0 07	Salmon, per lb..	0 22
Steak cod head-less, per lb	0 07	had, buch, each	0 20
		Pike, per lb.	0 08
		Dore, yellow, lb.	0 11

FROZEN

Codfish	0 03 0 03½	Mullets (carp)	0 03 0 04
Dore, winter caught, per lb	0 09	Flounders, brl	2 00
Haddock	0 03	Salmon, B.C., red	0 08½ 0 09
Halibut, per lb.	07½ 0 08	Gaspe salmon, per lb	0 18
Pike, dressed & headless, ca es 150 lbs., per lb	0 06	Qualla salmon	0 07 0 08
Grass p ke	0 04 0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Steak cod	0 03½ 0 04	Whitefish, large, lb	0 07 0 07½
Mackerel	0 11 0 12	Whitefish, small	0 05 0 06

SALTED AND PICKLED

Labrador sea trout, bbls	12 50	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" " pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
½ bbls	8 00	" " ½ bbls	8 50
No. 1 pollock, bbl	6 00	" " trcs., 300 lb	21 00
Scotia herrings, No. 2, bbl		Salt eels, per lb	0 07
Lake trout, half bbl.	6 00	Salt sardines, 20 lb. pls	1 00
Choice mackerel half pail	2 00	Scotch herring, keg	6 50
Sea trout, ½ bar.	6 50	Holland herring, ½ bbl	1 00
		" " keg	5 50
			0 75

SMOKED

Sloaters, large, per box, 60s	1 10
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 00
New fillets, per lb	0 11

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

Halifax. — Nearly fifty thousand pounds of fish were landed here this week by vessels of the local banking fleet. The fish comprised halibut, cod and haddock. There was some improvement in the weather conditions during the week and as a result the fishermen met with better success on the banks. All the dealers reported a heavy demand for fish week, much greater than in past years, for the closing week of Lent. In fact the fish business this Lenten season was better than ever before, that is regarding the demand and the prices for a number of lines of fish. It was a hard season on the dealers, as it kept them on the move all the time getting in supplies. When the local supplies failed, some of them had to import fish. Then the lobster catch dwindled to practically nothing, and prices went upwards. There is a slight improvement in the lobster catch this week, but so small that it has had no effect on prices, which still remain at 20 cents each for small stock. The canneries are not doing a great deal at the present time, but with favorable weather the catch will improve.

Boston dealers smile at the report that lobsters will reach one dollar per pound. With improved weather conditions the dealers are looking for a substantial drop in prices.

ONTARIO.

Toronto.—As can be expected immediately after the Lenten season, trade in fish is rather quiet this week. From now on dealers do not expect any great rush but look for an even steady trade. Dealers are waiting for the arrival of fresh caught fish in quantities, but up to the present the range is confined to about six different kinds. Fresh caught white fish are quoted 2 cents higher this week at 14 cents.

FRESH CAUGHT FISH

Steak cod	0 08	Fresh caught white	0 14
Fresh halibut	0 10	Fresh caught herring	0 09
Perch	0 10	Haddock	0 06 0 07

FROZEN FISH

Goldeyes	05	White fish, winter caught	0 09
Halibut	0 09 0 10	Yellow pickerel	0 08½
Lake Superior herring	0 03½	Mu lets	0 04
Pike	0 05	Bluefish	0 13
Pink sea salmon	0 08 0 09		
Round red "	0 09		

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Oysters, extra selects, gal	2 25
Shredded cod	2 25	Oysters, selects, gal	1 85
Cod, Imperial, per lb	0 06	Oysters, standard, gal	1 65
Fillets, per lb	0 13	Pickled lake herring, 100 lb. kegs	2 80
Haddie, Finnan	0 07½	Quail on toast, per lb	0 07

NEW BRUNSWICK.

St. John.—The closing week of Lent saw the fish market fairly well supplied though prices were rather higher than usual. Fresh haddock sold at 4 cents, cod at 3 cents, halibut, 10 to 15 cents, Gaspereaux at $3 per hundred, and imported fish at the usual prices. Dry cod continue scarce and high, the quotations now being, $4.00 to $4.50 for small fish and $6.50 to $6.60 for large. Pollock are quoted at $4.50. Grand Manan herring are offered in half-barrels at $2.75 and in barrels at $5.25. Pickled shad in half-barrels are worth $8 to $12. Finnan haddies are 5½ to 6 cents per pound and kippered herring 30 cents per dozen.

DRIED FRUIT PRICES.

This has certainly been a noteworthy year in dried fruits as far as high prices are concerned. There has been a general advance in all lines since a year ago. Just now prunes are selling at the highest price in the history of the Canadian trade. However with the high prices the merchant who kept his dried fruit trade up, has displayed qualities of salesmanship that will be helpful to him.

Just because prices advance is no reason that the grocer should give up pushing any line. People know there are causes for the advance in prices and the merchant who explains these to the customer and dwells on the points that show they should be bought at the advanced price will keep his trade to a great extent. Of course it requires a little more real salesmanship. The merchant who sold 80 to 90 size prunes last year at 3 lbs. for 25 cents, will find some difficulty in selling them at 14 cents per pound, but by pointing out their food qualities to customers he should be able to do so.

A comparison of prices ruling a year ago and now is interesting and is given below:—

	A year ago	Now
Prunes, 30 to 40	11½	14½
Prunes, 40 to 50	9	14
Prunes 60 to 70	7	12½
Prunes, 80 to 90	6	11
Prunes, 90 to 100	5½	10½
Apricots, choice	15	17
Apricots, fancy	17	19
Figs, Tapnets	4	4½
Figs, bags	4	6
Dried peaches	8½	10½
Currants, Patras	8	8½
Raisins, fancy Sultanas	7	11
Raisins, Valencias	6¼	8¼



In the Long Run

QUALITY Counts and you will find that by recommending only the best and choicest of fish you will establish a good sound business.

What about **FILLETS?**

Of course we mean **Boutilier's Smoked**

They guarantee repeats and allow you a good margin of profit.

The lines that please are the lines for you.

HERE THEY ARE

OCEAN BRAND — Haddies, Kippers, Bloaters

The very latest in Smoked Fish

SMOKIES

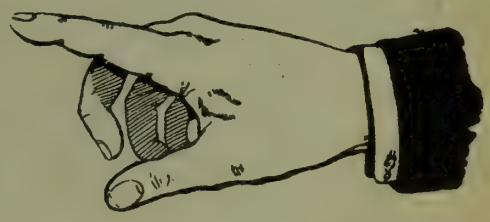
Get in a supply. They're Boutilier's

If Your Wholesaler Cannot Supply You Write Us Direct

NOTE CHANGE IN ADDRESS

Halifax Cold Storage, SELLING BRANCH **47 William Street, Montreal**





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavour is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros, Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Items for Busy Dealers from Here and There

Consumption of English Walnuts—Frozen Eggs in New Jersey —Fresh Egg Four Years Old—Salmon Fishing in British Columbia—Crop Prospects in California Point, Some Say, to Shortage in Apricots and Peaches — Petition in Chicago to Abolish Fee System.

The consumption of English walnuts last year exceeded 50,000,000 pounds, about half of which were imported from England, France and Spain. Importations increased from 12,000,000 pounds eight years ago to 27,000,000 pounds in 1908, in the face of America's production was 50 per cent. greater in 1908 than in 1902.

About 2,500 carloads of walnuts were shipped from California during the past season, being the product of 27,000 acres of walnut orchards. However, many of the trees in California are small, so that with the increase in acreage, the production ought to increase materially from year to year. This is but a young industry in California, the oldest orchard being less than 40 years old, while nearly half the trees are less than 13 years old.

In view of the frozen egg case in Montreal, much interest has been aroused there by the judgment rendered in the United States District Court at Trenton, N.J., where a frozen egg case brought by the government against a Boston firm, went against the government, the tests of the bacteriologists being refuted. It was shown that the eggs contained 10,000,000 to 29,000,000 bacteria per cubic centimeter, but judgment was rendered on the grounds that though the eggs were decomposed in the scientific meaning of the word, this was not the meaning of the statute.

A despatch from Rochester says that Henry Burns, of Hornell, Iowa, purchased some eggs in a grocery store. The grocer said they were freshly laid. Burns examined one and found his name and address, written thereon while he was employed at a cold storage plant four years ago.

To prevent the over-exploitation of the salmon fisheries of British Columbia and the consequent depletion by canneries and curing establishments, an order-in-council has been passed declaring that no boat will be allowed to engage in salmon fishing except under license from the Minister of Marine, while the number of boats which will be allowed to each cannery and curing establishment has been named. The canneries in all will be allowed 1990 boats.

A report of the general conditions for the coming season's crop of California fruit says that the state has been visited by timely and abundant rains, but it will be some time before an accurate idea can be formed of prospects for the crop. An opinion seems to rule among growers that prospects are not as good for the apricot crop as a year ago. This tree is not a regular bearer at best, and while there has been increased planting during the past few years, results will not be apparent for a couple of years. Growers are anticipating a lighter crop of peaches also. For the past few years the production has averaged 23,000 tons per annum, compared with 14,000 tons for the preceding three years. In prunes the average for the past three years has been 51,000 tons per year, compared with 62,000 tons for the preceding years. The trees are now looking in excellent shape and under favorable conditions we ought to have a good crop this season. The high prices of 1907 and 1908 has induced the planting of more raisin vines, which will begin to produce this year.

A petition of protest will be made to the mayor and council of Chicago against the fee system for testing scales, weights and measures, now in use in that city. It is maintained that the inspections are made solely in the public interest, and for that reason the public should pay for the service rendered; in other words that the cost of maintaining the department should come out of the general tax fund. New York, Boston and some other large United States cities have abolished the fee system.

Last year about 7,000 cars of Bermuda onions were shipped out of southwest Texas. This year it is maintained that this production will be almost doubled.

The soil in many parts of British Columbia has been found to be suitable for the cultivation of the tobacco plant, and it is probable that this industry will be taken up in that province at no distant date.

The fishing industry of the Pacific Coast produced in the year 1910, the enormous amount of 523,391,601 pounds of food fishes and fish products, valued at $39,706,400 of which British Columbia contributed $8,602,306. The industry in British Columbia requires the labor of 19,500 persons and their earnings total $5,580,000. British Columbia shows a more varied industry than any other district on the coast with the exception of Alaska, for having the most valuable halibut fisheries in the world, for her herring fisheries in the vicinity of Nanaimo, not being eclipsed on the coast, and for the remarkable whale fisheries off the west coast of Vancouver Island.

PROGRESS OF JAMAICA.

The governor of Jamaica, reporting to the Imperial Government upon the trade of that colony says that a year of fair economic progress is indicated. He points out that a notable feature of the year's transactions was the excess in the value of the exports over that of the imports. The island, he says, is recovering from the effects of the cyclone of 1903 and ensuing droughts, and there no longer are importations of special lines to cover earthquake damages.

The principal articles of import were bread and biscuit, butter and substitutes, fish, both dried and salted; wheaten flour, condensed milk, oils, pork and rice. Of soap also there were heavy importations.

The governor, in making his report makes mention of the apparent absurdity of the country, which he says is admirably fitted for the raising of cattle, pigs and so on, having to import so much condensed milk, butter substitutes and culinary oils.

The imports from Canada have doubled during the past ten years, but are hardly greater, the governor says, than they were thirty years ago.

Suggests That Magistrate Be Debt Collector

Editor Canadian Grocer.—The retail merchants of Ontario who have on several occasions applied to their government for a cheaper and more expedious method of collecting small debts are pleased to see through your editorial that their friends in Manitoba are moving in the same direction and have petitioned their government for this needed legislation.

That the desired change is necessary is evident from the fact that the old machinery is so ineffective that on an average it costs about $3 to collect one. If any other piece of machinery could not produce better results it would be put out of business at once.

As a matter of necessity the retail merchants have at times to give credit to their customers. This is highly appreciated and often prevents hardship and suffering, but occasionally this kindness is abused and in consequence dealers are put to all sorts of trouble and expense to get their money. Instead of the law helping them it is so expensive and ineffective that many merchants will rather lose their accounts than go to law. This is known to those characters who will buy without intending to pay, and, on account of them, credit is often refused to deserving people.

While the Manitoba merchants are on the right track in asking for what they call "debt courts" presided over by a magistrate, but when they ask that the magistrates be given authority to sentence for a term of imprisonment, should default in payment be made, they are asking for something they are not likely to receive. But instead of merely passing judgment the magistrate should take it in hand to collect the account. He should find out the circumstances of the debtor and then cause him to pay so much each week or month, and in case, through some unforseen circumstances he is unable to meet this payment he must appear before the magistrtate on a certain date and give his reasons for not making the payment. If he does not appear, then the magistrate shodld have power to imprison him for contempt of court. If he does appear and his reasons are satisfactory, then the bench may extend the time, but he must continue to make his appearance before the magistrate. This wodld make the debtor do the walking instead of the creditor and he would soon try and get it settled and after that he would be more careful to buy on credit. Such a law could be carried out, and be a great benefit to the merchant and be no hardship to any one but those who deserve it.

M. MOYER.

THE WEEK'S TRADE CHANGES.

The Week's Happenings Among the Grocery Dealers in Canada.

ONTARIO—Arthur Bell Co., grocers, Hamilton have dissolved, Kenneth McKenzie continuing.

W. H. Mellon, grocer, York, deceased.

James Phelan, grocer, Parkhill, giving up business.

W. H. Mayne, general merchant, Waverley, has sold out.

Ellison & Legary, grocers, Burlington, moving to Hamilton.

N. E. McCutcheon, grocer, Shelburne, has sold to T. H. Reburn.

M. Goldner, general merchant, Lake Superior Junction, burnt out.

T. H. Moorehead, Milton, has sold his grocery store to A. Norrington.

E Shieff, general merchant, Lake Superiar Junction, suffered loss by fire.

Neil Cameron, general merchant, Killalve Station, succeeded by Boland & McNab.

QUEBEC—E. H. Sabourin, general merchant, Rapide de L'orignal, has compromised.

Gideon Begin, general merchant, St. Sabine, has assigned.

The assets of L. J. R. Daly, grocer, Quebec, have been sold.

Edward Legrosley, general merchant, St. Benoit, has assigned.

Alb. Bussiere, general merchant, Stanfold, voluntary assignment.

The general store of Alex. Theoret, St. Timothee, damaged by fire.

MARITIME PROVINCES.—F. B. Soucie, general merchant, St. Leonards, N.B., sold to F. P. Roy.

Stanley Fraser, grocer, Ferrona, N.S., compromising.

WESTERN CANADA.—R. Bannantyne, general merchant, Clair, Sask., moving to Quill Lake.

W. G. Warn, grocer, Hill Crest, Alta., has assigned.

Chas. Willet has opened a grocery at Calgary, Alta.

Sales & Pierce have opened a grocery at Barons, Alta.

R. Ridley has opened a general store at Kelowna, B.C.

O. H. Peterson is opening a general store at Coglin, B.C.

J. M. Clemans has opened a general store at Puffeo, Alta.

H. H. Langston has opened a grocery store at Calgary, Alta.

Isidore Shein, has opened a general store at Regina, Sask.

Dawson & Co., general merchants, Leross, Sask., dissolved.

Wampapin & Luceff have opened a grocery at Jarrow, Sask.

E. H. Milton, grocer, Edmonton, Alta., has sold to H. G. Hunter.

William Shuh has opened a general store at Claymore, Alta.

F. S. Randall is opening a general store at Tullisville, Sask.

E. B. Gilbert has opened a general store at Saskatoon, Sask.

George Martin will open a general store at Langbank, Sask.

H. L. Reimer is opening a general store at Three Hills, Alta.

Love & Shulman, have started a general store at Hubbard, Sask.

The Davin Trading Co. have opened a general business at Davin.

F. Belanger has opened a general store at Coquitlam Dam, B.C.

Stephen Nickhka has opened a grocery store at Edmonton, Alta.

Lant Bros. have started in hardware and groceries at Crossfield, Alta.

Sheridan Bros. & Stewart have opened a general store at Trochu, Alta.

Fraser & Gaetz have opened a general store at Prairie Grange, Alta.

A general store is being opened at Carrot River, Sask., by G. Gherman.

W. N. Ingham, general merchant, Nokomis, Sask., has sold to R. A. McEwen.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?

Delicious Appetising

CCC

Norwegian Canned Goods

We Pack No Hard Tough Fish?

The most scrupulous care is taken to see that in the packing of

"Concord" Norwegian Sardines

nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mild-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD"; there's a good margin for the retailer. Order from your wholesaler.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Bluenose Butter



The quality of this famous brand of Butter is uniformly good.

It is always sweet, always fresh, and always delicious.

BLUENOSE BUTTER keeps good in any climate, and is invaluable to hunters, travellers, prospectors and the like.

Every can sold means another permanent customer for you.

How is your stock? See to it to-day!

PACKED BY

SMITH & PROCTOR

Halifax, N.S.

Grocer's Encyclopedia—The Peanut

Some Points of Interest in Connection with the Little Holiday Edible and its Products—Its Large and Ever Increasing Sale —Peanut Butter Valuable as Food Product—Plant Springs into Air Like Vine, and Head Then Roots Again.

Peanuts are now being recognized as a very desirable and wholesome food, and the demand is everywhere increasing. Especially is this true in America. It has been estimated that upwards of $45,000,000 worth of peanuts are sold annually, and that sales are on the increase. Of course this enormous amount is not all sold in the nickel bag although this method of handling accounts for a good many in a year. Up to a few years ago the larger amount was consumed in this way, or shelled and salted, but of late it is offered to the public in a variety of form.

Besides being eaten from the shell and in salted shelled manner, it is also used in peanut candies in combination with pop corn and puffed rice, in the form of peanut butter and as peanut meal and salad oil.

Peanut Butter.

In this country peanut butter has not induced a large demand as yet but the trade is increasing, and there are bright prospects for its future. Peanut butter when spread on bread is claimed to contain as much nutriment as the combination of butter, eggs and meat while it is appetizing and delicious. There are also many dainty dishes which can be prepared.

The nuts should be roasted in the shell if peanut butter is to reach a state of highest perfection. By this method all the natural oil which is the nutriment of the peanut is retained. In making the butter the shelled peas are first slightly roasted care being taken that they be not scorched. Then when they have been put through the fanner to remove the thin brown covering on the nut, they are ground into a pulp. The oil in the grains as it leaves the mill gives the meal the appearance and consistency of putty. It is placed in bottles, or in tins. Salt is added by some manufacturers and then it is sealed up.

Its Advantages.

A recent article on the subject says: "There is no doubt that peanut butter has taken the place of butter and jams in many households and especially so when butter becomes high in price. An advantage which this product has is that it suits the taste of poor and rich alike, and it is stated by authorities that the nutrition in fifty peanuts is equal to that in four bananas and ten times as great as that contained in three apples, thus furnishing sustenance for the man who labors. It is on the table of the poor and middle class on account of the reasonable price of this food. It is on the table of the well to do for its daintiness and convenient uses."

It is most convenient as a picnic or camping food as it does not turn rancid or spoil in as short a time as butter or its substitutes, as it will keep in perfect condition for a long time if kept sealed.

The oil of the peanut also is an important factor commercially. It is in the same class as cottonseed and olive oil. It is of a higher grade than cotton seed oil and of somewhat lower value than the finest olive oil.

The peanut plant is a sort of trailing vine, resembling clover, has to be planted annually and grows to the height of 1 or 2 feet. Its growth is peculiar. It grows from the seeds upward into the air and then turns its head downward, works into the earth, where the pods grow and ripen. The climatic requirements of the peanut are a long season without frost, a comparatively light rainfall during the growing period, abundant sunshine and high temperature. They are successfully grown in many parts of the United States, especially Virginia, Tennessee, Carolina and Georgia. On account of the increased use, efforts are being made to extend its cultivation.

STORE HINTS.

It is the wise merchant who knows just the moment when a line of goods has reached a point where it should be moved regardless of price.

The greatest error in store management is over buying. It is the easiest of all to make. See that you guard against it.

An ounce of prevention is worth a pound of cure. Get after the flies early in the season. They are the forerunners of a big crop next summer.

Do not keep your displays to any particular line. The people want to see something different. Vary your display.

If you cut the price on one article you must make it up on another.

When writing advertisers kindly mention having seen the advertisement in this paper.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—Well equipped grocery, large turnover, Walker bins, up-to-date stock. Will sell building or stock and fixtures. In live Western Ontario railroad town. Owner going West. Box 380, CANADIAN GROCER. (16)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

POSITION WANTED.

SPECIALTY TRAVELER open for engagement to represent a firm west of Winnipeg. Fully experienced in grocery business and can furnish first class references. Box 382, THE CANADIAN GROCER, Toronto.

MISCELLANEOUS.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

NOTICE TO MANUFACTURERS.

CANADIAN TRADING COMPANY wishes to announce that they are open for business in Winnipeg and desires to get in touch with manufacturers and exporters of high class grocery lines. Address 11, Bank of Hamilton, Winnipeg. (17)

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
2-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
½-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



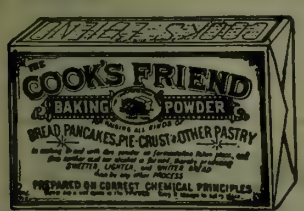
ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 [illegible]	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 3 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Jellies	
Peach	1 80		
Pear	1 70		
Strawberry	1 95		
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ¼'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ¼'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook. St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ¼s	0 38
" " " ½s	0 38
" No. 1 chocalate, ¼'s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
¼-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.

	Pails.	Tins.	25 and 50-lb. Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 23

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 [illegible]
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 15
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins, "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 23

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

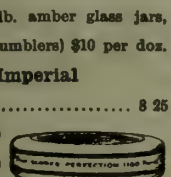
Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—	W.S.P.	R.P
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 7 doz	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0¼
100 books and over	each 0¾
500 books to 1000 books	08

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ¼-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 00
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

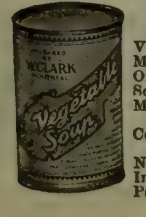
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Soups



CHATEAU BRAND CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal.

WESTERN ASSURANCE COMPANY Incorporated 1851 — FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

CASH OR PARCEL CARRIERS
SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE
THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

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W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,102,753.85
LOSSES PAID SINCE ORGANIZATION	29.833,820,96

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid, It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering.

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited
206 Papineau Ave. - - Montreal

Tea Lead,
Best Incorrodible
"Pride of the Island"
Manufactured by BRAND
ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

				Per case
Sur Extra Fins	½ flacons,	40	ou.	10 50
" "	tins ½ kilo	100	tins	14 50
Extra Fins	" ½ "	100	"	14 00
Tres Fins	" ½ "	100	"	12 50
Fins	" ½ "	100	"	11 00
Mi-Fins	" ½ "	100	"	10 00
Moyens No. 1	" ½ "	100	"	9 50
Moyens No. 2	" ½ "	100	"	9 00
Moyens No. 3	" ½ "	100	"	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
⅛ gals., 2s	23 00	¼ gals., 20s.	13 50
2 gals., 5s	29 00	½ gal., 48s Sq.	17 00
1 gals , 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Luna," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



OCEAN MILLS Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.



BLUE, LAUNDRY (Moody's Royal)

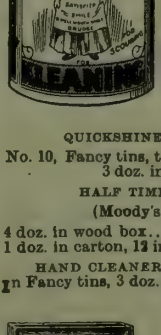
3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

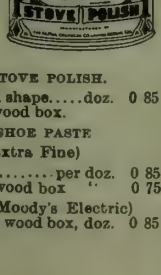
	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

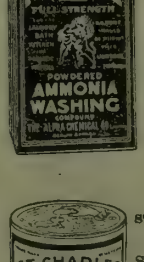
HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER (Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood box



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders

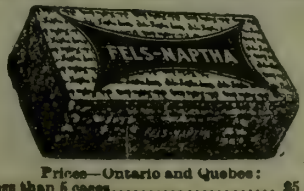
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 3l-b	0 11½
" 5-lb	0 11½
" 10-lb	0 11



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" 90 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Mustard

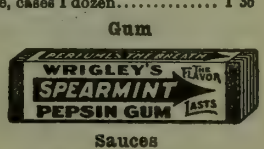
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ¼-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Cases of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1,	cases 60 1-lb. packages		1 case	2 85
			5 "	2 75
No. 2,	" 120 ½-lb.	"	1 case	2 85
			5 "	2 75
No. 3,	" 30 1-lb.	"	1 case	2 85
	" 60 ½-lb.	"	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

The Season when Appetites Need Coaxing!

Your customers are buying a greater quantity of

PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS

and other delicacies to tickle the palate.

Be Prepared. ***Look over Stocks.***

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	13 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 00

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



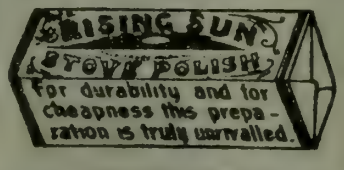
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ⅛ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70
(5, 10 and 20 lb. tins have wire handles)	

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz. in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

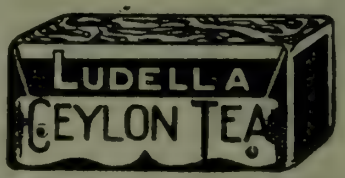
(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

On ario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.



Think It Over!

Isn't it worth while to handle a line that the women want? Such a line is

BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.' Moreover, there's a 'worth while' margin of profit for you in selling "Black Knight."

F. F. Dalley Co., Limited, HAMILTON, CANADA BUFFALO, N.Y.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

Pure **Reliable**



Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Keep in Mind

THAT THE BUSY SPRING-TIME IS AT HAND AND AVOID POSSIBLE DELAYED DELIVERY BY ORDERING YOUR SALT NOW.

VERI... STEWART & CO.

MON... AL

F C Harkness (DH)
511 Union Bk Bldg

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"We appreciate your paper very much and would greatly miss it if we were unable to purchase it."

This is an extract from a letter The Canadian Grocer received from a Port Arthur merchant the other day.

It is just another proof of its worth to the Canadian retail dealer who reads it carefully from week to week.

And it explains why advertising in The Grocer is profitable publicity. The advertisement gets a degree of attention it otherwise would not, because this paper is backed up by a reputation for **quality, reliability and extensive circulation.**

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO APRIL 28, 1911 No 17



RIGHT IN YOUR LINE!

Don't let the druggist corner the big business offering in

Robinson's Patent Barley

It is a food and right in your line, and it is an article that is in daily use in thousands of Canadian homes. It is equally efficient as a food for infants and invalids and a generous display will invariably result in a quick sale. Remember the name when next ordering—Robinson's

Agents for the Dominion of Canada

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Syrup That Satisfies!

There's a steady demand in every locality for a good syrup—a demand which you can fill, and fill with profit to yourself by featuring

"CROWN BRAND" CORN SYRUP

This is a delicious syrup for table use, and is made from the finest selected white corn.

A little persuasion will induce your customers to buy a trial tin, and you may look forward with the utmost confidence to a regular succession of "repeats."

FOR SALE BY ALL JOBBERS IN CANADA

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

DOLLARS and CENTS

Versus

BRAINS and SENSE

A dollar safely banked is better than two dollars' worth of doubtful merchandise in the store. The daily depreciation in goods of questionable character is a steady and startlingly heavy drain on your invested capital. After all it is not so much a question of Dollars and Cents as Brains and Sense, when you are stocking up, friend.

Quality is the pivot on which your wheel-of-fortune turns constantly. It lubricates business. Without it you will be as helpless as a rudderless ship. With the Brains and Sense that you possess, you'll certainly stock the two quality articles that we list below:—

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality Goods!

Griffin & Skelley's Fine Asparagus

The natural, delicate, tender and toothsome quality of Griffin & Skelley's Asparagus is a bulwark of safety for the grocer who fears for the permanency of his over particular trade. The private beds that produce this famous brand are guarded night and day by those who, seeking with might and main to hold the high standard up, never relax their vigilance over the growing stalks.

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
—
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.
10 Garfield Chambers, Belfast, Ireland.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

CURRANTS
To Arrive
Filiatras, Cleaned and Uncleaned
Finest Vostizzas
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE
Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.
PRICES RIGHT
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

Some Good Lines for Summer Selling

"ANGELUS" MARSHMALLOWS

A Message of Purity

WHITE - Cartons 3 doz., 90c doz.
CHOCOLATE, Cartons 2 doz., 95c doz.

"CRACKERJACK"

The only popcorn confection
By far the largest sale of any on the market
Cartons 2 doz., 45c doz.

A NEW ONE—

"ARM & HAMMER" SAL SODA

Cases 30/2½ lb. packages, $1.10 Gross

—A SNAP IN PICKLES

PARAGON Cases 1 doz.
40 oz. bottles $2.40 doz.

SEND US YOUR ORDERS

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., Limited, TORONTO

By Special Appointment



to His Majesty King George V

ESTABLISHED 1817.

Macfarlane Lang & Co's Biscuits

The High-class Biscuits of this old-established and widely known Scotch firm are now being regularly imported, and can be supplied in all parts of the Dominion. Special attention is directed to the following outstanding lines :—

"Granola Digestive" (Regd.)
"Rich Tea" (Made in two shapes, Round and Oval)
"Playmate" (Regd.)
"Large Water" (In Round Canisters)

Samples and full particulars from

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
THE STANDARD BROKERAGE CO., 852/864, Cambie St., Vancouver, B.C.

An Investment that Pays Handsomely!

If you wish to impress people with the idea that you are in the coffee business right, you should instal a

HOBART
Electric Coffee Mill



Its handsome exterior, beautifully enamelled and nickeled, adds to the appearance of any grocery store, and the motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc

Get in touch with us right away. We shall be happy to furnish full details, and quote prices.

CANADIAN AGENTS:

The W. A. Freeman Company, Limited
HAMILTON, ONT.

Here Is Your Opportunity

We have arriving in May, by S.S. Fremona and S.S. Bellona, some choice Old Country Goods - Just read this List:—

50 000 boxes of Garofalo Macaroni
200 cases of Roman Cheese
400 " Orsi Estratto
400 " "Vergine" Olive Oil
125 " Tunny Fish in Oil
50 " Asti Spumante (Sparkling Wine)
200 " Chianti Wine
100 " Italian Vermouth
200 " Ferro China Garroni Bitters
50 " Antipasto (Hors d'oeuvre)
100 " tubs Gorgonzola Cheese
50 barrels of Marsala Wine
75 boxes of Capri and Lacryma Christi Wine

Send your Orders now and you will be sure to Receive Them in the Right Time.

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

Merchant—Clerk—Customer
ALL Need the PROTECTION Which Only a RECEIPT Affords



This Register tells you: 1—Total cash sales made by each clerk; 2—Total of your credit sales; 3—Total amount of money received on account, and 4--Total amount of money paid out. Has separate cash drawer for each clerk. Also secret adding counter tells you total amount of all cash taken in. Built to stand on floor or counter.

Issuing a receipt with every purchase protects the merchant against carelessness, mistakes and dishonesty—against disputes with customers about purchases paid for, amounts paid on account, etc.

Putting a receipt in every parcel protects clerks against suspicion, against the mistakes or carelessness of other clerks, and against misunderstandings with customers.

Protects customers, too. That's why

Successful Merchants Put a Receipt in Every Parcel.

Why don't YOU?

How can you hope to make a success of your business by following the methods of unsuccessful merchants? The difference between success and failure is simply a difference in methods.

Are you being influenced by the wrong kind of business men?

Why Aren't You Influenced By Successful Men?

They give every customer a receipt with every purchase. Why don't you? We'll send you a booklet showing you the best system—FREE

National Cash Register Co.

F. E. MUTTON, Manager for Canada

285 Yonge Street, - - Toronto

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



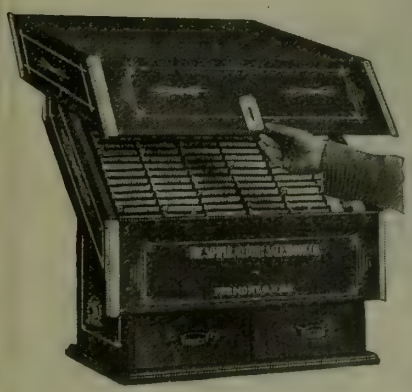
saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other - just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

IN CASE OF FIRE

would your accounts be protected, or would they burn as common, ordinary merchandise? Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night.*



AS CONVENIENT TO OPERATE AS A ROLL-TOP DESK.

The KEITH System

will protect your accounts against fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us it works out the few dollars you put into it in the beginning several times over in the course of one year.



SELF-INDEXING, ONE-WRITING, FIRE-PROOF.

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too – all done with *one writing.* ***Our Catalogue Explains.*** ***Send for Full Information.***

THE SIMPLE ACCOUNT SALESBOOK COMPANY

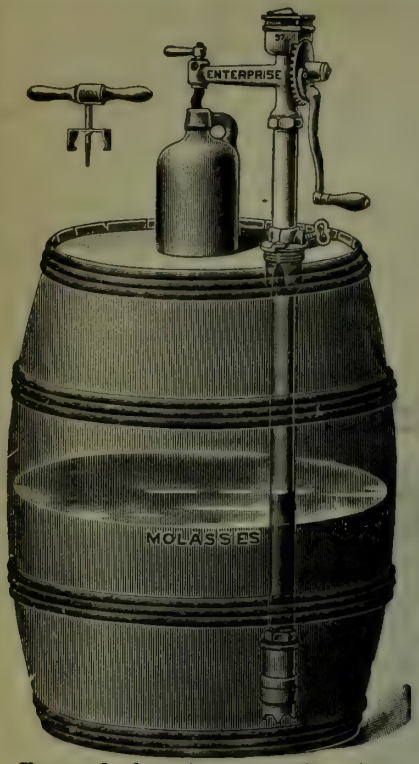
SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
VICTOR ARCHAMBAULT, 28 Bridge Street, SHERBROOKE, QUEBEC, Representative for Quebec and the Maritime Provinces
SYDNEY McKEEVER, Box 843 Brockville, Ontario

LOOK!

RICHARDS POSTER means increased sales to every merchant.



Give your order for this MADE-IN-CANADA SOAP to any Wholesaler or send it to The Richards Pure Soap Co., Limited, Woodstock, Ontario.



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

Quality
Uniformity
Courteous Service
Right Prices

Go with every Can of

Chase & Sanborn's High-Grade COFFEES

CHASE & SANBORN

MONTREAL

There's a Feeling of Solid Satisfaction



in handling so good a vinegar as

White Cottell & Co's

It's a good thing when there is satisfaction on both sides of the counter. Vinegar business prospers under such conditions. Let us help your prosperity by shipping a little lot of our Natural Malt Vinegar.

Contractors to the War Office and Admiralty

CANADIAN AGENTS:

W. L Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue, West Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B
W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

A House old enough to have a reputation, young enough to be abreast of the times.

Packer's

Celebrated Chocolates

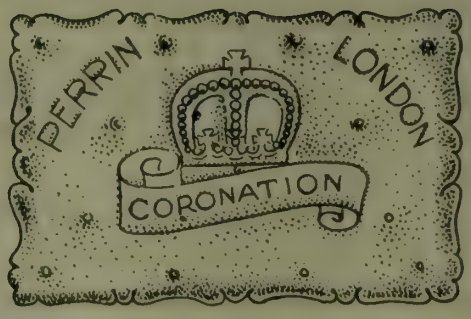
New Goods, New Packages, New Centres specially manufactured for the Canadian Trade.

Our Mr. J. P. Wright will be at the QUEEN'S HOTEL, TORONTO, in a few days, with a full set of samples of the latest productions.

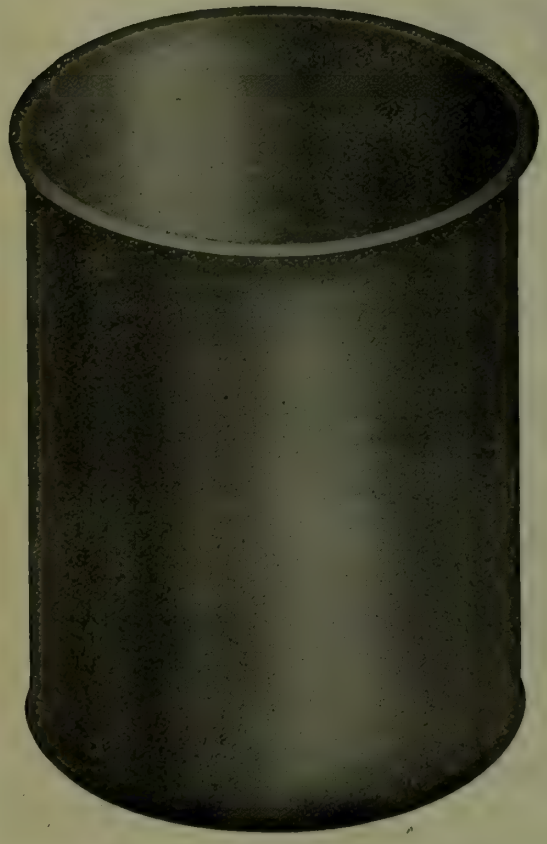
PACKER & CO., Chocolate Manufacturers, BRISTOL, England

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S



CORONATION BISGUIT



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Women have

an instinctive dislike for peddlers, tea peddlers included. Women buy tea from peddlers in spite of this dislike, simply because the peddler offers what seems to be a better tea proposition than the grocers do.

It stands to reason that if you can offer your customers a better tea proposition than peddlers you can win back your own tea trade. And you can do this by selling

"MAYBELL" CEYLON TEA
in 5 and 10 lb. Decorated Chests

By selling "MAYBELL" you can offer your customers as good a quality, at as low a price, in as attractive a package and convenient a quantity, as any tea peddler in the business.

NOTE THESE PRICES—**5 lb. Boxes, 8 to a case, 24c. per lb.**
10 lb. Boxes, 4 to a case, 23½c. per lb.
50 lb. Half Chests, 20c. per lb.

"ALL IN SEALED LEAD LINED PACKAGES"

SEND US A TRIAL ORDER OR WRITE US FOR SAMPLES

CANADA BROKERAGE COMPANY, LTD.
TORONTO - - ONTARIO

EIFFEL TOWER LEMONADE is

The National Temperance Drink of England

It is used regularly and freely in the homes of all classes. Ask those customers of yours from the Old Country if they know EIFFEL TOWER LEMONADE. They will answer you with a smile that they used it regularly, and would use it now if you stocked it, and so would most of your customers if you will supply them.



EIFFEL TOWER LEMONADE

offers a splendid opportunity for you to introduce to your customers an article that will meet with a ready sale, and it will at the same time return a substantial profit to you.

Be one of the early ones to take up this line, and associate yourself with a novelty of sterling merit and one that will be the

Premier Temperance Beverage of Canada



Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. MALKIN CO., Vancouver, for British Columbia.
The HARRY HORNE CO., 309 King St. West, Toronto, for Ontario.
Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England.

The Star Egg Delivery System

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers, and furnishes the best kind of advertising medium possible.

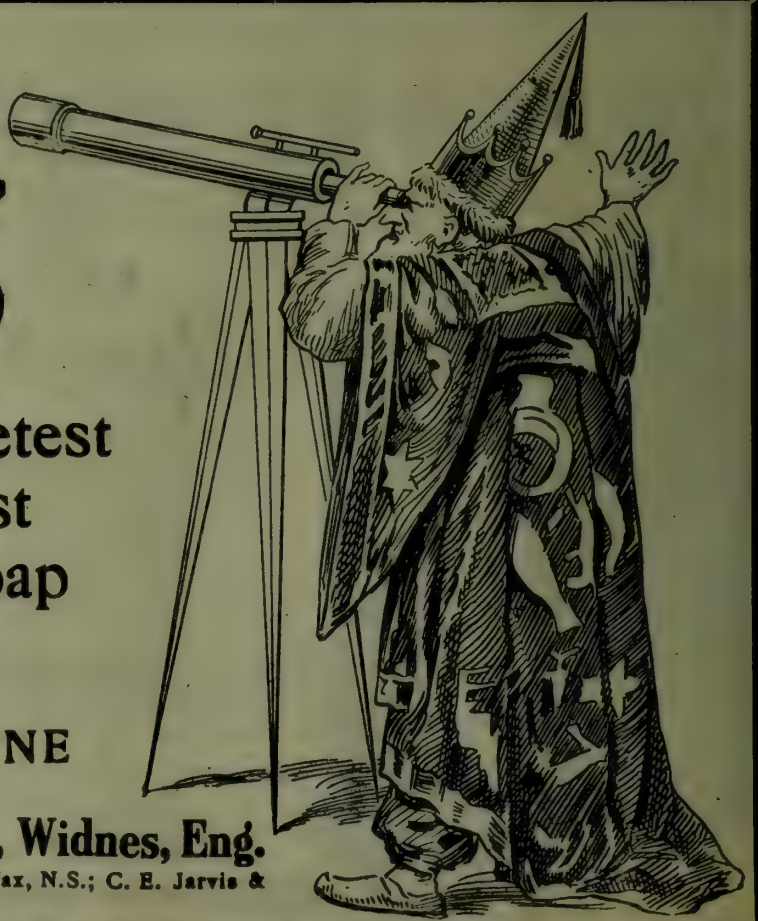
It will pay you to find out all about STAR EGG CARRIERS AND TRAYS. Write to-day for particulars and we will send you two valuable books: "NO BROKEN EGGS," and "SAMPLE ADS."

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap

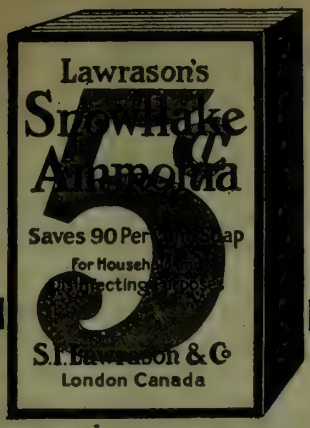


The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



GUARANTEE OF $500

THAT

LAWRASON'S SNOWFLAKE AMMONIA

EQUALS IN POWER ANY SIMILAR POWDER ON THE MARKET SELLING FOR TWICE ITS PRICE.

5c. PER GIANT PACKAGE 5c.

LIVE GROCERS SELL

LAWRASON'S SNOWFLAKE AMMONIA

IF YOU WANT TO GIVE YOUR CUSTOMERS THE BEST CLEANING COMPOUND — STOCK THIS LINE. IT WILL BE PROFITABLE FOR YOU.

ACTS AS A MAGNET IN HOLDING THE TRADE FOR ANY GROCERY BY WHOM IT IS SOLD.

5C. LARGE PACKAGE

S. F. LAWRASON & CO.

LONDON, ONTARIO



An Up-to-date Grocery Store is incomplete without a

McCray Refrigerator

The cut shows our No. 410, the most popular of our grocers' refrigerators—perfectly adapted to grocery stores of average size. The exterior is of oak, antique finish; the interior is of odorless poplar or spruce, finished with two coats of shellac. All doors are provided with two thicknesses of double strength glass, except the ice door, which is fitted with a beveled plate mirror.

One grocer says:—"I am well pleased with my McCray No. 410. It is a money-saver and trade-getter. I sell just four times as much butter as I did before installing it. Eight hundred pounds of ice is the most I have ever used in eight days, and that was the hottest weather we have had."

We manufacture refrigerators and coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

WRITE TO-DAY FOR OUR CATALOG No. 67 AND PRICES.

McCRAY REFRIGERATOR COMPANY

Please address all correspondence to the Factory, Kendallville, Indiana.

231 Lake Street, KENDALLVILLE, INDIANA

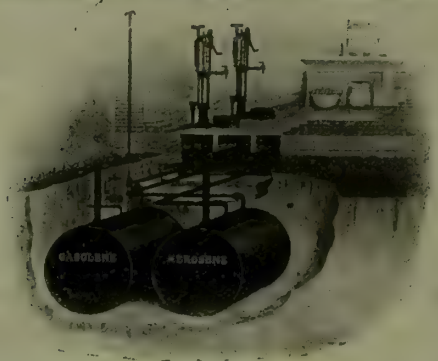
FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

McLEOD & CLARKSON, 847 Beatty Street, Vancouver; W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Blacks Wharf, Halifax.



A Clean Store | **A Sure Profit** | **A Safe Method** | **A Good Purchase**

If you want these advantages in your oil department buy a

BOWSER

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

S. F. BOWSER & CO., Limited

66-68 Fraser Ave., TORONTO, ONT.

Credit Selling—and Getting the MONEY

Credit business is as good as cash trade—if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

Allison Coupon Books

HOW THEY WORK



JUST

Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.



TRADE MARK OF QUALITY

SWEETHEART BRAND JELLY POWDER

A DELICIOUS DESSERT

Choice materials, finest fruit flavors, and perfect art in making, ensure our Jelly Powder a winner.

☐ If once used by your customers, always asked for.

I X L Spice & Coffee Co.,

London, Ontario

Feature "TRIAN" Brand Goods

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

Under this well-known label we import and pack the products of the best known firms in Canada, and the geographical positions of our various branches enable us to save you largely in freight charges.

Moreover, we can always give you the benefit of car load rates.

Our service is prompt and conscientious, and we invite your fullest enquiry.

Write Us To-day

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. Fort William, Ont. Kenora, Ont. Prince Albert, Sask.

NEW MAPLE SYRUP

The "SNOWSHOE" BRAND

is the people's brand and one from which you can derive good profits this season—in fact, there is a steady demand for it the year round

Why It Excels

We make a thorough examination of the sap before we purchase, so that your customers are assured of an article made from the finest stock of a rich color.

Its Guarantee

is THE RELIABLE NAME OF A RELIABLE FIRM.

Timely Advice:—The recent cold snap has considerably delayed the flow, which was not so plentiful as in former years. Therefore place your orders early and take advantage of this profitable line.

RAMSAYS LIMITED

Successors to THE IMPERIAL SYRUP CO., Limited, MONTREAL

Agents—RAMSAY BROS & CO., Vancouver, B.C. J. D. BRACK & CO., Winnipeg. TEES & PERSSE CO., Ltd., Edmonton.

Tartan BRAND

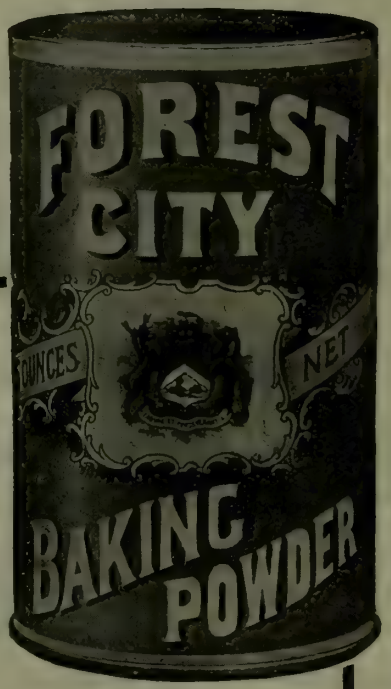
THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Purity Personified!



For 25 years
FOREST CITY
Baking Powder
has been recognized as the standard of purity—the lines you can honestly recommend.

6 oz. tins,	- -	75c. doz.
12 oz. "	- -	$1.25 "
16 oz. "	- -	$1.75 "

GORMAN, ECKERT & CO., LTD.
LONDON, Ont. WINNIPEG, Man.



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our descriptive Catalogue

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:
Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N. S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis & Co., Vancouver, B. C.





Nothing in the World
JUST LIKE
"KIT" COFFEE

It is a highly concentrated essence, and made from the finest quality Coffee and Chicory.

In an instant, anybody and everybody can make a cup of coffee that will overflow with magnificent flavor and aroma. "Kit" Coffee essence is daily proving to every Canadian housewife its superiority and usefulness over all imitations.

Mr. Retail Grocer,—Does your stock contain "Kit" Coffee? If not, why not?

Price— 5-oz. botts. (beautiful package) $1.55 per doz.
10-oz. " " " $3.00 " "

Order at once from your wholesale grocer, or
THE HARRY HORNE CO., 309 King St. W., Toronto, Agents for Ontario.

The Kit Coffee Co., Govan, Glasgow



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer.
It assures you good profits.
Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St Charles Condensing Co.

INGERSOLL, ONT., CANADA



It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too. for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Toronto and Montreal.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

THE WORTH OF

WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

SELL GINGERBREAD BRAND MOLASSES! It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co., LIMITED

HALIFAX, NOVA SCOTIA



SAFE — RICH — PURE

Three sufficient reasons why every grocer should stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.

RICH, because Government Bulletin No 208 has found it richest in genuine food value.

PURE, because its preparation is one long tale of care, skill and cleanliness.

A line that pays you well to recommend!

MADE IN CANADA BY CANADIANS.

The Aylmer Condensed Milk Co., Ltd.

Aylmer, Ont.

Head Offices:
Hamilton, Ont.

HEADQUARTERS

FOR JAPAN TEAS

S. T. NISHIMURA & CO., Montreal

THREE OF
CANADA'S PERFECT FOOD PRODUCTS



ST. GEORGE EVAPORATED MILK
PRINCESS CONDENSED MILK
BANNER CONDENSED MILK

Week by week we have improved the quality of these popular brands until we have produced a product on which it is difficult for science to improve.

These favorite brands are made from absolutely *pure*, *fresh*, *clean* Brant County milk with the addition of *pure* cane sugar.

The grocer who pays strict attention to these lines will daily promote his sales and gain new customers. Our prices will show you good profits.

ASK YOUR WHOLESALER FOR SAMPLE ORDER AND PROVE OUR STATEMENTS

J. MALCOLM & SON
ST. GEORGE, ONT.

PEEK, FREAN'S

BILLIKEN

BISCUITS

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are atemptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

ASEPTO SOAP POWDER

The Enemy of Dirt

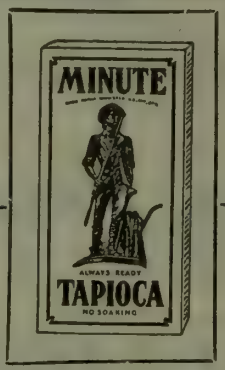
RECOMMENDS ITSELF FOR 5 REASONS

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. packet makes 4 gallons of liquid soap.

Try a case. You will be astonished to find how soon it is gone.

ORDER FROM YOUR JOBBER.

ASEPTO SOAPS LIMITED, ST. JOHN, N. B.



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

BAIRD'S

WORCESTERSHIRE

SAUCE



is

DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavour and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

JOHN W. BICKLE & GREENING, - Hamilton, Ont.
(J. A. Henderson) Canadian Agents



By Special royal permission

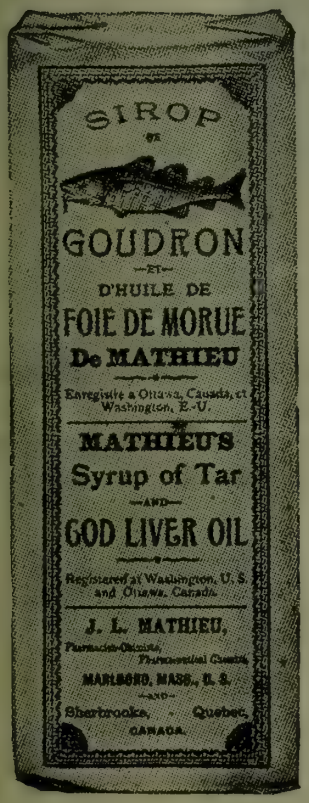
HEAVY DEMAND

There has been such an unexpectedly heavy demand for our new package of lump sugar

Crystal Diamonds Half Cartons

that we have been unable to fill all the orders promptly and must ask the indulgence of Merchants who have ordered this sugar, if there is some little delay in shipping the goods. This package is proving a great seller.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out to fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont

SEIZE THIS OPPORTUNITY!

We are now booking orders for futures.

QUAKER BRAND Canned Goods

at 2½ cents per dozen *under* the opening prices for Fall Delivery.

Order now and save five cents a case.

Our travellers will be round to see you; or write us.

MATHEWSON'S SONS :: P.O. Box 2360, MONTREAL

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

SELL

McLean's Cocoanut

to your particular customer



It never fails to satisfy

THE 'QUALITY' BRAND

The
Canadian Cocoanut Co.,
Sole makers
MONTREAL

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE,
LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

The kind that always pleases!



Very little persuasion will make your particular customer try RECEPTION WAFERS—the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor with which they are received will surely result in a big demand for them! Put up in "Aertite" packages.

Retail at 15c.

We also make all kinds of dainty and high-grade biscuits.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

Too much care cannot be taken by a Grocer in selecting his staple lines, for it is on these that he establishes confidence and builds up his general connection. He should, therefore, handle only leaders. In the line of Soaps nothing equals

WONDERFUL SOAP

and

CRYSTAL SOAP CHIPS

No laundry soaps are so good, so pure and uniform in quality, such thorough and rapid cleansers.
Wonderful Soap does not injure the most delicate fabrics. It's good value through and through. We offer no premiums. The soap sells on its own worth and reputation without any extraneous aid.

Drop us a line for quotations.

THE GUELPH SOAP COMPANY

GUELPH ONTARIO



STERLING BRAND

LIME JUICE AND CORDIALS

Be Prepared to meet the thirsty weather demand for

"STERLING" BRAND

Lime Fruit Juice, Lime Juice Cordial, Raspberry Vinegar and **Fruit Syrups.**

As genuine thirst quenchers they are unrivalled, and they appeal most forcibly to the family trade.

Don't let this profitable trade go to your competitor. Replenish your stocks in good time.

THE T. A. LYTLE CO., Ltd.
Toronto

Domeline Stove Polish

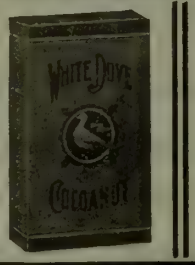
IS SIMPLY THE OLD RELIABLE

JAMES DOME BLACK LEAD

in paste form. Put up in an attractive tin to sell at 5 cents. The DOME LEAD still continues to hold its own against all other brands.

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

WHITE DOVE COCOANUT



An easy winner, allowing its supporters good returns. Stake your reputation only on what you know is safe.

W. P. Downey,
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO, Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

CRANK WRINGING MOP
THE TARBOX BRAND



Size A., Domestic, retails 60c.
Size C., Hotel, retails 75c.



Made by TARBOX Bros. Toronto.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

POULTRY REQUISITES
should be featured now. A number of your patrons are using incubators Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.
Incubators & Brooders
English and American, from $8.50 up.
Drop me a line. I have an interesting proposition.
A. CORISTINE
119 Place D'Youville MONTREAL

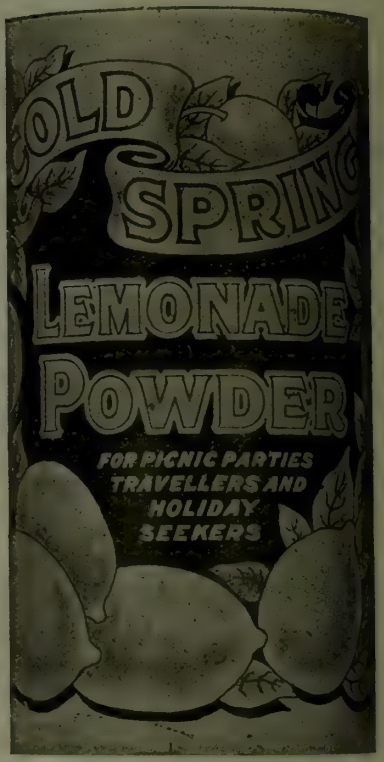
A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.

No Odor



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

COLD SPRING
Lemonade Powder
(World Wide Reputation)



We are filling orders already for this famous summer drink. Don't run the risk of having your order unavoidably delayed.

Write immediately.

S. H. EWING & SONS
MONTREAL



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.



When over 95% of your customers use

WINDSOR SALT

for table and dairy, what is the use of taking up room in your store with any other brand?

Windsor Salt satisfies everybody, and it is never dead stock on your hands

The Canadian Salt Co.
LIMITED
Windsor - - Ontario

THE OLD RELIABLE

Cook's Friend

BAKING POWDER

QUALITY NEVER VARIES
PRICES NEVER CHANGE

NO ALUM IN IT. NEVER WAS.

W. D. McLAREN, LIMITED
Montreal

E D S

"E.D.S." Brand Tomato Catsup

LIKE all other products issued under this well-known label, is the equal in every respect of the best catsups made. It is sweet, palatable and not overspiced, the rich flavor of the ripe tomato being retained to a remarkable degree by the "pressing-out" process—a specialty of our own. "E.D.S." Catsup is entirely free from peelings, contains no apples, and it is not overcooked.

Feature "E.D.S." Catsup along with a full range of "E.D.S." Jams and Jellies. They are family favorites and will influence more of the valuable family trade to your store.

Made only by

E. D. Smith

at his own
Fruit Farms,

Winona, - Ont.

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



MOODY'S



KLENZINE

What the Home Demands—

the Grocer must be able to supply.

KLENZINE is a profitable article for any Grocer to have on his shelves. It is a great favorite with the housewife because of its rapid cleansing and for its disinfecting properties.

KLENZINE has proved its worth for all kinds of cleaning, making glassware fairly sparkle and linen to look like snow.

Other lines manufactured by us are:

ROYAL BLUE, RELIABLE BORAX,
ANTY DRUDGE,
HALF-TIME SHOE POLISH,
ROYAL MEDICATED CHLORIDE
OF LIME AND QUICK SHINE
STOVE POLISH.

ALPHA CHEMICAL CO.
BERLIN, ONTARIO

Century Salt

IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy,—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

Dominion Salt Company, Limited
Manufacturers and Shippers SARNIA, ONTARIO

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

STEELE-BRIGGS SEEDS

USE ONLY THE VERY BEST

TESTED FOR GERMINATION

TESTED FOR PURITY

SOLD BY LEADING MERCHANTS EVERYWHERE



A Tasty Breakfast Delicacy!

The morning meal gives an added satisfaction when rounded off with

AYLMER

Orange Marmalade



This delicious preserve is made solely from the choicest selected Seville oranges, imported by us direct, and finest quality granulated sugar, guaranteed absolutely pure. It is put up in 12 and 16 ounce glass jars and in 5 lb. gold-lined pails, and will prove a most satisfactory and profitable seller.

Why Buy Imported Marmalades?

Help Build Up Canadian Industries

Dominion Canners Ltd.

HAMILTON :: ONT.

MAGGI SWISS SOUP

SAMPLES FREE ON REQUEST

The Maggi Girl



Goods Right,
Prices Right,
Your trade will like them.

Send us your address

and we will send samples to try on your own table.

MACLURE & LANGLEY, LIMITED

12 FRONT ST. E., TORONTO. 604 LINDSAY BLDG., MONTREAL.

BRUSHES

are now among the most seasonable lines and if you wish to start the season right you will put in such leaders in Kalsomine Brushes as our

POLAR
ARCTIC
KRACKER
KLINKER

In scrubs and all household brushes our genuine solid back goods are unequalled.

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

Get Wise

to catering for the better class trade!

PURNELL'S

Sauces, Pickles and Vinegars





are quality goods that will add to your reputation and profit. They will surely influence the more profitable family trade to your store.

All jobbers handle the complete Purnell line.

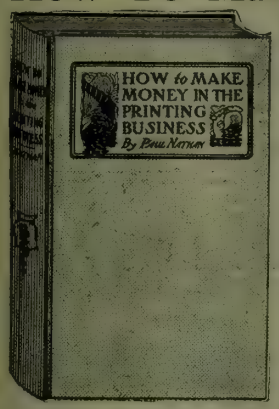
Our Agents in Canada are: Charlottetown, Horace Haszard; St. John, N.B., E. C. McMichael; Montreal and Ottawa, C. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter Street: Toronto, Lind Brokerage Co., 73 Front St. E.: Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block. Hasting Street.

Purnell & Panter, Ltd.
BRISTOL, ENG.

Est 1750. Contractors to the Admiralty.

BOOKS ON PRINTING

How To Make Money in the Printing Business

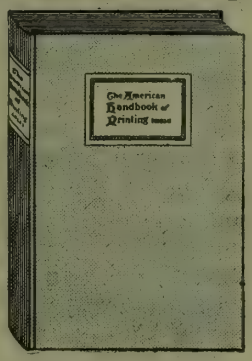


By Paul Nathan

Give value and "charge the price" might be an answer to this question: but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title, and every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of Printing—a thing we all are anxious to do. You need this book; send the order now. Here is a glimpse into the table of its contents: Starting an Office, What Class of Customers to Seek, How to Develop Business, Writing Advertising Matter, Etc., Taking Orders, Advertising, How to Talk to Customers, The Cost of Producing Printing, Estimating, Acquiring Money, Price Cutting, Competitors, Profit and How It Should Be Figured, Buying, Doing Good Printing, The Composing Room, The Press Room, The Business Office, Bookkeeping, Management of Employees, etc. 288 pages. Cloth; gilt stamped. Size, 9 x 5¾". Price, postpaid, $3.00.

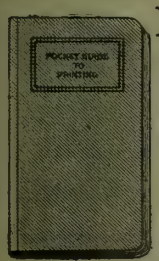
American Handbook of Printing

By Edmund G. Gress



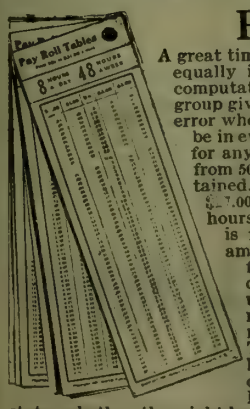
The essential information on subjects printorial (and allied) brought to a brief expression that makes them accessible and easy to remember, are herein to be found. You may here find things in a "boiled down" state that permits of covering a wide field well. The color chart supplemental sheet is in itself worth the price of the book. The running chapter heads are: Type Making, Type Faces, Type Composition, Typesetting Machines, Proofreading, Stonework, Paper, Composition Rollers, Printing Inks, Printing Presses, Bookbinding, Stereotyping and Electrotyping, Engraving, Lithography. Newspapers and Magazines, Advertising and Ad-Writing, Printers' Business Methods. The book contains over 300 pages, 25 in color, and 182 illustrations. Size, 7⅛ x 5¼". Price, postpaid, $2.00.

Pocket Guide to Printing



There are a thousand and one things buried in larger books but made available in this handy little volume of vest-pocket size. Compiled for the printer, advertising man, and all having to do with the printing trade. Contains information on Names of Type, How to Estimate Type, Leads to the Pound, Weight of Leads Required for Any Work, Styles of Type Faces, Plates Used by Printers, Newspaper Measurements, To Find Amount of Copy Needed, Proofreaders' Marks, Punctuation, Preparing Copy, Schedule for Checking Forms, Test of Correct Imposition, Register on Folding Machines, Scale of Signatures, Imposition, Cost of Binding, Paper Sizes, Figuring Stock, Covers, To Get 1,000 Pieces, To Find the Equivalent of Paper, Sizes of Cut Cards, Printing Consecutive Numbers, Technical Terms, etc.; cloth; 48 pages. Size, 6⅛ x 3½". Price, postpaid, 50 cents.

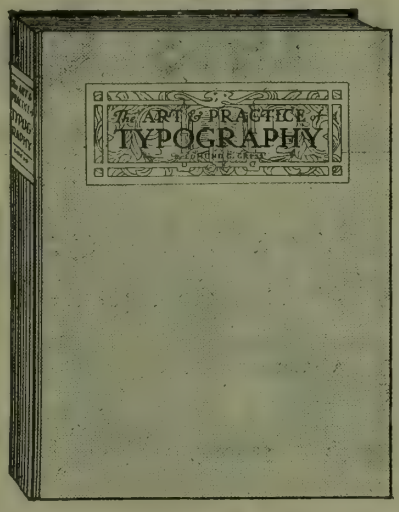
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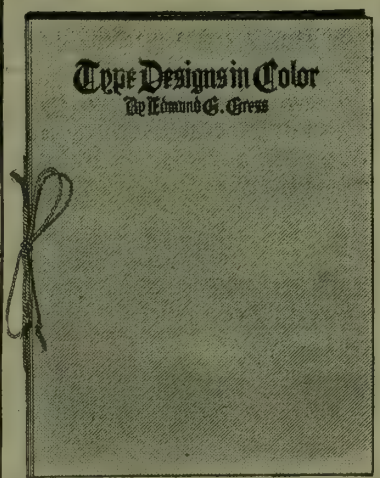
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By Edmund G. Gress



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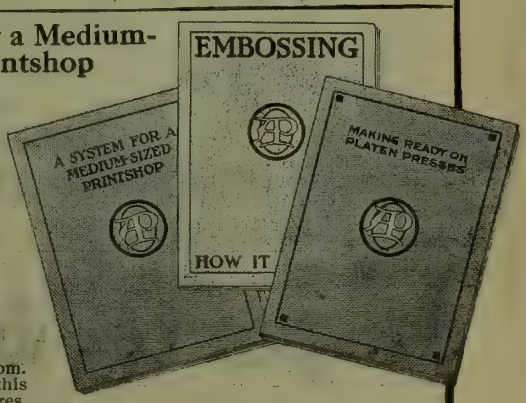
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Londoners Revel in Speech and Song

Members of Forest City Retail Grocers' Association Celebrate Fourth Annual Banquet—An Harmonious Gathering—Col. A. M. Smith Talks of Defence of Canada—William Turnbull and J. S. McDougall Speak of Mercantile Interests —The Need of Deeper Waterways—The Pocketing of Profits—The Michigan Association—Plan to Beat Mail Order Business.

London, Ont., April 27.—Around the festive board at the City Hotel in London, on April 18th, last, there gathered one hundred and fifty retail grocers and their guests to celebrate the fourth annual banquet of the local association.

It was a happy and an auspicious occasion for no discord dwelt amongst them, and the spirit of speech and song held high revel until early in the morning. Not a man there but was made glad by his neighbor's company, and the hearty reception of toasts and responses kept the other inmates of the hotel out of bed and drew them to the entrance doors of the room where the feast was held. It was a good time in London and went far to show what wonders may be accomplished when unity becomes an harmonious thing.

A Working Organization.

In the Forest City this organization has worked wonders for the good of the trade and for the well-being of the grocery clerks. Time was when no dealer in London even imagined it would be possible to close the doors before nine o'clock on week nights; but now clerks and proprietors alike doff their aprons, as the hands on the dial of the timepiece register the hour of 6.30, and some are talking openly of shortening the business day by half an hour more. Price-cutting too, was a bogey that was wont often to play havoc in the stores of this city, but, although one or two of the speakers during the evening found grounds sufficient to charge the assembled feasters with the folly, the so-called evil is in nowise so great as before the spirit of organization took hold of the members. And so great good nature and contentment with things as they are, shone in the faces of those one hundred and fifty retailers gathered under the baton of C. W. Summers, the retiring president, and the searching eyes of sundry wholesalers, manufacturers and travelers.

The banquet was late in starting, many of the members finding it difficult to get down town so soon after the cares of business had been laid aside, but this deficiency was well made up in the lateness which the gathering held together. True, there were some few who departed as the clocks of the city tolled out the hour of midnight but a goodly number held on until the last speech had been made, and the National Anthem sung with pleasing fervor.

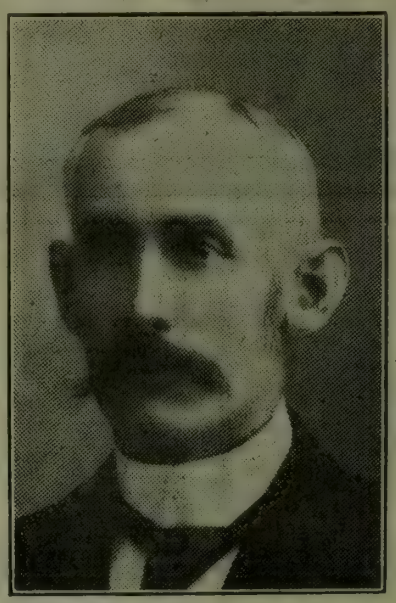
Introduced the President.

A pleasant feature of the evening was the installation of Norman McLeod, the president-elect of the association. Mr. Summers, in handing over the toast list to the new head, introduced him as one of the oldest grocers in the city and predicted a successful year for the association under his leadership. Amid applause, Mr. McLeod modestly replied that he was no speechmaker, though never in his life had he so wished for the gift as on this night, but he would try to compensate for the short-coming by hard and increasing work for the good of the organization.

Canada and the Empire.

Col. A. M. Smith, of the local wholesale house of that name, was the first speaker, his response being to the toast of "Canada and the Empire." The Colonel in the past has donated both money and service to the development of the military units af his city and, as may be assumed from the wording of the toast, his address was confined entirely to military matters, British traditions and sentiments, and to the peace movement now occupying a prominent place in the debates of the parliaments of nations.

Dwelling upon the sentimental bonds, which bind the British Empire together, the speaker said that while in the British West Indies recently he had been astonished at the intense loyalty exhibited by all classes. Even the negroes had been infected with it. But Canada's



NORMAN McLEOD,
The President-Elect Who Wished to be An Orator.

place in the Empire, he said, was not the same as that of the British West Indies. Canada was a nation and the Monarchy was the only bond to hold her in the confederacy of nations. The Empire was not a thing girt about with iron bands, and if Britain became a republic the bond of sentiment—the only true bond—would be lost. The eyes of all the world were upon this country, the speaker continued, and it behooved Canada to look to her defences. It was not well to depend too much upon Great Britain for help, because Canada was a weakling no longer. The history of nations told all too clearly that those peoples that forgot the arts of war in the development of the commercial idea entirely always were easy prey for their stronger brethren. It was a sacred duty of Canadians to bear arms and he sincerely hoped they would not neglect to do so.

"In the peace movement now going on," said Col. Smith, "only the nations that are strong are mentioned. In the list we find Japan and not China. Probably the next time this things comes up for attention China and not Japan may be the greatest nation. China is preparing. There have been peace movements in the past and I hope there always will be in the future, but only the strong can hope to be considered; only those who are prepared for war can expect to hold attention." The speaker sat down amidst great and prolonged cheering.

Not a Drop of Blood.

The next toast which Mr. Summers proposed was that of "Our Mercantile Interests," to which the names of William Turnbull and J. S. McDougall were coupled. Mr. Turnbull was first to speak.

"This is a large subject and a varied one," said he, "and a great many men view it from a great many standpoints. It all hinges, in my mind on the condition of the times. In illustration of this let me tell you a story concerning one of our estimable retailers, Ed. Ryan. 'Ed.' was recently returned from a trip to the Ould Sod, and, when I met him on the street I inquired how times were in Ireland.

" 'They're not so good; not so good as they once were,' Ed. remarked sadly. 'Why I attended a fair over there just before I came away and there was not a drop of blood spilt until after four o'clock.' "

The face of Mr. Ryan was overspread with blushes, and when the speaker could be heard in the din which followed the quip, he said: "This all goes to show that everything hinges on the condition of things as they are."

For Deeper Waterways.

"But to be serious," proceeded Mr. Turnbull, "the one thing most important to retailers is that of freight rates. The tonnage of the groceries coming to this city exceeds that of any other business and the goods are such that they will not stand a high rate. The lower the freight rates the better it is for ourselves and for the consumer as well. So a very important matter is the lake carrying trade. The Port Stanley Railway which did not loom large in the life of the city of London to-day is also an important factor in that connection. When you consider that absolutely without it, goods would cost 4c a pound more than they do to-day you can get an idea of what it is worth to us.

"It used to be said that the cheapest freight rates in the whole world were those in force on the great lakes. Grain could be carried from Duluth, on Lake Superior to Buffalo, on Lake Erie for 1.8 cents a bushel, while coal was car-

ried back for fifty cents a ton. The most important factor in the transportation affairs of Canada to-day is her chain of waterways. So the most important thing Canada has to see to-day is the deepening of her canals that she may handle all the traffic between the west and the sea ports. These canals, Welland and those on the St. Lawrence should allow of vessels of 25 feet draught passing through in safety. Then the increase in trade would make Canada the greatest country in the world. Look at the increased tonnage passing through Ste. St. Marie to-day," he cried, "and think of what it will be when ten or fifteen millions more people have settled in the west. The present system will not suffice, but with its enlargement, the St. Lawrence will be the busiest river the world has ever seen. I want to call the attention of the grocers to this. Every man has influence. He should use it to bring this about."

What is a Do-do?

J. S. McDougall, who followed, lectured the dealers considerably on their price-cutting proclivities, and also told two good stories. The first one came after he had congratulated the previous speaker on his remarks in connection with the betterment of trade through the improving of the waterways. He could, he said, only add his "me too" to the address. Then he said:

"That reminds me of a story I heard about a certain Irishman and his wife. This son of Erin had always been accustomed to humble fare and humble surroundings, and, when he could, always paid cash on the nail. One day a legacy was left to this couple, which provided a princely income, and they soon decided to move to a better neighborhood. There was a fine corner grocery. Pat's wife, for some time paid cash. One night she came home with a grievance.

" 'Pat,' says she, 'would you belave it, I'm the only wan of all the wimmin that goes to that store to pay cash. They always get their bills and pay wanst a wake. I want to do the same.'

" 'All right, Bridget,' answered Pat, 'pay wanst a wake but be sure you pay.'

"Things went well for a time until one week the bill came. There had been a lot of company at the house and a quantity of bread had been consumed.

" 'Pat,' says Bridget, with tears of anger in her voice, 'that young snip of a grocery clerk is doing me. He's charged me here with goods I niver ordered.'

" 'How's that,' inquired Pat.

" 'Here it is,' says his aggrieved spouse, pointing to the bill on which charge was entered for three loaves of bread on Tuesday, and on Wednesday "do-do" for a like amount.

" 'I niver ordered any of thim "do-does," ' said she, 'and I don't even know what they are.'

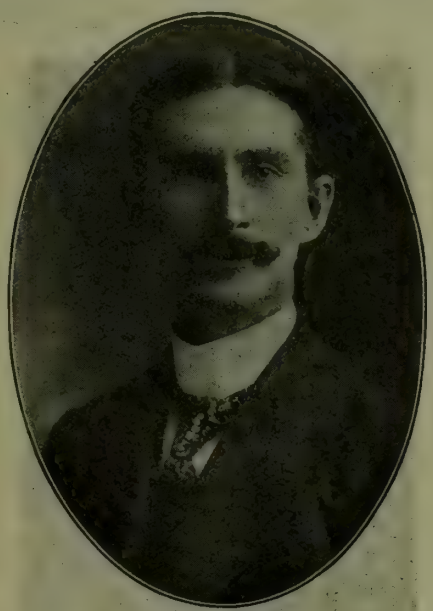
"Pat put on his coat and hat, and with fire in his eye went to the store. After some time he re-entered the house, but sat down without a word. There was a world of disgust in his face.

" 'Did you find out," asked Bridget, timidly, at last.

" 'Shure I found out,' shot back Pat. 'I found out I was a D——n fool, and you "do-do." '

Should Pocket Profits.

"Now, though it grieves me to say it, that is where you dealers fail at times," proceeded the speaker when the laughter had died away. You are always doing "do-do." The association at large grows just the same as does the individual. Some of you keep putting progress away, and so the whole of you are deprived of profits which concerted action would have made possible. Whenever an opportunity arises to allow of you gentlemen making a little more profit than you have done there is always some one to give it away. A short time ago there was an excellent opportunity in sugar. Then somebody commenced cutting and everybody jumped in. You all lost the money instead of putting it into your own pockets though, if what I have heard is true, God knows you need it. No doubt a crowd of customers is attracted by the lowered price. But it is the kind of business that stays for months on the books. My advice to you is: If you have a man



"ED." J. RYAN,

Who Said Times in Ireland Were Not so Good as of Yore.

among you who cuts prices, let him do so while you can console yourselves as Hawkins was consoled.

"Hawkins," proceeded Mr. McDougall, "was a particular friend of a certain bishop, and the ecclesiastic had been sitting up nights with him. Then, worn out, the bishop said to his man: 'Harry I'm going to have a sleep; you sit up and if Hawkins gets worse, come for me, so that I may be able to console him before he goes.' So the bishop took himself off to bed. He slept well, it seems, and when he wakened in the morning he hurriedly dressed himself to see how Hawkins fared. On the way thither he met Harry picking his way along the street.

" 'How's Hawkins?' queried the bishop.

" 'Oh; Hawkins, he's dead,' answered Harry.

" 'Man! man! why didn't you call me that I might console him before he died?' asked the cleric in some distress.

" 'I consoled him all right, my Lord,' answered this man.

" 'How did you give the poor chap consolation?' pursued the wondering bishop.

Consoling 'Awkins.

" 'Oh, said Harry, 'I said, just when he was bad, "'Awkins you've been a bad beggar in your day.' He reckoned as how he had been. And then when he was a shade worse, I added: ' 'Awkins you've been a real bad beggar in your day.' 'Awkins fancied he had. Then to still further console the poor fellow, my Lord, I said: ' 'Awkins, do you know where you be agoing? you're going straight to H—l.' 'Awkins allowed as he was. And when he was just agoing, my Lord, I said: 'Well, 'Awkins, it's a blame good job you've got some place to go.'

"Now, that's what to do about this price-cutting business,'. proceeded the speaker, laughing. "Just stop and think as Harry did, when someone starts to lower sugar, that it's a blame good thing that class of the buying public has some place to go. If you lose money in selling the staple so low you have no one to blame but yourselves."

Ald. R. C. Eckert, in the absence of Mayor J. H. A. Beattie followed to respond to the toast "City of London."

"I told his worship when he asked me to speak for him to-night that I never felt at a loss in speaking to retail grocers," commenced Ald. Eckert, 'because I was a retail grocer when cod fish came in sheets, and sugar in great casks. Possibly," he added amid laughter, "I may have forgotten a great deal since then because the grocery trade is always progressive.

To Re-open Old Channels.

"I have followed with interest the remarks of previous speakers in connection with freight rates, and especially those referring to the past history of the Port Stanley Railway. Some few years ago sugar used to come here at a low rate. It came by vessel from Montreal to Port Stanley and up the railway to this city. There used to be a great tonnage. I don't see why the system should not come back again. The trouble seemed to be that the grocer wanted his sugar from Montreal before breakfast. Would it not be a good thing for the retailer when buying, to ask the wholesaler if the staple came in over the Port Stanley Railway? As it stands the road is not a paying investment, but if we can get that tonnage back all will be well."

Ald. Eckert then gave a survey of the progress of the city in recent years.

M. Masinet, one of the oldest of local wholesale men, then gave a delightful, discursive address, to the toast "Past and Future." He alluded to the moral pitfalls digged for him in early years, and pointed out with pleasing humor the need of the formation of a band of Indian chieftains as a distinctive Canadian honor by the King.

Norman McLeod, was at this juncture installed as presiding officer, and assumed charge of the toasts until the close.

Manufacturers Speak.

John I. Hunt and John Stevely, local manufacturers, responded to the toast, "Our Manufacturers."

"The manufacturing situation in London, to my mind is peculiar," said Mr. Hunt. "One man told me a few weeks ago that during the summer he had to run part time for the reason that there was not enough help for him to

operate at full strength." The speaker thought an effort should be made to bring to the city manufacturers who could give employment to cheap labor. Electric roads should be encouraged so that young people from the country could come into the city to the factories in the morning and go home again in the evening.

John Stevely said that he knew of no city so favorably situated as London to capture the trade of Western Canada. He would gladly give the hand of welcome to any manufacturer who desired to come to the city and would tell them he knew of no place where he could do better.

A Voice From Michigan.

J. T. Percival, of Port Huron, secretary of Michigan State Association of Retail Grocers, was the next speaker, and his address, dealing with affairs in Michigan, was followed with the closest interest throughout. Now and again, one or other of the members would interrupt in approval of his views.

"When I was invited to come here," began Mr. Percival, "it was to speak to the subject, "How We do Business in Michigan." That was quite a large order. Still, I feel that only good can come from an exchange of views and ideas between this association and ours.

"We have a large State organization, also locals affiliated with the National Association. We have conventions every year, when we get together and learn something about good business, credit and collection systems, and such like being taken up in open assembly. In regard to credit rating we have a system in Michigan whereby if a man leaves a town or forgets to pays, the man who is "stung" informs the secretary, who in turn informs every other member of the association. So that the man cannot obtain further credit until he has settled that first account.

"From what I have found, the real trouble lies in the grocers being afraid of each other. It is a shame. All should help instead of each trying to cut the other's throat. In some towns I go into all are one happy family, while in others one dealer won't speak to another. Some fellows are so terribly independent. They know the whole business. No one can tell them anything, and they will cut prices just whenever it suits them. But price-cutting is a knife that cuts both ways. It reaches him as well as the other fellow.

Should Meet Often.

"Now I believe," proceeded Mr. Percival, "that grocers should meet often—at least as often as bank directors. It helps a lot. Over in Michigan I know of one association who meet every Tuesday afternoon. They get together and talk over all the local troubles and are able to harmoniously unravel any tangle. I would like to see you London men do the same thing. I know of another association in my State where the credit rating system has been perfected to a degree impossible in other centres. Even the undertaker is in it. They have there a list of all the fellows who forget to pay bills and also of those who send out to the catalogue houses. If a circular is sent out by the secretary with "C" printed against the name the dealer knows at once that the man named has been sending money to the mail order houses, beating the whole town. Then when that fellow comes along to get credit, he is turned down like a deadbeat.

"About early closing," continued the speaker, "let me tell you of my own experience. No one in my town thought closing could be accomplished before nine o'clock. We got together, and soon they were committed to close at eight. Then it was seven, and then six. Now you cannot buy a box of matches in Port Huron after 6 o'clock because, as soon as the clock strikes clerks have a race to the door. We all gave open credit there once too. Let me tell you of that. One fellow stuck me for $35 and then left me. I tried to collect, and couldn't so I turned him out. My next neighbor down the street got him. The fellow kept going until he had "stung" the nine of us silent grocers. At a subsequent meeting of the association we compared notes and found we had been beaten for $236. Had I been sensible, I'd have gone over and posted Bob. That's where jealousy spoils things. One fellow tries to do all the



THOMAS SHAW,

The Genial Chairman of Banquet Committee.

business of the place, when he couldn't do it if he had the chance. That's the real benefit of an association. Men get acquainted and see what it is best for them sooner than they otherwise would. Another thing, always treat the traveling man right. He's your friend and can give you many inside pointers. It makes me sick to go into some stores and find the proprietor taking up his time driving out the cat or something so that he will not have to listen to the traveler.

"Thanks, old man," broke in a traveler. "That's about right." "I know it is," returned Mr. Percival.

Co-operative Delivery in Michigan.

Then the speaker turned to the working out of a co-operative delivery system over in a city of about 15,000 population in Michigan. "There are a good many co-operative deliveries in our State, but I want particularly to speak of this one. There is $20,000 invested. When a start was made the delivery outfit of every dealer was appraised. The grocer and the butcher were each classified, and were given stock to that amount. There is a superintendent, a bookkeeper, a barn boss, and also men to take care of the horses. There are three deliveries in the morning and two in the afternoon. These are made on schedule time. The dealers find it costs less than two-thirds of the expenditure that was necessary when each had individual deliveries. There are 18 wagons and 12 routes. Deliveries are made at 7, 9, and 11 in the morning, and 2 and 5 o'clock in the afternoon.

"Every household has been informed by card as to the hours when goods might be expected. No night work is done. Everything is closed out by six o'clock, and the dealers find this a saving. You couldn't get them to go back to the old system.

"Another thing I want to tell you about is a saving they have been able to make out of waste paper. Every dealer saves his waste in baskets or in barrels, and from these receptacles it is forwarded onto the central delivery. There it is baled and sold, the proceeds going to help bear expense of the system. In one month the returns showed that $126 had been saved in waste paper alone. There are you see many wastes in the grocery business.

"There are two grocery trade papers in Michigan," concluded Mr. Percival. "It is a duty for each dealer to subscribe to one or other of these. You can't learn too much, and there is nothing like a trade paper to show you what the other fellows are doing."

Mr. Moyer's Address.

"The retailer is the salt of the earth," declared M. Moyer, treasurer of the Retail Grocers' Association, in rising to speak to the same toast. "I consider," said he, "that the retailer is even greater than the wholesaler and manufacturer, because he stands between the producer and the consumer. The country is prosperous, yet the retail grocer is not getting his proper share. The only way we can get it, is by organization." The speaker here gave a detailed description of how the Retail Grocers' Association came into being. He also outlined the career of three co-operative stores in Toronto, and urged notice of the effort now being made to secure another co-operative bill from Parliament at Ottawa.

"Now there is no class of people that can do more for the prosperity of the country than the retail merchant," he said. "That's a big statement, but it's true. So is it not time that we consider better trade methods, and get more harmony among the members than exists at the present time? Why do we sit here with folded arms and allow all our young men to leave Ontario farms?" he asked. "Even the schools are being depopulated. There are only two places to go—Toronto and the North-West. Again let me ask why this is? Because these places advertise. Yet I venture to say there's not a single farm of one hundred acres in the West, upon which buildings have been erected, that has not been more expensive than a similar acreage in Ontario. But the people go there because they got going. And that is why business is going to the mail order houses—because it got going.

An Exchange in Shoes.

"I was in a shoe store in a certain town in Ontario the other day when a lady came in with a pair of new shoes.

Continued on Page 40.

The Canadian Grocer

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ADVANCE IN ROLLED OATS.

Giving the strength of the oat market as a reason manufacturers on Tuesday advanced the price of rolled oats by twenty cents a barrel.

As a general rule there is a weaker tendency to this cereal in the spring as the export call for the raw product is not then expected to amount to much. This year there appears to be a rather peculiar condition existing.

In Manitoba and the other Western provinces it seems that the growers have been averse to marketing their oats, believing presumably that the market would go higher as the season advanced. According to millers there are several million bushels in the hands of these men. In addition to that there is a growing demand for oats in Europe, and buyers are seeking the grain to satisfy this class of business.

Combined, all these circumstances make for a stronger market, and it is upon the strength of the oat market that the price of the cereal depends. Generally speaking, rolled oats are dearer this year than last by about fifteen cents a sack. The price will probably not come down until somebody in the west unloads holdings in considerable volume.

INSPECTION OF SCALES.

A grocer of Clinton, Ont., who contends that the inspection of his scale is calculated to protect the public and who accordingly resents the demand upon him of a dollar and a half and upwards every time an inspector looks into his store on inspection bent, wants to know why the fees should not be paid from the public purse, quoting the payment of medical health officers as a precedent.

The comparison seems hardly apt, because it is just possible the inspection of the scale might work a saving for the grocer sometimes. It would look strange if it did not, and the public would be the first to seize upon the fact as another argument, "showing how it is continually done." But that isn't the point.

There are two questions involved in this situation. The first is whether the inspection is useful, or needed; the second, who should pay for it. Regular inspection of scales would be a guarantee to the public. It would lull the suspicions of the housewife, and have a tendency to improve things all round. But such an inspection must be regular, and often. Again, owing to the general honesty of dealers, only once in many times does the inspector find the machines giving wrong weight. So it would appear the inspection is not needed.

As to the payment, there appears to be a great difference of opinian. If an inspection is to be regular it thereby becomes a PUBLIC SERVICE and should be paid for out of public funds. If it is not regular but intermittent and calculated to trip up the merchant, then it is only a Government test. In such a case it would seem that the only logical manner of treating the payment issue would be to have no charge when the scales are right and a penalty when they are found to be wrong.

That would cover the trouble and tend to keep them ALWAYS RIGHT. It would also serve as a guarantee to the public. It would appear to be an equitable arrangement. The Grocer would like to get the views of other dealers on this question, because our Clinton friend is not the only one interested.

THE DISCOUNT EVIL.

At different points in the United States bitter conflicts are being waged between trading stamp companies and retailers who stand up for business conducted on a NON-DISCOUNT BASIS.

In some cases reported the dealers seem to be winning. In the city of Cedar Rapids, Iowa, they appear to have compelled the trading stamp concerns to solicit companies and manufacturing plants generally not touched upon in contests of this kind. But in Cedar Rapids, and, for matter of that, in the whole of Iowa, an effort is being made to have all retailers sign a "pledge" to abstain from giving trading stamps for some definite period, usually a year. At last reports the responses were most liberal.

Canadian dealers should not forget how lately they have escaped from the same evil in this country. They should bear in mind also that all such things, defeated in one way, always seek to reenter the fold in some other guise, so covered that the particular scheme may seem most truly lamb-like and innocent. Be on the watch always, for these propositions are hatching even while sleep has closed the eyes of most honest merchants.

There are some towns in Ontario and other provinces where dealers have been "stung.' by these so-called "business-getters." It is almost safe to predict that these towns will not be worked again.

THE MENACE IN CO-OPERATION.

William Maxwell, of Rothesay, Scotland, President of the International Co-Operative Alliance, who is touring Canada with the object of stimulating interest in co-operation, does not seem to be meeting with any great measure of success.

Already Canada has seen several stores of this class start, do business for a short time and then go out like a sputtering candle, while numerous poor folk, induced by alluring promises to join, mourned the loss of their small savings.

The real trouble with these concerns lies in the fact that the partial Governmental endorsation, contained in an Act of Incorporation imparts an idea of stability, and of prospective profits that is not warranted. It is a lamentable fact that everywhere this half-badge of gentility, and solidity is used as a bait to draw from banks, and hoards the timorous dollars of the honest poor. In such schemes as these there lurks always the possibility to deceive the inexperienced investor. It is a pity.

Freedom to embark in legitimate enterprise can be denied no one, but it is to be hoped that Parliament in its wisdom, will see clearly the advisability of preventing the Co-operative Bill now before the House of Commons, going on the statute books. So long as the retailers of the country hold together, and keep an unsleeping eye turned on Parliament Hill, it is probable the measure will not pass. But it may slip by in an unguarded moment. It is this fact that must be considered in every retail store in Canada.

While addressing a meeting of retailers in Kingston recently, H. A. Harrington, Dominion organizer for the R.M.A., made the statement that those who were in the library competition were breaking the law by using a device which could be construed as a discount or bribe to customers. It is reported that some of the dealers present expressed pleasure at the prospect of having a clear field of competition. Others in the town are credited with having taken the remark of the R.M.A. man less kindly.

Cutting Knots for Correspondents

One Dealer Could Not See How Grocer Arrived at Year's Statement Printed in Previous Issue—Some Doubt Even in the Answer—The Query as to How a Merchant is to Know When He is Obeying Law on Produce and Lines of Foodstuffs.

By Henry Johnson, Jr.

March 9, 1911.

Mr. H. Johnson, Jr.
cr. The Canadian Grocer,
143-149 University Ave.,
Toronto.

Dear Sir,—I have been reading with considerable interest your articles which have been appearing from time to time in our trade paper, "The Canadian Grocer," and may say that I have received some very valuable pointers on many of the topics which you have touched on.

There are one or two questions which I would like to ask you in connection with articles appearing in issues of Feb. 17th and March 3rd. In your article of Feb. 17th, you give a copy of a grocer's first year's statement, and I notice that in this statement he arrives at the conclusion that his net profit on year's business is $1,426.70. In looking over the figures I quite see that the profit is 2.81 p.c. plus on sales, but do not see exactly how he arrives at the amount. As it is is his first year in business I presume the difference between his assets and liabilities, allowing for depreciation on fixtures, bad debts, etc., must represent his profit, but as stated do not see how he arrives at the figure.

Expenses Seemed Low.

In your article of March 3rd, I read with interest of the success attending the efforts of our friend from the Old Country, and quite agree with your statement, that he started in right, and made good by sticking right on the job. I am interested, however, in knowing in just what part of the Dominion he is doing business, as his percentage of expense on gross sales seems particularly low to grocers doing business in this Western Country. Possibly he is working under more favorable conditions than we are, as our percentage of expense in —— runs nearer 12½ p.c. than 9½ p.c.

Trusting you will find time to answer my communication when convenient, believe me,

Yours sincerely,
W. A. E.

One Arrangement.

I have tried to get my former correspondent to write an elucidation of his statement along the lines suggested by W. A. E., but he does not reply, so I have had to do some "digging" myself. Here is the way it works out as I see it:

Gross sales	$50,760.20
Less cost of goods	35,934.00
Gross profit	14,826.21
Less net expense	9,129.51
Net profit	5,696.70
Portion represented by stock on hand	4,270.00
Leaving amount for dividends	1,426.70

Another Compilation.

But, on the other hand, here is something which might modify his conclusions. Suppose we look at it this way:

Assets are	$9,270.10
Less liabilities, bills pay., capital stock	7,843.40
Which leaves, as above	1,426.70
Which tangible assets have been scaled for F. & F. and bills received	413.55
Apparently leaving available for dividends only	1,013.15

I am not clear on this point, though I have thought over it a good deal. Question is: If the total tangible surplus is $1,426.70, and we cut into it to the extent of $413.55, can we by any process of correct figuring have the entire amount of $1,426.70 on hand for dividends?

The "friend from the Old Country" is located in New Jersey.

* * *

Just Hated to Ask.

Here is a merchant whose troubles are those of legal pure foods:

Hornell, N.Y., March 9, 1911.

Gentlemen,—I receive so much knowledge from you that I hate to ask for special information. But I would like to know about farm made butter, vinegar, maple syrup and maple sugar. How are we to know when we obey the law? We want to obey the law to the letter, but cannot tell whether butter contains 16 p. c. moisture, or vinegar 40 p.c. acid, or maple sugar all maple, rice glazed, or not. We are told to stamp oleo, process butter, cottosuet, compound, cottolene, vegetole, and soon to have a stamp for all teas, unless natural. Kindly advise.

Respectfully,
PURE FOOD COMPANY.

The General Risk.

You cannot tell about farm produce and must simply take the risk unless the seller will give you a written guaranty, in which case you are relieved of responsibility and the trouble is up to him. Butter which is well "worked" is likely to come within the law and pure cider vinegar, made from apple juice only, should always be safe for 4 p.c.—not 40 p.c.—acetic acid. But your farmer may not know about these tests and may then decline to give you a guaranty. In the case of maples, however, he can know, and his refusal to give the guaranty is prima facie evidence that you had better let his stuff alone. As to rice, that is bought from people who are in position to give and from whom you are in position unequivocally to demand a guaranty, and you should get it every time.

* * *

Fail Through Ignorance.

Gentlemen,—I was much interested in your sample pages relating to store expenses. I have been in the retail grocery business over twenty-five years and during that time have seen the rise and fall of a number of so-called grocerymen, and my honest opinion is that more grocerymen fail from not knowing how to figure percentage than from any other cause. I am sending you my way of figuring expense. If you care to publish it, you have my consent; but would rather you would not mention my name or place of business.

Yours truly, G. O. W.

His Method.

Capital stock		$3,000.00
Store rent, per month	$30.00	$360.00
1 clerk, per month	40.00	480.00
Myself, per month	75.00	900.00
Fuel, per month	2.50	30.00
Light, per month	3.00	36.00
Insurance, per month	3.00	36.00
Taxes, per month	3.00	36.00
Telephones, per month	2.50	30.00
Advertising, per month	2.50	30.00
Delivery horse and wagon, per year		50.00
Incidentals, per year		50.00
Int. in Investment, 6 p.c.		180.00
Total expense		$2,578.00

Luck on Horse-Keeping.

Yearly sales, $18,000.

20 p.c. gross profit, 1-6th of sales	$3,000.00
Expense	2,578.00
Net profit	$422.00

$2,578 divided by 18,000 equals 2 1-3 per cent. expense.

$422 divided by 18,000 equals 2 1-3 per cent. net profit.

Which I pass upon as a very conservative statement, which probably fairly reflects local conditions of competition, etc., but it looks like he is very lucky in his horse keeping expense. It costs me as much every sixty days to keep one horse.

GROCERS IN POLITICS.

John W. Vanwart Defeated for the Council in St. John.

St. John, N.B., April 27.—John W. Vanwart, proprietor of Vanwart Bros., grocers and meat dealers, who has been in the city council for the past six years, was defeated last week, in the annual elections, by about 400 votes. Ald. H. G. Smith, the west side grocer, was returned with a comfortable majority. George W. Colwell and Thomas J. Dean, two retail grocers who sought to break into civic politics, were unsuccessful in downing their opponents.

This will be the last year for the present aldermanic system as the people voted by a majority of 2,246 in favor of government by an elective commission composed of a mayor and four commissioners instead of the present council, consisting of a mayor and seventeen aldermen. The new regime begins next year.

TO FORM RETAIL ASSOCIATION.

A committee has been formed in Medicine Hat, Alta., to take preliminary steps in the organization of a Retail Merchants' Association. One of the first questions which will be dealt with is an early closing by-law.

Dishonest Agent Victimizes Grocers

Man Who Represented Himself as Agent for Manufacturer for House Cleaning Product Plays Sad Havoc in Business of Chatham Dealers—The Forged Orders and Flood of Goods—Manufacturer Appears Guiltless.

Chatham, Ont., April 27.—A number of grocers in this city and vicinity are the victims of what appears to have been rather unscrupulous methods of securing orders in connection with an advertising campaign. Apparently, the manufacturers and wholesalers have been also victimized in the matter.

About four weeks ago an agent made his appearance in the city and conducted a house to house canvass, representing that he was acting on behalf of the manufacturers or wholesalers of a certain product designed for sweeping and housecleaning purposes. The agent stated that he was representing the firm which manufactured the goods.

The following was what actually occurred at one house where he called. When the man had introduced himself and his goods the lady of the house declared that she didn't want to buy any.

The Interview.

"But we're not really taking orders," explained the man. "We're just going around, representing the firm and advertising the goods, to give the grocers an idea of how much to put in stock."

The lady still protested that she didn't want any.

"Of course, this doesn't cost you anything," the man assured her. "I am not taking orders."

He then asked if she had ever used the stuff. She said she had not, but that a neighbor had, and from what she could learn it was very good. Some time she might use it herself, but didn't intend to order except through her grocer.

"I am not taking orders," persisted the agent.

He then produced a book, similar to the order-book usually handled by canvassers, with a carbon sheet for duplicating. He asked where the woman dealt, and her name; and secured these, also the street number. He then handed the book to the woman to sign.

She Reads the Paper.

"I suppose since I am to sign this, I might as well read it and see what it is," she commented; and read the printed blank which had been filled in by the agent, and which, besides the information given, contained these words: "This is an order for a can of—— for which I agree to pay 35 cents upon delivery."

"That is an order," declared the woman. "I don't want the stuff now. I may order later; but if so, I'll order through my grocer."

The man explained that the goods would be sent to the grocer, and delivered to her at any time she liked; and she didn't have to pay unless they were delivered. However, the woman ended by telling him flatly that she didn't intend to order. When she wanted the stuff she would go to the grocer.

The Second Act.

This was Act 1 of the drama. Act 2 was pulled off toward the close of an April afternoon, some three weeks later. The scene was the selfsame kitchen. There came a violent rap at the door. The latter being opened, the grocery boy handed in a can of ——.

"Here's your ——, Mrs. ——," he cried.

"But I didn't order any," protested the woman.

Thereupon the boy showed her the duplicate order blank, filled in with her name, the grocer's name, the street address, countersigned by the agent, presumbly in his own handwriting, and with the woman's name ostensibly signed in the blank left for her signature. The woman's "signature" was written in a femine hand, quite different from the agent's; though it was not, of course, the woman's actual handwriting, but a clumsy forgery.

The Goods Refused.

The man of the house happened to be handy, and he promptly told the boy to take the stuff away, that they didn't want it in a gift, and that somebody had been guilty of forgery. The boy took the goods back to the grocer.

Interviewed later, the same grocer stated that this was not the only case. About half the orders he had been handed (taken ostensibly by the agent or agents) had produced similar complaints. In some cases the people had never signed at all; in others they had signed upon the understanding that the goods were not going to cost them anything.

Others Have Like Experience.

Other grocers have had a like experperience. One man ordered a couple of cases of the goods on the strength of these advance orders, only to find that a large percentage of the orders had never been actually given. Of course the grocer never knew there was anything wrong till he or his man went to deliver the goods. Then the cans of —— came tumbling back on him in veritable showers. The grocer could do nothing. Where the customer declared he had never signed, it was out of the question, on grounds of policy alone, to dispute his statement. Where the signature had been actually given, but under the impression that there was no expense involved, to force the goods upon the customer would be equally impolitic. The grocer, in short, found himself loaded with twice as much of the stuff as there was any demand for. In most cases orders had been given by the grocer in considerable excess of the advance orders ostensibly secured by the agent, so that when approximately half of the latter vanished into thin air, the grocer felt him self pretty badly "stung."

Made Sales Difficult.

But this didn't end the grocer's predicament. The goods were excellent; the stuff should, under ordinary circumstances have been easily salable; but the peculiar methods referred to speedily became a matter of common talk. Hence the grocer who undertook to sell these goods to ordinary customers was engaging in very uphill work; and to sell to such as felt an attempt had been made to swindle them was practically impossible.

That the bad advertising given the product by the methods of the agents was injurious to the product itself is the best evidence that the manufacturers were guiltless of any complicity.

Shy Second Time.

This seems to have been by no means the only case of the kind, however. About the time the cans of —— came tumbling in, another agent made a house to house canvass for a flavoring extract—again, from all accounts, a very good product. The first mentioned grocer, however, having been bitten in the first instance, proved shy in the second. The agent for the flavoring extract, who appears to have made fewer misrepresentations in the course of the canvass, brought him one day fifteen orders for the product at 50 cents a bottle. He glanced through the orders, and as he did so, one woman whose name he noticed came into the store. His previous experience was still fresh in his memory. Quietly calling the customer to one side, he showed her the order.

"Did you sign this?" he asked.

"I most certainly did not," she declared.

The grocer had already ordered two dozen of the product on the strength of the advertising campaign, but he immediately cancelled half the order, taking his chances on disposing of the other half.

TORONTO BRANCH AND R. M. A.

Toronto, April 27.—A peculiar situation developed at the last meeting of the Toronto branch of the R.M.A., on Monday night, when President R. W. Dockeray, First Vice-President Harry Ellis, Second Vice-President George H. Cooper, Secretary George E. Gibbard, and Treasurer F. C. Higgins, the entire executive of the branch, tendered their resignations to the meeting on the ground of inability to work in harmony with other sections of the association.

Some time ago these officers, who comprise the executive of the branch, forwarded to the Dominion board a request that changes be made in the constitution to allow the local branch a greater measure of autonomy. This was done because of the discovery that the branch had little or no authority in working out its own affairs. They wanted an amendment to allow of any branch setting its own yearly fees, while sending on a stated per capita tax to the Dominion body. They also desired to exclude all past officers from places on executive committees, and have on these bodies men who were actually holding office.

These things the Dominion board, in their deliberations on Easter Monday in Montreal, did not deem to be in the best interests of the association as a whole, and so the required changes were not made. The local executive, after stating their case, placed their resignations before the meeting. The membership, however, after listening to all the explanations, voiced its disapproval of this procedure, and on a vote being taken the meeting divided 25 to 24 in favor of the officers staying on. They were averse to doing this, but finally, on a motion by Ald. Yoemans, it was decided that they hold a meeting themselves some time during this week, and submit to a meeting of the branch on Monday night next a report, setting forth just what they consider should be done for the best interests of the retail dealers in Toronto.

There was some talk of secession, but several members of the executive spoke against this, pointing out that the only hope of the dealers of the country lay in unity from coast to coast.

INTERESTING NEWS FROM THE AMBITIOUS CITY

Synopsis of the Principal Topics of Conversation in Hamilton Grocerdom—The Annual Picnic—The Motor Truck for Delivery Purposes—A New Suggestion — The Late Arrival of Maple Syrup—Mr. Maxwell to Speak at Canadian Club Banquet.

Hamilton, April 27.—Hamilton grocers have their committees appointed to arrange details for their annual picnic, but as yet have not decided where it will be held. Niagara Falls and Grimsby Beach seem to be the most popular points mentioned. The action of the railways in raising the rates came unexpectedly, and this may make a difference in route selection.

Motor Deliveries.

Motor truck or horse for delivery purposes is becoming quite a subject for discussion among the trade. All realize that in the near future the horseless wagon will be a necessity. It has been suggested that ten or fifteen grocers should combine and give a manufacturer an order that would enable him to make a considerable reduction in price.

Eastern maple syrup is coming in now, this being the latest delivery in years, with orders only partially filled. It is proving an unprofitable business for the grocer, as any warm day it may be lost by fermentation.

Canadian Club Feature.

The Canadian Club feature Mr. Maxwell, the promoter of co-operative societies, as a drawing card for a banquet. It is to be wondered if they knew the nature of the business he is promoting before they heard him, as most of the members are merchants or manufacturers that stand to lose more than any other people by the introduction of co-operative concerns in Canada.

Always Figure Profits on the Selling Price

Here is a letter arising out of an article which recently appeared in "Canadian Grocer," outlining the views on profit figuring of C. E. Jamieson, of St. Catharines.

Editor Canadian Grocer,—I was much interested in the article "Profit Figured on Capital Employed," which appeared in a recent number, and though I am not good explaining on paper, I should like to ask one or two questions on this subject. Let me give an example why we should figure profit on selling price.

Supposing we figure on cost and we purchase at 80 cents to sell for $1 and call that 25 per cent. Now you tell your clerks that you are making 25 per cent. and one of your neighbors comes and wants to be obliged and the clerk is told to let him have it at cost. First thing he would take off 25 per cent., which will not give you the price you paid; which on the other hand had you told him 20 p.c., the "correct" percentage, he would have at least got you your cost.

Another example: "A" commission merchant; "B" merchant:

A sells $10 of goods 25 per cent. commission, $2.50 returned to shipper, $7.50; B sells $10 worth of goods, makes $2.50 returns to wholesale, $7.50.

Thus you see, two men sell $10 and both at end of day have $10 in the till. Both make $2.50, both return to creditor $7.50. Why should that be 25 per cent. on $10, and 33 1-3 per cent. on the other? I claim that the easiest and safest way must be the right and best, in spite of what school books say. I for one would not go to the schoolmaster for business advice. I think C. E. Jamieson must have taught school till quite late in life before taking up business.

Still another example: Suppose a biscuit manufacturer invoiced his biscuits at selling price and allowed us 20 per cent., we would send back to them 20 cents out of every dollar's worth sold. Should I call that 20 per cent. or 25 per cent. profit? As I am too busy to take private lessons, I will still continue to figure the right way.

J. F. HOLLOWAY.
Toronto.

PICTON AND FREIGHT RATES.

Picton, Ont., April 27.—For some time past local retailers have been urging that some action be taken to adjust freight rates, which appear, on the face of things, to be of a nature discriminatory against dealers in this town.

The matter came to a head last week, when the Board of Trade took it into consideration at its regular meeting.

There was some discussion and as a result a resolution was passed setting forth the views of the body with regard to the alleged discriminations. A copy of the resolution was ordered to be sent to the parties concerned.

Retailers are hopeful this action will have the effect desired. If it does not, some of the local men are disposed to have the matter brought to the attention of the member of Parliament for the constituency. If necessary, they would carry it even further, they say.

LONDONERS REVEL IN SPEECH AND SONG.

Continued from Page 36.

'I bought these in a mail order house by catalogue,' she told the dealer. 'They don't fit and I want to exchange them. I'll pay you the difference, because of course you cannot afford to sell as cheaply as the big places can. The dealer looked at the boots, and then brought down a pair of the same size and brand from his shelves. They were fifty cents cheaper. The woman was astounded, and could hardly believe her eyes. She wouldn's have either only the marks on the shoes had undoubtedly been there before she entered the place. Still they go to the catalogue houses to buy goods, just because they got going.

"It's a common thing to see dealers exchanging goods bought from these big establishments. They do it every day.

"Now what I say is that we must go further than simple organization of our own and must organize with the customer. The dealer has got to start a campaign to tell the farmer what to do. This movement must come from all the people in the country. The consumer must understand the retailer. Find out why these people send money away to mail order houses. They cannot really serve the people, except in small part. But find out why it is done. Make the farmer see he is losing more if the country stores close than he can possibly gain from the other end."

Hold Public Meetings.

"Public meetings could be held with speakers from outside points to address them, so that personal bias would not enter in. The situation could be explained in full, and those in the audience could be asked to take their part in the movement. You could appoint joint committees of merchants, mechanics and farmer and work out some systematic plan for the good of the many. There's been a little too much secrecy in this business. Because of this tendency on the part of the dealer to keep things hidden the consumer has come to think he is being "done" all the time. Don't let it get any worse."

The toast to "Our Trade Journal," was responded to by W. J. Whiteside, editor of The Canadian Grocer.

C. W. McGuire spoke a few words for the travelers, and the meeting closed with "God Save the King."

Some of the Feasters.

Among those present were the following: J. T. Percival, Port Huron; M. Moyer, Toronto; Wm. Turnbull, J. I. A. Hunt, Lieut.-Col. A. M. Smith, C. W. Summers, M. Masuret, John Stevely, Ald. R. C. Eckert, James S. McDougall, Wm. Gorman, N. McLeod, F. Webster, W. T. Mullins, F. L. Evans, M. J. McKeough; W. J. Whiteside, Toronto; C. W. McGuire, Wm. Spittal, R. J. Donaghy, F. E. Tobias, J. H. Boyd, S. F. Stevenson, Clem Garvey, F. W. Paul, W. E. Watson, Edwin Smith, G. W. Hammett, Thomas McCarthy, J. H. Wilkey, E. E. Sinnell, F. T. Manning, Fred H. Traver, N. M. Ripley, M. A. Young, T. J. Cohoon, J. M. Duncan, E. M. Insley, H. Fountaine, E. S. English, H. English, W. C. Maker, Thomas H. Janes, D. J. Patterson, Thomas Shaw, E. J. Ryan, G. B. Drake, J. A. McFarlane, T. Selby, W. Hayes, Jack Anderson, W. Kidner, O. Falkner, Fred Jones, W. Richards, H. James, William O'Loughlin, J. A. Beechie, R. Collins, A. M. Masuret, Thomas Fitzgibbin, E. Bodkin, George Fulcher, R. Jupp, Jas. Jupp, J. A. Wilson, C. H. Tune, A. Duncan, L. T. McIntyre, H. Lewis, R. A. Ross, G. E. Eccleston, Harry T. Bell, James McLeod, C. H. O'Brien, Walter Lee, George Tupholme, W. A. Bailey, H. Lance, John Murray James McKenzie, E. F. Clegg, Ken McCormick, J. Fortner, H. Geach, K. L. Elliott, R. A. Thompson, P. A. Sands, W. V. Charlton, A. McNaughton, T. H. Haskett, James Haskett, J. Hawkins.

Latest Review of Grocery Markets

Dried Fruits Continue Firm—Stocks of Prunes and Evaporated Apples Especially Scarce—Raisins Another Line Singled Out—Sugar Considered Quite Strong Though Trade is not Brisk—Montreal Reports Higher Market for Tarragona Almonds and New Crop Brazils.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Tarragona Almonds—Higher.
New Brazils—Received; higher.
Seeded Raisins—Advance noted.

Montreal, Apr. 27th.—The reports from the wholesale houses indicate healthy conditions in the grocery market. Orders are coming in freely, payments are quite satisfactory, conditions in regard to most of the articles are favorable and a prosperous summer seems to be looming up. During the past week the market has been rather uneventful as to prices but the conditions of trade remain bright.

This week practically marks the opening of navigation which with consequent lower freight rates for which the trade has to a certain extent been waiting should give business a new impetus. Flour is somewhat stronger and rolled oats are firming up. New Brazil nuts are on the market, sugar at the recent advance is firm and in good demand.

Canned goods are in practically the same position they occupied a week ago. The demand continues good, especially in tomatoes. This is the time of the year when home stocks are beginning to run low and the grocer is called upon for supplies.

In dried fruits seeded raisins show a slight advance and the whole market is strong. One firm stated that 100 to 110 prunes sold in a wholesale way at 9 cents recently. The smaller varieties are in limited supply and are bringing a good price to those who have them to offer.

The arrival of new strawberries in increased quantities and at a lower price should be of interest to the grocers who handle new fruits, this pointing to the fact that the big season is rapidly approaching.

Sugar.—At the recent advance sugar is firm with a fair enquiry. There are reasons why the demand is still only fairly brisk, the fact that many of the retail trade not having disposed of the heavy stocks they secured some time ago, the awaiting for the opening of navigation, and the heavy character of the roads coming with the breaking up of winter being the foremost. There is a fair business passing, however, and the market is considered strong.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 50
" " " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 2 yellow	4 35
No. 3 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Molasses at present are rather quiet but there is interest in the fact that the first arrival of the new crop is reported for next week by steamer. The opening price is that which has been reported for futures. The demand is fair at present but with the opening of navigation and the arrival of new stocks there should be renewed activity. Syrups are moving out well, continuing the business that has been experienced of late.

Molasses, to arrive, car load lots	0 28 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls.	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03½
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—A slight advance in the price of seedless raisins is reported owing to a scarcity of the old stocks and reports in regard to futures. Evaporated apples and peaches are becoming scarcer every week and prices seem to be naturally seeking a higher level. The market in practically every instance is firm and will likely remain so for some time to come. Some of the houses are in a better position in regard to dried fruit. One will report apricots still in fair supply but evaporated apples done, while with another the condition will likely be the reverse.

Evaporated apricots	0 18 0 21
Evaporated apples	0 14½ 0 15
Evaporated peaches	0 11 0 12½
Currants, fine filiatras, per lb., not cleaned	0 07½
" " " cleaned	0 08½ 0 09
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09½ 0 10
Dates	0 05 0 06
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
Figs, 5 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 14 0 16
40-50	0 14½ 0 15
50-60	0 12½ 0 14
60-70	0 13½ 0 14
70-80	0 12½ 0 13
80-90	0 10 0 13½
90-100	0 09½ 0 12
100 and over	0 09 0 10
Bosnia prunes	0 11 0 12½
Raisins—	
Choice seeded raisins	0 08½
" fancy seeded, 1-lb. pkgs.	0 08½ 0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	3 40 3 60
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

Nuts.—New Brazils are practically on the market now. Local houses report them arrived or on the way and the price rather stiff. There is not a great deal of interest in nuts at the present time. A steady demand is noted but otherwise there is nothing new to report. The market is firm. Tarragona almonds are reported very scarce and some of the jobbers are quoting higher prices.

In shell—	
Brazils	0 15 0 18
Filberts, Sicily, per lb.	0 11½ 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 18
Walnuts, Grenoble, per lb.	0 17 0 19
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 33½ 0 35
" 4-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 06
Coon, green	0 07
Diamond G, roasted	0 08½
Diamond G, green	0 07½
Bon Ton, roasted	0 11 0 11½
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 33
Grenobles	0 17

Rice and Tapioca.—There is a fair enquiry for rice. Jobbers report that Carolina rice shows a slight reduction this week. The reason advanced is to the effect that the area of rice cultivation in the southern part of the United States has been greatly increased and with the source of supply larger the amount of rice to offer undoubtedly becomes greater. But at the same time it is admitted that for American rice the demand has always been about equal to the supply. However, the report as given is the statement of one of the local houses on the conditions of the market as they find it. For other varieties of rice the demand is steady and tapioca is also going out well before what is apparently the beginning of a summer demand.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 07
Seed	0 5½ 0 05½

Teas.—The market is steady with a good demand for teas of all kinds. There is practically no change as far as quotations are concerned.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 [illegible] 0 40
Pekoes	0 [illegible] 0 27
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hysons	0 24 0 25
Gunpowders	0 19 0 35

China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 40

Spices.—The spice market is rather uneventful from a local standpoint. Prices are steady and demand is normal.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 18	0 19	Mace		0 75
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Coffee.—The market locally is practically unchanged and generally the variance with conditions as they have existed is not marked. Opinions differ as to what the future is likely to bring and it is felt that it is still early to offer them. The primary market shows a falling off to the extent of a few points this week.

Mocha	0 11	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

CANNED GOODS

TORONTO.—Canned vegetables, noticeably tomatoes, are enjoying a fair trade, retailers who have run short replenishing their stocks. Canned peas, as can be expected with the high price ruling, are quiet. One dealer referred to canned fruits as growing decidedly small, canners' stocks of a number of lines such as pears and strawberries being about done. This wholesaler said he believed that this year would witness the biggest clean up in stocks of all kinds of canned goods that has been known in years. With stocks now growing into small compass and with a couple of months of good trade yet, when the new stocks arrive on the market, they will be badly needed. Canned apples have been moving out quite well of late at $3.50 to $3.60 for gallons.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's		1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's		1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's		1 30
" " 3's		1 55
Cabbage, 2's	0 97½	1 00
Carrots, 2's	0 97½	1 00
corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal		4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's		1 50
" Sweet Wrinkle, size 2, 2's		1 50
" Extra fine sifted, size 1, 2's		1 87½
Pumpkin, 2's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 80
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 2's	1 12½	1 15
FRUITS		
Apples, standard, 3's		1 30
" gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	5 52½	5 55
Gooseberries, 2's, heavy syrup		1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 37½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Cohoes, per doz.		1 77½	
Red Spring, doz		1 87½	
Lobsters, halves, per dozen		2 65	2 75
Lobsters, quarters, per dozen			1 60
Soup, 2's			1 90
Soup, 1's			1 40

Other salmon prices are:

Humpbacks, doz	1 30	1 35
Pinks	1 30	1 35
Northern River Sockeye		1 95
Chicken	4 00	
Turkey	4 00	
Ducks	4 00	

MONTREAL.—It is now apparent that stocks of canned goods will be pretty well cleaned out by the time the new pack is ready for the market and this condition is generally regarded by the trade as desirable. Some state that they will likely be short of peas before relief arrives, but that largely depends upon how the demand endures. Tomatoes are going out freely, the price being seldom below $1.40, dealers reporting a good enquiry. Gallon apples are firm and few. Already there is interest manifested in the coming crops and while it is stated that prices have been quoted the inclination seems to be to "sit tight" for a while longer unless, of course, the offer appears particularly attractive. It will be practically two months yet before the earlier crop prices will be quoted or will permit an estimate.

Apples, gal	3 25	3 50
Peas, standard, dozen		1 20
Peas, early June, dozen	1 20	1 35
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen		1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen		1 00
Corn, dozen		1 60
Tomatoes, dozen (Ontario and Quebec)	1 35	1 45
Strawberries, dozen		1 90
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen		1 80
Pears, 3's, dozen		2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen		1 00
Lawtonberries, 2's, dozen		1 80

Clover Leaf and Horseshoe brands salmon—

1-lb. talls, per dozen		2 07½
½-lb. flats, per dozen		1 32½
1-lb. flats, per dozen		2 25

Other salmon—

White salmon	1 10	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen		1 80
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10

Lobster—

½-lb. flats, dozen, $1.40, $2.85; 1-lb. talls, dozen, $2.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 80
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 50
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, ¾s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 50	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 3½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	2 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

ONTARIO MARKETS

POINTERS—

Tapioca—Firm.

Raisins—Firmer.

Rolled Oats—Advanced 20c. barrel.

Lard—Easier.

Toronto, April 27.—While trade this week is not particularly brisk, prospects for future trade are bright and wholesalers are not complaining. The market has been rather uneventful this week as far as price changes are concerned, an advance of 20 cents a barrel in rolled oats being the most particular feature. The primary market in tapioca is stronger while raisins was singled out from the dried fruit list by some wholesalers as an article exhibiting strength.

The planting of rubber came in for considerable blame for the rise in values during the past year of several lines of groceries. The first item mentioned was tea, the market having been strengthened owing to the large acreage of tea damaged by the inter-planting of the rubber trees. Another dealer attributed the rise in canned pineapple to the same cause, its production having been abandoned for the more profitable rubber trees. Another article for the rise of which it is held responsible is tapioca. A recent report from a tapioca dealer says: "The news we have from the East is that the production of tapioca is still being curtailed, owing to the planting of rubber, and if this sort of thing continues it is quite probable that tapioca in a few years will be a very scarce article. We are also advised that there is damage to the crops this year, so that prices in the primary market are firm."

The sugar market is quite firm at the recent advance. Dealers evidently have not disposed of the stocks purchased some time ago and for this reason trade is not large.

On June 1, the price of puffed rice, it is said, will be advanced 65 cents a case. The present price is $3.60, while the price after June 1 has been set at $4.25 a case.

Sugar.—Following the advance of last week, the sugar market has ruled firm and at the present time is considered strong, owing to the prospects for a materially shorter crop in Cuba than last year. The Cuban planter is helped by the fact that he has no competition from Europe, which rules 30 points higher than Cuban. Refiners are holding off in purchases, being well supplied for current needs, but their stocks are only about one-half as large as last year and will need replenishment from time to time. Local trade is not brisk but normal in volume for this month.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses.—The corn syrup trade seems to continue satisfactory in volume. New maple syrup is going out at prices ranging around $1.15 per gallon, but the amount on the market is not large. While the trade in molasses is inclined to quietness, the market, in sympathy with sugar, is firm.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ½ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 36½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	3 40
Quarts, 24 "	4 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls.	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—"You won't find any wholesalers pushing prunes because stocks in general are down to a decidedly low basis. I don't think you could get over 100 boxes on the street," said one wholesaler, while all agreed that stocks were small. For this reason even at the present high quotations, prunes are firm. Valencia raisins which some dealers reported are moving better of late is another item that shows some strength. "If purchased at the present time," said one dealer, "I would have to pay as high a figure anyway as I am selling at now." Peaches and apricots under pressure of general scarcity of dried fruits are decidedly steady and for that matter the same thing can be said of the dried fruit list in general.

Frost in the California fruit districts has damaged crops to quite an extent. Included in the fruits damaged are prunes, raisins, peaches and apricots. Apricots were particularly hard hit but it is asserted by some that it will probably be another week before an accurate conclusion in regard to how much injury was done can be arrived at.

Prunes—	
30 to 40, in 25-lb. boxes	0 15½
40 to 50 " "	0 15
50 to 60 " "	0 14
60 to 70 " "	0 13½
70 to 80 " "	0 13
80 to 90 " "	0 12
90 to 100 " "	0 11½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 16 0 16½
Choice, 25 lb boxes	0 16 0 17
Fancy, "	0 19 0 25
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs—	
Elemes, per lb.	
1½ inches	0 08 0 10
2 "	0 08½ 0 10½
2½ "	0 09½ 0 12
2½ "	0 11½ 0 12½
2¾ "	0 11½ 0 13½
Umbrella boxes	0 12 0 14
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 10 0 10½
Dried apples	0 09 0 09½
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Uncleaned ½c less	
Vostizzas	0 10 0 11
Raisins—	
Sultana	0 10 0 11
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 08½
Seeded, 1 lb packets, fancy	0 08½ 0 09
16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Sairs	0 04½
Dates—	
Hallowees—	
Full boxes	0 05½ 0 05½
Package dates, per 1 lb.	0 06½ 0 06½
Fards choicest	0 10 0 10½

Tea.—The local tea situation shows no particular change, the same steadiness in regard to prices continuing, with dealers reporting a fairly satisfactory movement.

Coffee.—The local situation in coffee shows but little change. Willets & Gray's Journal says of coffee, "The prospects of the coming crop are such as to portend the same outcome in the markets as started with the current crops. The trees are not there in condition for large crops, and large crops must be dismissed from calculations. The growing 1911-1912 crop has been pictured as high as 11 to 12 millions in Santos, 3 to 4 millions in Rio. The very latest estimates from the most reliable sources show a considerable reduction from these outside figures. It is said that a careful survey of the plantations is being made in order that a closer line can be drawn on the probable outturn. Such will be made public just as soon as completed but already it is supposed the estimates will not exceed much, if any, the yield of the current season. The coffee world appears to resent such ideas, but the truth is coming out that the next crops are small, and when thoroughly verified the markets must respond."

Rio, roasted	0 18	0 20	Mocha, roasted	35	0 35
Green Rio	0 15	0 16	Java, roasted	0 27	0 34
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Nuts.—A steady demand for this season of the year is in evidence. There are no price changes but most lines are steady at present quotations. Almonds will be a short crop in California this year and have been recently damaged by frosts.

Almonds,	Formigetta	0 14 0 15
"	Tarragona	0 16
"	shelled	0 33 0 34
Walnuts,	Grenoble	0 15½ 0 16
"	Bordeaux	0 14
"	Marbots	0 14½ 0 15
"	shelled	0 38 0 40
Filberts		0 12 0 12½
Pecans		0 18 0 20½
Brazils (new crop)		0 14½ 0 15
Peanuts, roasted		0 10 0 13

Spices.—Prices in the different lines of spices are unchanged but there is firmness noticeable in a number of lines such as pepper, cloves and mace in the primary market.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz.	½-lb. tins doz.
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 28	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
			0 80	....	2 75
Mace	....	....	0 30	1 90	2 00
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 13	0 70	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—There is nothing eventful in the rice trade at the present time. Tapioca in the primary market is firmer, reflecting strength on the local market, and some firms are asking higher than present quotations. The tapioca trade is of a steady nature.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 00

	Per lb.			
Rice, stand B	0 03½	0 03½	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03½	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 05	Medium pearl	0 05½ 0 06
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 06

Beans.—There is no particular feature to the bean market, the situation being about similar to a week ago, with only a normal amount of business being done.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

Evaporated Apples.—The amount of business being done in evaporated apples is decidedly small and for a reason with which dealers are already acquainted, namely scarcity of stocks.

Evaporated apples	0 14½	0 15

Sardines.—A large importer of sardines has recently received a report from Europe showing that the imported article is likely to rule higher. This is due to the higher price of olive oil in which they are packed and also to the prospects of the coming sardine fishing season which opens in July, and which are none too favorable. This importer said that he would not be surprised to see an advance of 50 or 75 cents per case which means ½ to ¾ cents a tin and which may not seem very large to the small dealers but is to the big handler of this article.

Another dealer in speaking in regard to sardines said, "The high price of olive oil this year may lead unscrupulous manufacturers to substitute a great deal of cottonseed oil in packing their sardines and dealers will have to be more than ever on the lookout for sardines packed in the inferior oil. If he wants to be assured of the best, the dealer should receive a guarantee that they are packed in pure olive oil."

"There is another side to the packing of sardines," said another dealer, "The packer who uses only pure olive oil may in some cases on account of its high price use an insufficient quantity and the sardines would not be properly preserved, but when cottonseed oil is mixed, more can be used and the sardines will be well preserved, although the oil may be inferior. However, the reputable dealer will attempt to keep his product at the former standard."

MANITOBA MARKETS

POINTERS—

Sugar—Advanced.
Dried Fruit.—Scarce.
Syrup.—Higher tendency.
Coffee.—Stronger after decline.

Winnipeg, April 27.—Trade in all lines of groceries have swung back during the week into their natural grooves. The ideal weather of the last week has enabled farmers to start seeding, and as prospects are better for a good crop than they were two weeks ago, the optimistic feeling is having an encouraging effect on the volume of trade being transacted. Country roads are nearly all opened up, and in another week supplies will be able to be freighted out to the more distant points of the country.

Spring housecleaning is now in active operation throughout the entire west and consequently there is still an active call for all lines necessary in this operation.

Many fluctuations have taken place during the week and new prices will be noted in some instances. Sugar has again been on the advance and is now quoted 5 cents a pound higher. Syrup is also showing tendency to advance owing to the strength on the corn market in the south. An advance is looked for in all products such as starch, glucose, syrup and etc.

The dried fruit market is also a source of speculation. Four cars of prunes are

all that is in sight to supply the American and Canadian market till the new crop comes in. The raisin crop in California has been seriously damaged by frost and as a result considerable strength is noticed on the open market. Coffee declined but has strengthened again.

Sugar.—An advance of 5 cents per cwt. has taken place on the local sugar market owing to the continued strength of the market to the south. The market is firm and in spite of the large stocks held here some wholesalers prediet a further advance.

Montreal and B.C. granulated, in bbls	5 20
" " in sacks	5 15
" yellow, in bbls	4 90
" " in sacks	4 75
Icing sugar, in bbls	5 55
" " in boxes (25 lbs.)	5 80
Powdered sugar, in bbls	6 35
" " in boxes	6 55
" " in small quantities	6 10
Lump, hard, in bbls	6 05
" " in ½-bbls	6 15
" " in 100-lb. cases	6 05

Dried Fruits.—The highest market that has prevailed for many years is now in existence for dried fruits. In almost all lines there is a decidedly limited supply, and as for prunes it is said that only four cars are available to supply the American and Canadian market till the new crop arrives in the fall. It is reported that during the week a frost damaged considerably the new raisin crop in California.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " cleaned, per lb	0 13½
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 08

Prunes—

25 lb. bx, 90-100, lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		

Currants uncleaned, loose pack, per lb	0 07½		
" dry, cleaned, Filiatras, per lb	0 08½		
" wet, cleaned, per lb	0 08½		
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½		
Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09 3-5	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lb., lemon	0 16
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Syrup.—The corn market in the south has been showing a tendency to advance with the result that all corn products are also strengthening up and while no effect has as yet been felt on the local market there is a feeling that prices will be higher in the products as well as by-products of this crop.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 38
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 27
Half bbls., per lb	0 08½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Coffee.—In the earlier part of the week the market weakened slightly but it has reacted with an advance of 40 points over last week's quotations. No effect from this advance is expected on the market for the present.

Coffee, standard Rio	0 15	Coffee, choice	0 16
		Coffee, extra choice	0 17

Beans and Peas.—A steady demand continues for beans and peas, prices remain unchanged and are as follews:

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

NEW BRUNSWICK MARKETS.

St. John, N. B., Apr. 26.—The markets have been very uninteresting during the last week. Plate beef is off a little and is now quoted at $19.75 to $20.00. Lard is also easier at 12 to 12½ for pure and 11¼ to 11½ for compound.

Cornmeal in bags is quoted at $1.30 to $1.35, and provincial oats are worth 42 to 44 cents per bushel.

NOVA SCOTIA.

Halifax, N.S., April 27.—Wholesale grocers report business brisk and continually improving. The fitting out of the fishing vessels which take large quantities of supplies and the opening up of the ports along the coast have tended to improve things

Potatoes are soaring and it now looks as if they will reach one dollar per bushel before the new stock arrives, and perhaps they may go still higher. They are now quoted at $2.75 per barrel, and stocks are reported light all around.

Butter is only in fair supply, little new stock reaching the market, and the winter supply is being rapidly consumed.

Flour and feeds are steady with the probability of an advance present.

Pork products are easier. Another steamer with a full cargo of sugar arrived here during the week. So far shipments of molasses are coming along slowly, but several vessels are expected within a few weeks.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

To all Scotch Canadians the name of Macfarlane, Lang & Co. will be familiar, particularly in connection with "Rich Tea" Biscuits and "Granola Digestive" Biscuits, two articles of diet which are to be found in nearly every home in the Old Country. The business of Macfarlane, Lang & Co. was founded as far back as the year 1817 by James Lang, grand-uncle of the present directors of the company. It has thus been carried on uninterruptedly for practically a century, and is now controlled by members of the third and fourth generations of the original family. The foundation of the business was the making of bread, and the importance of making biscuits likewise a real element in the food of the people as distinct from what are known as luxuries has always been kept steadily in view, but Macfarlane, Lang & Co. have also originated and popularized many distinctive classes of fancy biscuits, and they excel specially in the production of the various form of cream sandwich and fruit sandwich kinds, also chocolate-coated biscuits, and it is almost unnecessary to add, Scotch shortbread and oat cakes. The firm was awarded a gold medal at the Paris Exhibition of 1889, and has been honored by many royal appointments, including those to their late Majesties, Queen Victoria and King Edward, His Majesty King George V., H. I. M. the Emperor of Russia, and Their Majesties the King of Greece, the King and Queen of Spain, and the late King of the Belgians. Macfarlane, Lang & Co. have just completed thorough arrangements for the development of the Canadian trade, and the productions of the firm being all of the highest class, they should meet with a welcome reception throughout the Dominion.

The grocers of Canada will be pleased to hear that the IXL Spice and Coffee Co., London, Ontario, who started in business about two years ago, importing and manufacturing spices, coffees, extracts, mustards, etc., etc., have added to their now extensive line the making of jelly powders. Choice materials, finest fruit flavors and the experience of years in the making of this article, has enabled them to produce one of the finest jelly powders on the market to-day. In all their goods they adhere strictly to their motto — "Quality," guaranteeing all goods put up under the Sweetheart label, to be absolutely pure.

Since the Dow Milling Company fire at Pilot Mound, Man., it has been made known that the company intend to erect a new plant for the manufacture of cereals and oat meal in Winnipeg, and the capacity will be increased from 250 barrels per day to 500 barrels per day. Nicholson & Bain are directly interested in the Dow Milling Co., and Mr. Bain stated this week that it was the intention of the company to proceed with the plant at once.

An entirely voluntary increase in wages has been granted to the broom tyers in the broom manufacturing department of the Boeckh Bros. Company Ltd. of Toronto. For some years past the prices paid for tying brooms was regulated largely by prison competition, which has now happily been done away with, and the company has, after careful consideration decided to increase the wages of their workmen. In doing so, it has however been stipulated that every broom must be absolutely perfect, as otherwise it will be rejected by the firm's inspectors, thereby insuring to the consumer an article that will give the best of satisfaction. The same rule has been in effect in the brush department of this company for some time, and has proved entirely satisfactory to all concerned.

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What the Grocer Can Do in Month of May

Some Suggestions Thrown Out For Benefit of Dealer That He May Not Fail to Take Advantage of the Season—Selling Cereals, Their Display and Introduction—The Pushing of Vegetables and Fruits—Possibilities of Inducing Trade in Country Produce—Seeds.

By J. W. Bryans.

May should be a busy month for the live merchant. But he must be willing to put forth the necessary efforts to secure his share of the trade.

One thing that he should remember is that the house cleaning season is not yet over. While most housewives are anxious to start in early on the regular spring clean up, still there are a good many who postpone this semi-annual duty until the weather can be depended on to continue favorable for the time necessary for the work. It therefore behooves the merchant to keep a sharp lookout on his stocks of house cleaning supplies, that they may not run short and he should not as yet give up his selling attention to these lines.

Selling Cereals.

As the spring opens up and the weather gets warmer, there is a noticeable increase in the sale of cereals and breakfast foods, and the merchant should be after his share of this trade. In this as in most lines of groceries, proper display and personal salesmanship are the important factors in moving out these lines. In the display a mere pile of the article will receive in most cases only passing attention. If the packages are built into some unusual design, the attention of passersby is attracted first to the design of the display and then to the goods themselves. In showing package cerelas or breakfast foods if they are at all new and the people likely to be in ignorance as to what they are like, it is well to have a package emptied into a dish, so that the customer will have an idea of what it is is like.

Fruits and Vegetables.

Attention to fruits and vegetables during May can be made profitable. Oranges are of good quality and can be made good sellers, the weather is now quite favorable for bananas, and pineapples will be cheaper as the month advances. Green goods can be handled perhaps better at this season than at any other. There is no danger of frost and an absence of the heat which makes their handling difficult in the real summer time. Both fruit and green goods are lines which are bought by customers at the store mostly and if you get them coming for them, it will be helpful to other lines in your business.

Country Produce.

Such lines as eggs, butter, cheese and hams should be given some attention during this month also. The securing of supplies of good quality butter and eggs during the summer months is a difficult problem for the housewife in some districts. Make some arrangement for obtaining the best in these lines and maintain a high standard. You will then be sure of this portion of the customer's trade which is also a holder on the rest. The merchant can also, by proper methods, build up a fair trade in smoked, pickled and cooked hams, and other lines of provisions. Those grocers who do not now handle them should consider the advisibility of doing so, as most customers like to be able to purchase all their food supplies at one store. This line will also give to the merchant a fair margin of profit if he manages it with care. See that your meats are kept where they will not lose weight by drying out and give attention to disposing of the ends of hams and sides.

The Seed Trade.

In most parts of the country the big part of the seed trade is just nicely getting under way and the merchant should give it, prover attention. Display at the beginning of the season is a mighty good move, but it is also of value at any time, showing customers that you still have complete stocks. Now is the time to push the sale of garden and flower seeds. Make a display on one of the counters and suggest this line to all customers who enter during the next couple of days. Then, in about a week, do the same thing again. The season for seed corn begins in May and dealers who handle it should be making preparations by getting the farmer interested now.

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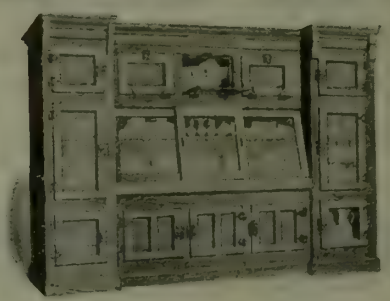
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OR
Canada Brokerage Co., Ltd., Toronto



Queen Quality Pickles

never fail to bring satisfaction to your customers and profit to yourself, because they are a line that always reaches you in perfect condition.

Feature this rapid selling line. The demand for it is largely increasing.



Choicest selected vegetables and other pure ingredients alone find their way into "Queen" Quality Pickles and the entire manufacture is marked by unusual skill, care and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

Try our PURE TOMATO CATSUP.
Send to-day for discounts and prices.

Taylor & Pringle Co., Ltd., OWEN SOUND, ONT.

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

GEO. MASON & CO.

LIMITED

Sole Manufacturers - LONDON, ENG.

Canadian Agents—DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

Concentrated Strength



It Pays to Keep

BOVRIL

Well to the Fore

For—

It gives you a good profit.
It never spoils.
It is pure concentrated beef.
It is universally known and a display in your store will call it to your customers' attention and make sales.



Send a post card for a prepaid supply of cards to

Bovril Limited, Montreal

YOU WANT TO SEE NEW FACES in your store?

Well, the only way is to have something special which you can recommend yourself and which will be freely recommended by others.

CASTOLS is the most recent discovery of modern science; a preparation containing all the medicinal properties of castor oil and a sure and healthy purgative.

A Pleasant Sweetmeat. **CASTOLS** Good for Young or Old



Children Think It's Chocolate **CASTOLS** What a Boon! No More Castor Oil!

COST TO YOU - half-gross (in display tin) $2.25
COST TO CONSUMER—half-gross - - $3.60

PROFIT PER GROSS—$2.70

This is a splendid line. There's money in it.

WRITE US

SNOWDON & EBBITT

325 Coristine Building, MONTREAL

Sole Canadian Agents

Westward Ho!

THE opportunity for manufacturers and shippers of Eastern Canada, Europe and the States to introduce their goods to the Great West is now exceptionally favorable. The Westerner is a good spender at all times, and he has the money to spend. Why not get in on the ground floor? Our extensive connection with Western Canada and our sound finanicial standing, place us in a better position to build up sales for you than any other firm in the West.

We maintain track warehouses at the five strategic distributing points, and we make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade, in a wholly effective way that no other house can offer.

Write us advising what you have to ship. We know we can help you

NICHOLSON&BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY



Your Recommendation

WILL SELL ALMOST ANY WASHBOARD

You only need ***show***

CANE'S WASHBOARDS

to make sales and your recommendation will be given heartily after they have brought other customers through the advertising of good service.

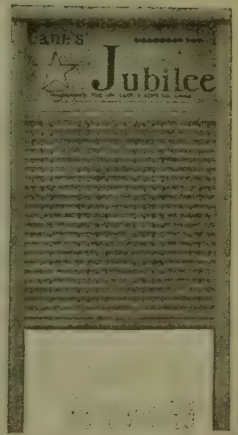
WE MAKE MANY STYLES

and can furnish the proper grade for your trade.

Send for information and illustrated catalog of Cane's washday woodenware. There is good profit awaiting you.

CANE'S JUBILEE WASHBOARD

is a heavy solid zinc board with a perforated rubbing plate, a feature original with us and later widely copied, though never as successful as ours owing to the extra weight and perfect construction of Cane's goods



THE Wm. Cane & Sons Co. LIMITED

NEWMARKET, - - - CANADA

GUNNS QUALITY ROAST PORK WITH DRESSING

G

The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

New Cheese

is now on the market. Quality is not equal to last September cheese, but price is much lower. We shall be glad to supply you either large or twins.

F. W. Fearman Co.

LIMITED

HAMILTON



The Babies Eat What is Given Them

The child cannot choose like the grown-ups. The choice of food for the infant rests with the parent. Give the babies

Reindeer Brand Condensed Milk

It is pure, sterilized and free from germ life—carries none of the infection liable through raw milk.

The Truro Condensed Milk Co., Limited

TRURO, N.S. HUNTINGDON, P.Q.

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Larger Receipts Make Butter Easier

The Arrival of Butter is Larger, With a Consequent Drop in Prices—Live Hogs are Steady— Provisions in Montreal are Easier—Supplies of Eggs are Not as Large as Expected—Prices are Steady.

Live hog prices show a little steadier feeling this week, Canadian markets ruling about the same, while United States markets, with a fairly active arrival of hogs, are a shade higher. The old country market for provisions is reported dull. Montreal provisions are easier in accordance with the drop in live hogs there last week.

The steadiness noticeable in live hogs this week has led some dealers to believe that perhaps the bottom has been reached. During the past few months prices have been materially reduced, and with the improvement in trade which is expected, and which is already being felt, they have hopes that the provision market may be put in a more favorable condition.

Still, there are differences of opinions. Patrick Cudahy of the Cudahy Packing Company, Chicago, is authority for the statement that provisions will be lower, while an exchange which generally is reliable, says: "There is nothing 'bullish' in the situation at the present time, neither do we expect to see prices go a great deal lower."

Egg arrivals have not been as large as expected, following the close of Lent. Some dealers hint that they are being stored. At any rate, shipments have been curtailed, and with a fairly large demand, prices continue steady.

Butter, however, is feeling the effects of large arrivals and prices are easier. The demand continues favorable. The arrival of new make will control future prices to a large extent, while the quantity of old make will also be a factor. In some centres the amount of this held stock is conceded to be quite large, and in others small. One dealer states that the demand which centered on choicest for so long, is now broadening.

In regard to the butter market it may be noted that cream is bringing a lower price in the United States than it is in Canada just now, with the result that Canadian farmers are not shipping their cream as was done last summer. This cream is therefore being made into butter, hence one of the reasons for the present plentitude of the new make butter. Prices show the effect of the new receipts in the drop that has occurred during the past week.

TORONTO.

Provisions.—With the exception of a further decline in lard of ¼ cent per pound, there are no features to the provision market this week. Live and dressed hogs are unchanged, as are also the other pork products. General trade is gradually becoming more satisfactory to wholesale dealers.

Long clear bacon, per lb	0 10½	0 11
Smoked breakfast bacon, per lb	0 16	0 17½
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb	0 11	0 11½
Light hams, per lb	0 15	0 16
Medium hams, per lb	0 14	0 15
Large hams, per lb	0 12	0 13
Cooked hams	0 20	0 21
Fresh shoulder hams	....	0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb	0 18	0 18½
" pea meal	0 18½	0 19½
Heavy mess pork, per bbl	20 00	21 00
Short cut, per bbl	23 00	24 00
Lard, tierces, per lb	0 10½	0 10¾
" tubs "	0 11	0 11½
" pails "	0 11½	0 11½
" compounds, per lb	0 09½	0 10½
Live hogs, at country points	....	6 15
Live hogs, local	....	6 50
Dressed hogs	8 50	9 00

Butter.—The expected has happened in the butter market. Arrivals of both creamery and dairy have increased in volume and prices are a full cent lower than those of last week. Demand continues quite brisk. The supplies of old butter are thought to be quite limited on this market.

	Per lb.	
Fresh creamery print	0 26	0 27
Creamery solids	0 23	0 24
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 20	0 21
Fresh large rolls	0 19	0 20
No. 1 tubs or boxes	....	0 19
No. 2 tubs or boxes	0 17	0 18

Eggs.—Egg prices have not made the downward flight some dealers believed they would, after the close of Lent. This week they remain unchanged and at the same figure as the week preceding Easter. Supplies for some reason are not coming forward in any large quantity, while demand is keeping at a good steady volume. However, egg arrivals may show an increase at any time.

New laid eggs	0 18	0 19

Cheese. — Quotations are given this week on new cheese, 13 cents for large and 13¼ for twins. Old cheese remains steady at present prices, with the total amount of trade not overly large.

New cheese—			New twins	0 13½
Large	0 13		Stiltons	0 14½ 0 15
Old cheese	0 14	0 15		

Poultry.—The poultry trade continues quiet, with no change in prices.

Fowl	0 14	0 15	Ducks	0 17 0 19
Geese	0 14	0 15	Turkeys	0 20 0 21
Chickens	0 18			

MONTREAL.

Butter. — Heavy receipts have been pressing the market down, and locally it is weak. New milk creamery is arriving freely, receipts showing a big increase over the figures for the same time last year. Demand is good, but it is not sufficient to meet the present supplies.

New milk creamery	....	0 23
Dairy, tubs, lb	0 18	0 20
Fresh dairy rolls	....	0 20

Eggs.—Receipts of eggs are not as liberal as they were a week ago, showing a falling off that suggests the cold storage route for what would be the surplus. The market is practically unchanged. Prices are steady before a good demand, and the surplus stocks are going into cold storage for use next winter. A recent report says a Chicago firm offers to sell eggs to local dealers at 17 cents a doz., to be delivered next January, and to be held in cold storage at Chicago until that time at the expense of the American house. Should the reciprocity compact be embraced and the present slight duty removed, Montreal will likely get cheaper eggs. The agreement is said to be under consideration, and if carried out on a big scale would surely alter local conditions.

New laids	0 18½	0 19
Selects	0 22	0 23

Cheese.—The market is quiet. Receipt of new make are coming in fairly liberal. At Brockville recently 600 boxes, mostly of colored, were sold at 11 cents for both kinds. The factories are reported almost all open again, and from now on offerings may be expected to show a weekly increase.

New make	0 13	0 14
Quebec, large	....	0 14
Western, large	....	0 14
" twins	....	0 14
" small, 20 lbs	....	0 14
Old cheese, large	....	0 16

WINNIPEG.

Provisions.—An active trade continues in all lines of provisions. Lard continues to decline owing to weaker market to the south for live hogs. New quotations will be noticed below:

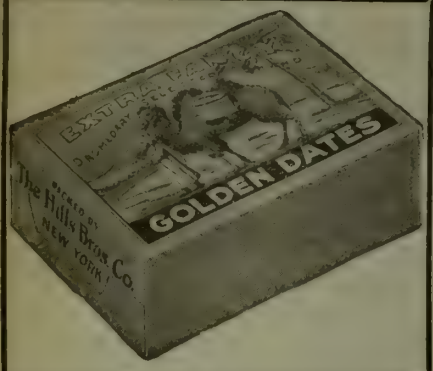
Hams, large	0 13½	Tomato sausage per lb	0 10
Hams, medium	0 15½	Pork sausage	0 09
Breakfas. bacon bellies	18½	Beefs usage	0 07½
Breakfast bacon backs	0 19½	Lard, in tierces per lb	0 11½
Shoulders	0 12	50-lb. tubs	5 90
Long rolls	0 18½	20-lb pails	2 40
Short rolls	0 17½	10-lb. pails, cases	7 35
Long, clear sides per lb	0 11½	5-lb pails, cases	7 45
Boneless backs, per lb	0 15½	3-lb. pails, cases	7 50
Mess pork, bbl	24 50	Compound, 20-lb pails	2 35
Mess pork, ½-bbl	12 50	Steers heifers, abattoir killed	0 10½

Butter.—A drop of four cents per pound in Manitoba creamery bricks has taken place during the week. Large stocks of storage butter have been offered on the market and this has resulted in bringing about the decline in prices. One speculator who buoght butter last fall offered two car loads on the market at a price, it is said, 5 cents below what it had cost him to that date. Eastern creamery bricks are also a little weaker but not so marked, while dairy butter remains unchanged. Receipts of sweet cream to the city are by no means heavy and local creameries stated that they could use a great deal more than they are getting for the ice cream and fresh cream trade of the city. Sour cream is coming in in fair quantities but more could also be used.

Creamery butter—		
Manitoba fancy fresh-made bricks	....	0 28
Eastern creamery bricks	....	0 27
Manitoba	0 25	0 26
Dairy butter—		
Strictly No. 1, delivered Winnipeg	0 16	0 17
No. 2, delivered Winnipeg	....	0 15
No. 3, delivered Winnipeg	0 12	0 13

Eggs.—The price of eggs this week is slightly easier owing to the increased receipts. Some firms are offering 16½ cents while some are a half cent higher. Lower levels are looked for as the season advances.

Cheese.—Prices remain unchanged from last week and trade is still normal. Prevailing quotations are 14½ to 15 cents for old and 13½ to 14 cents for new.



Does Advertising Help You Any?

As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

Apply your answer to our **Dromedary Dates,** which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates,** selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

The carton means a good deal more in dates than it means in most other things.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Streets, NEW YORK

WILSON'S FLY PADS



The demand for these best of all fly killers is growing largely every season.

BY THE CARLOAD

We have now

BANANAS,
TOMATOES,
CABBAGE,
and CELERY

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

Wholesale Fruit, Fish and Produce Commission Merchants, and dealers in Hides, Wool and Raw Furs.



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery



MAGIC BAKING POWDER

We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.

E. W. GILLETT CO., LTD., Toronto, Ont.

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious
Appetizing
Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO

Grocers' Attention

is called to our special

30 Day Trial Offer

AT

$45.00 FOR OUR REGULAR $75.00

Self-measuring Coal Oil

Pump and Tank.

We offer 50 of these pumps thus, as an advertisement, and with the object of introducing our pumps generally.

SEND FOR PARTICULARS TO

Self - Measuring Pumps
LIMITED

53 Richmond St. E. TORONTO

CANADA:
No better Country



MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG
AGENTS for British Columbia and Alberta:
DONNELLY, WATSON & BROWN, Vancouver & Calgary

Sell Mushrooms
There's Good Money in it

We are arranging with one leading grocer in each town to handle our mushrooms during the coming season.

As the supply of these dainties very seldom equals the great demand, the men who secure a local agency for our product are sure of big sales at extra good profits.

Better write us to-day for full particulars before your competitor closes for the exclusive rights in your locality.

WRITE US TO-DAY

Canadian Mushroom Growers
Limited

LINDSAY :: ONTARIO

Don't Run Away

with the idea that all sauces are alike in flavour! There's a difference in sauce made according to the old Mason recipe.

Why not handle this well-known line that is so pure and palatable, and is, moreover, made and bottled in an up-to-date sanitary factory?

Send for samples and details.

Remember the name of the best profit-producer you can handle.

MASON'S No. 1 SAUCE

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented.

Rolled Oats Advance 20 Cents a Barrel

Announcement Made on Tuesday—Higher Oat Market Responsible—Flour is Unchanged—Wheat is Higher Than a Week Ago—Russian Crop Report Causes Rise in Values—The Conditions of American Crop Continues Favorable—Cornmeal is Steady.

The feature of the cereal market this week was the announcement of an advance in rolled oats of 20 cents per barrel due to the recent rise in the oat market.

The Winnipeg exchange is particularly strong on this grain. Conditions in regard to supplies have caused some dealers to wonder if the advances in oats of late were altogether warranted, and if they will maintain their steady position. Within the past week there has, however, been an improvement in the export demand for oats. An exchange says: "The mid-April suns are transforming the pasture fields which are always something of a factor in the markets for coarse grains, and this, and the fact that May is now only a week away, has quickened popular interest in the stories of the combination in Western oats existing in the Winnipeg market. The line of oats carried by the Grain Growers' company, the selling agents of a large number of Western farmers, is said to amount to something like 4,000,000 bushels. It has been somewhat erroneously described as a corner in oats. No corner actually exists but a good deal depends, nevertheless, upon what the May deliveries of oats bring forth. Some grain growers themselves in addition to holding back their oats, have become buyers as individuals."

The corn market also is ruling firmer and cornmeal in sympathy is steady.

Some mills report a slight increase in the demand for flour, but taken generally there has been but small improvement in trade since the reduction in price. The business passing now is mostly in small lots.

Wheat shows more strength than it did a week ago, crop reports from different parts of the world having had an effect on the market. One feature was a cable from Russia stating that the estimate of winter wheat there on April 15th, was 76 per cent. against 84 per cent. for the same time last year. Some dealers however, fear a reaction because of the continued favorableness of the United States crop situation. One dealer in speaking of this crop said, "though the winter wheat crop is getting along well, there is still plenty of chance for trouble before it is harvested while the spring crop is just seeding."

MONTREAL.

Flour.—There is a good demand reported for flour with conditions in the primary market showing increased strength. Local quotations are:

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—The demand for cereals continues fairly brisk even with the arrival of fine weather. An advance of 20 cents per barrel is announced in rolled oats this week.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 15
" barrels	4 60

TORONTO.

Flour.—There is no particular change in the flour situation. The reduction in price has failed to increase the amount of new business to any great extent, buying being done in smalll quantities. Local wheat in sympathy with higher values elsewhere was advanced as high as 99½ cents for No. 1 Northern at the beginning of the week but has taken on a little easier feeling since then.

Manitoba Wheat.		
1st Patent, in car lots		5 10
2nd Patent, in car lots		4 60
Strong bakers, in car lots		4 40
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals.—In sympathy with the higher values for oats, rolled oats and oatmeal have been advanced 20 cents per barrel. The rise in oats was sudden and this has caused some dealers to wonder if they will continue to keep their stady position. Corn is firmer and cornmeal therefore rules steady. Trade is normal.

Rolled oats, small lots, 90 lb. sacks		2 15
" " 25 bags to car lots		2 05
Standard and granulated oatmeal, 98 lb. sacks		2 35
Rolled wheat, small lots, 100 lb. brls.		2 75
" " 5 brls. to car lots		2 65
Cornmeal, 100-lb. bags	1 70	1 80

BROCKVILLE R. M. A. OFFICERS.

Thirty-One Members Pay Their Fees at Last Meeting.

Brockville, Ont., April 27.—The Brockville branch of the R.M.A., at their last meeting elected their new officers. H. A. Harrington who has been recently appointed provincial organizer for Ontario, addressed the meeting upon points of interest to the retail trade. Thirty-one members paid their fees of five dollars and the following officers were elected:—

President—R. Davis, dry goods.
1st Vice-Pres.—H. T. Murray, grocer.
2nd Vice-Pres.—D. D. Donovan, grocer.
Treas.—Wm. Rhodes, grocer.
Secretary—A. M. Patterson, dry goods.

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT
Stratford, Ont. Winnipeg, Man.



MAKE MONEY WITH



MAPLEINE

Mapleine is a new and delightful flavoring.

Put it in your stock—the demand for it is large and growing. We keep it constantly before the consumer. All you have to do is to sell it

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto

HOLBROOKS

ENGLISH

Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar
in bulk or bottle

Holbrooks Pure Pickles
Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand
Norwegian Smoked Sardines

Olaf the Great
Norwegian Smoked Sardines

The "Swan" Brand
Pure Pickles in Mixed and Chow
20 oz. tall square bottle
patent stopper
and

HOLBROOKS

GENUINE

Worcestershire

SAUCE

CANADIAN OFFICES:
40 Scott St., Toronto
Manager, H. Gilbert Nobbs.

Head Office and Factories:
Birmingham and Stourport, Worcestershire, England
Business founded 1798.

LOCAL AGENTS

Quebec: J. R. Renaud & Co.

Montreal: F. L. Benedict & Co.

Winnipeg: Richards & Brown

Regina: Campbell, Wilson & Smith.

Calgary and Lethbridge: Campbell, Wilson & Horne.

Vancouver: Kelly, Douglas & Co

Victoria: Wilson Bros.

Halifax: Bauld Bros.

St. John, N.B.: G. E. Barbour & Co.

Fredericton, N.B.: Randolph & Son.

Charlottetown, P.E.I.: Carvell Bros.

TWELVE REASONS WHY SOME PEOPLE FAIL.

They are always watching the clock —not to see how much they can do in a certain time, but so as not to work a moment longer than is absolutely necessary.

They always grumble at everything that truns up. "Why can't some one else do this" is their constant whine.

They are only punctual at going out to lunch and leaving for the night. To turn up punctually to work in the morning would never occur to them.

They have no confidence in themselves —nor do they think it necessary to acquire any.

They are always asking questions—and never seem able to remember the answers thereto, considering the number of times they ask the same thing.

They always say "I forgot" when any omission is brought to their notice, but they never make the slightest attempt to remember next time.

They are never ready for the next move—they prefer to live in a chronic state of "unreadiness."

They never on any account put the least "life" or "go" into their work. One would think to look at them they were in a state bordering on coma.

They never learn anything from their mistakes nor from anything else. When they do anything right it's by accident not design.

They never dare act upon their own judgment, nor do they trouble to learn how. "Let Jones settle this, as I'm not going to be responsible" is a typical remark of theirs.

They try to make "bluff" take the place of "ability"—which shows what a very poor intelligence they must possess, for "bluff" never can score in the long run.

They prefer to employ any slipshod rule-of-thumb method — being far too lazy to learn even the simplest of systems.

THE CONSUMER TROUBLE.

Toronto, April 20.—The wholesale grocers and fruitmen of Vancouver, B.C., have refused to sell to restaurants and hotels at wholesale prices. As a result it is stated that a number of brokers have come into existence to take advantage apparently of this market opportunity. The grocers and fruitmen have written to E. M. Trowern, secretary of the Dominion R.M.A., to ascertain how to deal with the problem thus presented.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

By Royal Warrant



to H.M. The King

¶ The only original and genuine Worcestershire Sauce is made by **Lea & Perrins.**

. . . . . .

¶ Other Worcestershire Sauces are **imitations,** introduced many years after **Lea & Perrins** had made the name "Worcestershire" famous throughout the world.

ORDER

Lea & Perrins' Sauce

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN **TOWNSVILLE, NORTH QUEENSLAND**

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY :

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply : C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng



Ads That Talk!

Did you ever figure out the value to you of an extensive publicity campaign? The goodness of

TILLSON'S PAN-DRIED OATS

A FOOD—NOT A FAD

has been hammered right home to thousands of Canadian housewives by means of our press and bill-board advertising.

This is the line to feature for profit and satisfaction---the line for which the demand has been created, and which is the best breakfast cereal in the world. Canadian Oats selected in their most attractive and wholesome form.

Open a packet, note the new flake, unbroken, no dust and appetizing---try it on your table and you cannot fail to get enthusiastic over "Tillson's."

Canadian Cereal & Milling Co., Limited

Head Office, LUMSDEN BUILDING, TORONTO

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.

Merchants

It will pay you to recommend to your customers

CLARK'S PORK and BEANS

The quality and Flavor will win for you satisfied and steady patrons.

Are Well Advertised

Nothing but the Best Canadian-Grown Hand-Picked Beans are used and prepared with the greatest care by experienced Chefs in a Sanitary Factory under Canadian Government Inspection.

Every Can Guaranteed

Freight prepaid on Drop Shipments of five cases up to a 40c. freight rate.

Order an assorted shipment from your Jobber to-day.

FLAVORED WITH PLAIN, TOMATO OR CHILI SAUCE.

				Per Doz.
Pork and Beans,	No. 1,	4 doz. cases,	. . . . .	.50
"	" 2,	2 "	"	.90
"	Flats, " 3,	2 "	"	1.00
"	Talls, " 3,	2 "	"	1.25

W. CLARK, - MONTREAL

MANUFACTURER OF

HIGH GRADE FOOD SPECIALTIES

Pineapples

are coming in fine shape; have car to arrive this week.

ORANGES

LEMONS

GRAPE FRUIT

FIGS DATES NUTS, ETC.

NEW CABBAGE

CUCUMBERS WAX BEANS

NEW BEETS CARROTS, ETC.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST. TORONTO

are Largest Receivers

Nothing Like Them

"St. Nicholas"

AND

"Home Guard"

You can make money on them—order to-day from your wholesale.

J. J. McCABE

AGENT

TORONTO, ONT.

Fruits and Vegetables Show More Life

Warmer Weather Responsible for Better Demand—Number of Lines Show Increased Trade—Tomatoes Continue Strong—Oranges are Also Steadier—Bananas are Going Out Freely—Report on Sicily Lemon Crop—Apples are Getting in Small Compass.

Thanks to the warmer weather, trade in fruits and vegetables is taking on more life. Business was backward for a time on account of the changeable weather, but is now expected to improve.

The tomato situation in Florida continues strong with the crop nearing a close, the east having completed its shipments, while from the west of the peninsula goods will continue to come for perhaps a couple of weeks longer. After that this article will be imported from Texas and Mississippi, and later on from Tennessee, while still farther distant is the New Jersey crop. When that comes, however, the home grown product will then be ready for the market.

The orange market is steadier, although the crop continues large. Good shippers are scarce and for a while the navels coming forward showed some waste, so that to be sure of good quality, higher prices were asked. The demand on Canadian markets is quite heavy now.

The more favorable weather has induced a better movement in a number of lines. The banana trade is good, dealers stating that the best months for this fruit are April, May and June. Pineapples are receiving more attention also. Porto Ricans are being received now, but shipments from Florida will not commence until on in May. The crop is later in Florida than last year and will be light.

Lemons are feeling the effect also of the summer demand and are steady in price. A report on Sicilian lemons says, "A heavy windstorm about the end of March damaged the crop nearly 20 per cent. It now looks as if the groves would turn out an average crop. Shipments to America, as regards volume, will depend to a certain extent on the European demand, which just now is active. The conditions and quality of the crop are good, the lemons promising to be sound-keeping stock."

MONTREAL.

Green Fruits.—Apples are getting down to a rather small compass. The demand is reported fair and prices have been well maintained. The summer demand for bananas is beginning to make itself felt, the peddlers helping to get rid of large quantities already. Grape fruit is enjoying a good trade and lemons are showing the first signs of a new movement. North Carolina strawberries are now on the market the first car of 224 crates having arrived this week.

The price is a little easier and wholesalers report a better spirit on the part of retailers. Oranges are steady. The market on the whole possesses quite a healthy tone just now and the trade are handling heavy stocks of both fruit and vegetables.

Apples, bbl.	6 00	8 00	Oranges—		
Spies	7 00	8 00	Cal. navels		3 00
Bananas crated, bunch	1 75	2 25	Valencia	4 00	4 25
Cranberries, bbl.	12 00	13 00	Mexican	2 00	2 25
Cranberries, bxs.	4 00	4 50	Tangerines		4 00
Cocoanuts, bags.	4 25	4 50	Pineapples—		
Grape fruit, Flo.		4 25	Florida, case	4 25	4 50
Lemons	2 50	3 00	Strawberries, N. Carolina	0 20	0 25
Limes, a box		1 50			

Vegetables.—Dealers are quite pleased with the character business has shown of late. The demand is quite general and the new vegetables are meeting with a good call. Prices have not been changing much of late. Potatoes are a little firmer and in steady demand. Tomatoes are no easier in price, but in spite of this fact the enquiry for them is considerable. Radishes, beets, cabbage, celery and other new lines are moving out well. The weather is having a beneficial effect.

Asparagus, boxes of 2 doz.		12 00	Boston lettuce	2 00	2 25
Beans, hamper	5 50	6 00	Florida lettuce, hamper		3 75
Beets, bag		1 00	Onions—		
Carrots, bag	0 75	1 00	Spanish, crate	3 00	3 50
Cabbage, doz.	0 50	0 60	Red, bags 100 lb., per lb.		0 04
Cabbage, bbl.	1 00	1 50	Potatoes, bag	1 15	1 25
Cabbage, crate		2 00	New Bermuda potatoes, bbl	7 50	8 00
Celery, Florida		4 00	Sweet potatoes, hamper		3 00
Cauliflower, French per doz.		5 50	Parsley, crate		2 00
Cucumbers, doz.	2 75	3 00	Parsnips, bag	1 00	1 25
Cukes		2 00	Radishes, dozen bunches		0 50
Garlic, 2 bunches		0 25	Spinach, bbl	2 50	3 00
Green Peppers, small basket		1 25	Tomatoes, crate	2 50	3 00
Leeks, doz	1 75	2 00	Turnips, bag	0 75	0 90
Lettuce—					
Curly lettuce, box	1 50	1 75			

TORONTO.

Fruit.—Trade this week has been quite satisfactory, an increase in demand for a number of lines being noticeable. Bananas are now going out freely. Apples are not at all plentiful and $8.00 a barrel is being asked for No. 1 Spys. Tomatoes are strong at present quotations and a further stiffening in price is looked for. Grapefruit—both Florida and Jamaica—is a little higher this week. The arrival of oranges is not large and prices have been increased somewhat. Strawberries are doing fairly well. Lemons are steady at present quotations.

Apples, bbl.	3 50	8 00	Limes, box		1 25
Apples, box	1 75	2 50	Oranges—		
Bananas	1 50	2 00	Navels, large	2 75	3 25
Cocoanuts, sack		4 75	Navels, small	3 25	3 50
Grape Fruit—			Pineapples crate	4 00	4 50
Florida, per case	3 75	4 25	Strawberries—		
Jamaica, case	3 00	3 25	Louisiana, qt	0 30	0 35
Cuban	2 75	3 00	Tomatoes, case of 6 baskets	2 50	3 00
Lemons—			Rhubarb, doz.		1 00
California		3 50			
Messina	2 50	3 00			

Vegetables.—Dealers are finding no complaint with the present trade in vegetables. Florida cabbage is not enjoying any great trade but other lines are doing fairly well. Asparagus in large and small bunches; spinach in hampers and barrels, and wax and green beans in hampers are offered on the market this week. The market is about bare of

Spanish onions, but there will be some arrivals next week which will probably rule at $3.50 per case. "Parsnips are a drug on the market," remarked one dealer who is quoting them at 40 cents per bag.

The potato situation is about the same as a week ago and larger supplies may have an effect at any time. "A great many potatoes that should come to this market are being shipped to the West," said one dealer.

Beets, Louisania doz.		1 25	Lettuce, Canadian, head.		0 40
Canadian beet, bag	0 60	0 75	Boston head lettuce, doz.		1 50
Cabbage, old, pr bbl.	1 50	1 75	Boston head lettuce, hamper.	4 50	5 00
Cabbage, ½ ton lots, ton		18 00	Onions—		
Cabbage, Florida crate		2 50	Spanish, large.		3 50
Cabbage, North Carolina	2 00	2 25	Texas, case	3 00	3 25
Carrots, Canadian, bag		0 50	Egyptian, case	3 50	3 75
Carrots, Louisania, doz.		1 00	Potatoes, Ontario, bag	1 00	1 10
Celery, Florida, case 8's, 6's, 4's		3 50	Delawares		1 25
Cucumbers, Boston, doz		1 75	Sweet, hamper.		2 75
Endive, 12 heads		1 00	Parsley, per doz		0 75
Wax beans, hamper		5 00	Parsnips, bag	0 40	0 [illegible]
Green beans, hamper		4 50	New turnips, per 11-qt. basket.		0 60
			Asparagus—		
			Large bunches.		0 50
			Small bunches, dozen		1 75
			Spinach—		
			Hamper		0 75
			Barrel		2 25

WINDOW-DRESSING COMPETITION.

Winners of Contest Held in Ottawa by Cereal Concern.

Ottawa, Apr. 27. — In the window dressing competition recently held by a cereal concern here among the grocers the results as announced are:—First, F. W. Forde; second, A. P. Johnson; third, Baxter & Trawbridge.

There were about twenty contestants, and it was only after careful consideration on the part of the judges that the foregoing were awarded the three prizes.

The displays were judged from an artistic viewpoint as well as from an advertising light, and great credit was reflected upon those who took so much pains to boost one line of goods.

Ottawa's Shopping Week.

Next week will be Ottawa's Shopping Week and great expectations are expressed for its success. Special announcements regarding price reductions are being made, and every effort put forth to render the occasion one of success.

Early Vegetables

Mixed Cars from the South are now arriving and Prices are down. This coming week we offer:

NEW CABBAGE
NEW POTATOES
ASPARAGUS
TOMATOES CUCUMBERS
BEANS
PEAS
BEETS, ETC.

Also Specialists in High Class Bananas

WHITE & CO., Limited

HAMILTON TORONTO

NEW CABBAGE — Fresh car just arrived. Hard heads, 5, 6 doz. to crate

TOMATOES — Quality very fine. Hard, ripe, uniform in size.

CELERY — Extra Fancy, well bleached stock, 4 doz., 6 doz., 8 doz. to crate.

Send along your orders.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

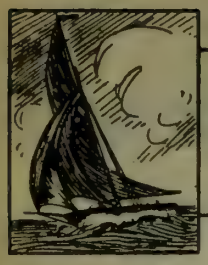


LEMONOLOGY

The season is at hand when your customers will use more lemons, you can't afford to give them anything but the best. Follina's Brands are what you need.

Order by Name. **Sold Everywhere**

W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



Trade in Fish Turns to Fresh Caught

Dealers Enquire for This Class, Which are Arriving Quite Freely, But Will Soon be in Good Supply — Frozen Stock Still in Demand—Better Catches of Fresh Fish on Eastern Coast—Lobsters are more Plentiful Also.

A fair demand for fish keeps the market rather active with enquiries for fresh fish being especially noticeable. Haddock, cod and shad are arriving freely and prices are at a low figure. Halibut are scarce for the time being and an advance in price is reported but is likely to be only temporary. Pickerel are off the market until after May 15th owing to the close season for this fish. Frozen fish are still in demand and are unaffected by the warm weather, thanks to cold storage. The prices are naturally lower than those quoted for fresh stocks. Of the smoked fish, new fillets and haddies are arriving regularly and are meeting with a good demand. Other lines are in good supply with a fair business reported. The catches of fresh fish on the eastern coast are increasing, Nova Scotia reporting larger arrivals last week than at any period during the present year. There is, however, a good demand for fresh fish at the present time, so that prices will quite likely rule steady. There has also been a marked improvement in the lobster catches and prices are slightly easier.

QUEBEC.

Montreal.—A number of price changes are noted as the result of variations in supply. The market is for the most part steady with demand satisfactory. Pickerel are off the list until after the close season which continues until May 15th. Fresh fish is finding rather liberal enquiries and is getting perhaps the bulk of the present call. Shad, halibut and haddock are among the favorites now with the first two the more plentiful.

FRES

Haddock, per lb	0 05 0 06	Halibut, express per lb	0 10
Haddock, fancy shore, per lb	0 06 0 07	Salmon, per lb	0 22
Steak cod headless, per lb	0 06	Shad, buck, each	0 30
		Shad, roe, each	0 50
		Pike, per lb	0 08

FROZEN

Codfish	0 03 0 03½	Flounders, brl	2 00
Haddock	0 03	Salmon, B.C., red	0 09 0 10
Halibut, per lb	0 09	Gaspe salmon, per lb	0 18
Pike, dressed & headless, cases 150 lbs., per lb	0 06	Qualla salmon	0 08 0 09
Brass pike	0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Steak cod	0 04	Whitefish, large, lb	0 07½ 0 08
Mackerel	0 11 0 12	Whitefish, small	0 05 0 06
Mullets (carp)	0 03 0 04		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" " pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
½ bbls	3 00	" " ½ bbls	8 50
No. 1 pollock, bbl	6 00	" " trce., 300 lb	21 00
Scotia herrings, No. 2, bbl		Salt eels, per lb	0 07
Lake trout, half bbl	6 00	Salt sardines, 20 lb. pls	1 00
Choice mackerel half pail	2 00	Scotch herring	6 00
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 25
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.85; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

More fresh fish were marketed here this week than at any period during the present year. All the local Bankers brought in good catches of cod, haddock and halibut. The latter is plentiful, more so than for many months, but despite this fact there has been no decline, locally, in the price. Some fresh salmon taken from Nova Scotian waters were offered on the local market this week. The price asked was eighty cents per pound, and it is needless to say that at that figure the demand was not very brisk.

There has been a marked improvement in the lobster market since last report. All along the coast fishermen are making good catches and heavy shipments are being made to the American market. On one shipment alone, 1,200 crates went forward, and the dumping of 40,000 lobsters on the Boston market at one time caused prices to crumble. The home market is also well supplied, and the price has dropped to $1.80 per dozen, a decline of sixty cents from the figures of last week. There is a good demand for dry fish. Shipments to the foreign markets are light, this being due principally to the fact that there are no fish to sell. Salt fish prices continue firm, and will remain so until the new cure is on the market, which will be in about a month's time.

Herring are now striking in at several points along the coast, but the fish are small. Mackerel are reported moving North on the American coast, but it will be several weeks yet before they reach the waters on the coast of Nova Scotia.

NEW BRUNSWICK.

St. John.—Receipts of fish during the last two or three weeks have been rather light, though prices are about the same as usual. Haddock are scarce, but cod are in fair supply. Halibut are now being received in limited quantities from Brier Island and Halifax. Gaspereaux are a little cheaper and while the bulk of the stock is coming from down the bay, some good catches have been made in the harbor lately. Delaware shad are offered and local shad are looked for about the middle of May. A couple of salmon were taken in the harbor last week, but the usual spring run is not looked for until the latter part of May. Lobsters continue very scarce and high. Thus far, the weather has been cold and the latter part of the week there was a snow storm, but it is hoped that with the advent of warmer weather, conditions will improve.

ONTARIO.

Toronto.—There is nothing of any special importance to the fish market this week. As is natural for the present time, trade is inclined to dullness. In another week there will be a good supply of fresh fish on the market when trade will take on the steady character which it generally does for a month or so after the close of Lent. Fresh trout at 14 cents a pound is added to this list this week.

FRESH CAUGHT FISH

Steak cod	0 08	Fresh trout	0 14
Fresh halibut	0 10	Fresh caught white	0 14
Perch	0 10	Fresh caught herring	0 09
		Haddock	0 06 0 07

FROZEN FISH

Goldeyes	05	White fish, winter caught	0 09
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Oysters, extra selects, gal	2 25
Shredded cod	2 25	Oysters, selects, gal	1 85
Cod, Imperial, per lb	0 06	Oysters, standard, gal	1 65
Fillets, per lb	0 12	Pickled lake herring, 100 lb. kegs	2 80
Haddie, Finnan	0 07½	Quail on toast, per lb	0 07

BRITISH COLUMBIA AND CANNED SALMON.

During the year 1910 British Columbia produced 762,201 cases of packed salmon, totalling in value $4,192,105. The production of fresh salmon amounted to 2,500,000 pounds. Halibut is also the centre of an important industry in that province, the years "take" amounting to 22,500,000 pounds valued at $1,125,000. These with other kinds of ocean fish, salt and dried salmon, herring, oysters, and other shell fish—make up a total production for that province during the year of $8,602,306, which represents a total capital employed in ithe British Columbia fishing industry of $6,823,852, requiring the labor of 19,500 persons, whose earnings total $5,580,000.

THE WEEK'S TRADE CHANGES.

What Canadian Dealers From Coast to Coast are Doing.

ONTARIO.—Frank J. Layman, grocer, boot and shoe dealer, Park Hill, has assigned.

E. Sauve, grocer, Ottawa, has sold out.

Leon Thiverge, merchant, Lemieux, has assigned.

Geo. Lewis, general merchant, Avon, is selling out.

Thos. McGraw, grocer, Kincardine, Ont., has sold out.

J. J. Todd, grocer, Toronto, has sold to Miss R. McEwen.

Oscar Piquette, general merchant, Cambridge, has sold out.

H. F. Simpson, grocer, New Sarum, has sold to Savage & Brown.

Anderson Bros., groceries and boots, Stratton, sold to Gainsby & Upton.

F. W. Hicks, general merchant, Pine Grove, succeeded by Thompson Bros.

W. H. Reid, grocer, 83 Rosslyn Ave., Hamilton, succeeded by L. R. Raven.

C. E. Harrison & Co., Toronto, has sold grocery department to E. J. Godbeer.

George Hacquil, grocer, West Fort William, has sold to the Smart & Taylor Grocery Co.

Thieves removed a quantity of flour from the storehouse of Robt. Harrison, Merrickville.

QUEBEC.—Bastien & David, grocers, Montreal, registered.

H. Lavigne & Co., grocers, Montreal, dissolved.

Richer & Drouin, grocers, Montreal, have dissolved.

The assets of L. A. Warren, general merchant, Quebec, have been sold.

The assets of J. C. Berube, grocer, St. Hubert, Que., have been sold.

R. B. Scott & Sons, general merchants, Scotstown, sold to E. Roberge & Son.

The assets of W. F. Pope, general merchant, Bromptonville, have been sold.

L. Ecuyer & St. Jean, general merchants, Clarenceville, dissolved, G. L. Ecuyer continuing.

WESTERN CANADA.—John Young grocer, Winnipeg, has sold to Cremer & Freicks.

R. Bogue, grocer, Moose Jaw, Sask., sold to J. G. Boyd.

A. Bonamice has opened a general store at Frank, Alta.

L. Coates, grocer, Calgary, Alta., has admitted a partner.

H. D. Smith has opened a general store at Wawanesa, Man.

J. A. Becker, general merchant, Webb, Sask., has sold out.

W. G. Smith has opened a general store at Overbrook, Sask.

H. W. Reid, general merchant, Sperling, Man., has assigned.

Richardson & Rubie, grocers, have opened in Calgary, Alta.

George C. Martin has opened a general store at Langbank, Sask.

J. D. Cameron, grocer, Winnipeg, have sold to E. Finkleman.

R. Burns, general merchant, Grand View, Man., sold to R. Timmins.

W. Graham, general merchant, Bird's Hill, Man., has sold to John Thomson.

Vance Bros., Grand View, Man., have purchased grocery stock of S. Mitchell.

Playford & Lukey, general merchants, Biggar, Sask., have sold to W. W. Miller.

D. A. Robertson, general merchant, Orcadia, Sask., succeeded by W. C. Bagg.

R. C. Brumpton, general merchant, Red Deer, Alta., has sold to McLean Bros., of Stratford, Ont.

E. Finkleman, general merchant, Eyebrow, Sask., sold to W. H. Mullin.

H. Schroeder, general merchant, Aberdeen, Sask., has sold to E. Beeman.

Hickman & Hood, grocers, North Vancouver, B.C., have sold to S. Prentice.

A. M. Rooke, general merchant, Fort Qu'Appelle, Sask., sold to A. Urquhart.

Burnie & Drysdale, general merchants, Dubuc, Sask., succeeded by J. F. Crosby.

MARITIME PROVINCES.—Burgess & Ruinn, grocers, Halifax, N.S., have dissolved.

Block & Isaacs, general merchants, Hemford, N.S., dissolved.

Some Doings in Guelph.

Guelph, Ont., Apr. 27.—The Retail Clerks' and Salesmen's Association of this city held their first meeting for the season at the Commercial last week, and officers were elected for the ensuing year as follows: Hon. president, J. W. McKenzie; president, H. Farrow; vice-president, E. G. Hicks; Sec.-Treas., Geo. Freeland; executive committee: R. S. Robinson, A. T. Black, L. Taylor, G. H. Howard, W. Doherty, C. S. McQueen, C. Deverel.

The following officers were the successful competitors in "single light delivery class," at the Guelph Spring Horse Show: 1st, James Gow; 2nd, Charles T. Hicks; 3rd, J. A. McCrea & Son. There were eight entries of grocers and butchers.



A Good Sample of the Advertising Being Done by Forsyth, Jr., Darmouth, N. S., Who is Recognized as One of the Best Composers of Retail Grocer Ad. Copy in Canada.

Two Kinds of Clerks—One Kind of Goods

Comparison of Selling Methods Employed by Two Clerks in Answering an Enquiry Regarding Pickles—Why One Sold and One Failed—How Good Intelligent Salesman Handled Customer Who Did Not Know What She Wanted.

Ability to make intelligent suggestions, perfect knowledge of the goods carried, and of different methods which may be used in their preparation for the table, go to make up a great advantage to any clerk behind a grocery counter. An example of this was recently shown in a Canadian retail grocery.

A customer entered the store to get something for the evening meal. She was uncertain what to buy. When the clerk came forward and inquired, she said: "Well, I want something for supper but I hardly know what to select."

Now this clerk did not allow his customer to stand there at that counter endeavoring to decide but at once offered some suggestions and showed his knowledge of salesmanship by carrying the sale through successfully.

Selling Salmon Loaf.

"How about salmon, Mrs. B." We have that Blank brand still; you find that good salmon, do you not?" asked the clerk.

"Yes, it is a good salmon," she replied, but we have had it so often lately that I am tired of it."

"Have you tried salmon loaf?" questioned the clerk, "It is very nice," and he launched forth into a description of the method of preparing this dish, concluding with the remark: "We have a lot of customers using salmon in that manner now."

"I believe I will try that," replied the customer, "You may send me two cans of it, please."

"Now what else, Mrs. B?" queried the clerk, "would you like some of these sweet pickles?" denoting a glass display jar on the counter; "they have a taste that I am sure would please you."

"How much are they?"

"These are worth 40 cents per quart," said the clerk.

"Forty cents a quart," she replied with emphasis, "that is very high." With some clerks this would have ended the talk on that line, but not so with this one.

Selling Pickles.

"Yes, they are higher than the ordinary," he admitted, "but then you must remember that they are an extra good pickle. Just try one yourself," handing her a fork and opening the jar, "and you will quite agree with me I think. Of course, we have some others at 30 cents but I think you would like these best."

The trial of the pickle evidently convinced her, for without any further comments, she ordered a quart.

Now he might have sold the cheaper article which probably would not have brought any repeat trade in this line but he knew that she would like the taste of the better one and if she once bought them, would likely come back for more.

Quite different was another attempt to sell pickles, witnessed in another store. Here also were two grades of pickles, displayed on either end of the counter. This time the customer enquired about them and pointing to the jar which contained the better grade she enquired "are those sweet pickles?"

"Yes," answered the clerk but made no further efforts in attempting a sale.

"How much are they worth?" the customer asked.

A Comparison.

"Those are worth 40 cents a quart," he replied in a tone which seemed to imply that he was asking twice the regular price, "but those others are only worth 30 cents," he continued, as if the cheaper article was a bargain compared with the other.

"What is the difference between the two?"

"I think those are old country pickles. I guess it costs more to bring them here," he continued without mentioning the detail of quality as the other clerk had done.

The customer did not seem to be favorably impressed with either, so she did not buy at all. In the first case the clerk had both suggested the article and sold it and in the latter the customer had inquired. This clerk had even then failed to make a sale.

Splendid Food Values of Sago And of Tapioca

By J. D. Bell.

It is very difficult to understand why the demand for tapioca and sago, which should really be necessities in every household, is not greater than at present. Apparently the grocers throughout the country do not bring these articles sufficiently before the notice of their customers. Tapioca, either medium pearl, or seed pearl, is nutritious. It is easily digestible, and very palatable, and can be made up into a variety of dishes. Now that the warmer weather is coming on, it makes a delicious dessert taken in conjunction with stewed fruits, or made up into a pudding with milk and custard. It is especially recommended in the case of invalids, or those suffering from weak digestion, and it is a fact that the general public do not really know the value of this food product. It is of a kindred nature to arrowroot, whose nutritive value is known the world over.

The same advantages apply to sago, which is a product very much akin to tapioca, yet of quite a distinct flavor.

The production of these articles is being very much curtailed in the East, because of being supplanted by rubber, and values are gradually being raised. If dealers would take a greater interest in these two foodstuffs there could be easily worked up a larger demand for them.

CONSUMERS' ASSOCIATION.

American Said to be Spreading New Dodge in Vancouver.

Vancouver, B.C., April 27.—The grocers of Vancouver are up against a new dodge, originated by a couple of Americans, who operate under the name of the Consumers' Purchasers' Association, and call at the houses in the well-to-do sections of the city. They propose, it is said, that if the housewife joins, paying a fee of $2, $3 or $5, whatever sum can be successfully annexed, she can get her goods a certain percentage cheaper. A list of houses giving the reduced rate is printed on the back of the membership slip.

This matter was discussed at the meeting of the Vancouver Retail Grocers' Association on Tuesday night, and a pronouncement was made against any such proposition. It is in such instances as these that association benefits work out, for with a central organization they are soon heard of and discussed. The members were unanimous against becoming a party of the Consumers' Purchasers' Association.

Hamiota Trading Co., Hamiota, Man., have moved their general store to McLean, Sask.

Gordon Jacob, general merchant, McLean, Sask., sold to Hamiota Trading Co.



SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavour is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros, Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

22 Men Average $24.50 A Week

This is the record of twenty-two circulation representatives of the MacLean Publishing Company, for the week commencing April 3rd and ending April 8th, 1911.

Do you realize that the most competent business man of to-day is the one who has had experience in selling, who has attained the qualities of a salesman?

No work affords such possibilities for this training as does circulation work.

The MacLean Publishing Co. have a number of attractive positions open for men to represent their thirteen publications. The work could be handled during spare hours.

The record stated above of 22 of our representatives, illustrates the possibilities. You have an equal chance.

Write for particulars to

MacLEAN PUBLISHING CO.

149 University Ave. **Toronto**

Grocer's Encyclopedia—Rice as a Food

Some Bits of Information in Connection With This Widely-Used Cereal That May Be of Interest to Dealers Here and There—Feeds Nearly Half the World — Its Values — The Almost Innumerable Names—How it is Prepared.

The consumption of rice the world over is large, but the demand for it in Canada could be increased. Its sale in this country is not as large as it might be. There are several arguments that the grocer could use to create a larger sale for this foodstuff among his customers. In the first place, it is comparatively cheap, this being true even in the higher grades.

Rice is especially adapted to the wants of meat-eating peoples, and is one of the lightest, most wholesome and digestible foods we have. It gives but little work on the digestive organs, and is considered to be an excellent flesh builder. The nutritive value of one pound of rice is given as about equal to that of 4 pounds of potatoes. It should, however, be properly cooked.

Feeds Half the World.

An exchange recently said in regard to rice: "There is no other vegetable product so widely consumed. It forms the staple food of one half of the human race. It is the chief food of the people in China, Japan, Burmah and Siam, and it is estimated to be the staple food of perhaps 90 million people in India."

This cereal has upwards of 1,300 names, and several thousand distinct forms and shades of color, because of the different climates and soils, but the two principal divisions are "upland" and "sea level" rice.

The plant very much resembles the oat in shape and color. In some of the wet, marshy, tropical countries, the wild plant is as common as grass, but it is now cultivated in most of the hot and moist climates. After rice has been sown it requires flooding, with several inches of water until it sprouts. Each seed sends up several stocks, the plant growing from one to three feet high. Two crops are often obtained in a single year.

Best Known Kinds.

The growths best known in this country are Rangoon, Patna, Japan, Java and Carolina. The largest consumption is of the cheaper grades, but there is a steady increase in the totals of the better grades being used of late, and Japan and Patna are receiving considerable attention. The highest grade is "Carolina," which is grown on the low, marshy grounds of South Carolina. It is very broad and short, and usually very broken up, and is superior because it boils softer than the other kinds.

The rice has three parts—husks, inner cuticle, and the grain itself, as it is ordinarily offered. The inner cuticle grows fast to the grain, and has to be worn off by friction, forming a residue called rice meal, which is used as cattle food. This cuticle is rich in gluten and in China is eaten with the rest of the grain.

The inner cuticle of the grain, while it is very hard, and grows quite tightly on the grain itself, splits away without much trouble when subjected to an end-to-end pressure, leaving the white grain perfectly clean.

To be Well Cooked.

Rice has a highly nutritive value, but should be properly cooked. One way is to thoroughly wash the rice, first in cold water, next in tepid, and then in hot. Place it in a well closed vessel, and add for every cup of rice two of water. Bring this rapidly to a boil, and let it continue boiling about an hour until all the water has steamed away, and finally put a few pieces of butter on the rice before taking the vessel off the fire.

Quite a large quantity of the grain is now used in the manufacture of puffed rice, which is a very appetizing and easily digested food, the taste being somewhat similar to that of toasted nuts. Each kernel in the process of manufacture is puffed to eight times its natural size—said to be four times as porous as bread.

The whole, plump grains are sealed up in bronze metal guns. The guns are then revolved for sixty minutes in a heat of 550 degrees. That heat turns the moisture in the grain to steam, and the pressure becomes tremendous. Suddenly the guns are unsealed and the steam explodes. The grains are puffed to eight times their natural size without breaking a single coat. Just the plain rice that is sold in every grocery store is used in the making of the puffed rice. This is information that the grocer should be able to use in selling this article.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland
CLAY PIPES

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

When writing advertisers kindly mention having seen the advertisement in this paper.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

GROCERY FOR SALE in city of 18,000. Last year's turnover $17,000. Must sell; ill-health. Apply Box 383, CANADIAN GROCER, Toronto

RETAIL BUSINESS WANTED, good grocery business; also two general businesses; turnover $15,000 and $30,000. Must be West or North of Toronto. Give full information. A. MOFFAT, 81 Charles Street, Hamilton.

FOR SALE.

TENDERS will be received by undersigned up to Thursday, May 4, for grocery stock and fixtures of R. C. Fraser Estate, amounting approximately to $1,500. Store can be leased at low rental; location is one of best in city. W. C. LILLIE, Assignee, Fort William, Ont.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MULTIPLE TYPEWRITING and real printing turned out by the Multigraph in your own office will get more business and reduce Printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto, Ont.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

POSITION WANTED.

TEA TASTER AND TRAVELER, at present in England traveling for first-class London house, Midland Counties, wishes similar post in Canada and invites offers. Age 31, energetic and abstainer. Box "Taster," CANADIAN GROCER, Toronto

NOTICE TO MANUFACTURERS.

CANADIAN TRADING COMPANY wishes to announce that they are open for business in Winnipeg and desires to get in touch with manufacturers and exporters of high class grocery lines. Address 11, Bank of Hamilton, Winnipeg. (17)

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
8-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Percase
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ¼-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 15
London Pearl, per lb	0 32

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ¼'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ¼'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz.	0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. ahd 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and 50-lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 29

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 15
"Reindeer" Condensed Coffee, case	4 80
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

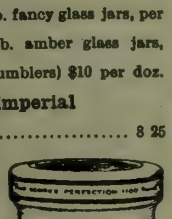
Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50



Coffee.

Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 gross	0 95 dozen
Medium, cases 1 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemin & Fils, Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Soups

CHATEAU BRAND CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3 talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

A GROCERS CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A GOOD BUY



You can make sure of earning the good-will of the ladies if you sell them

BLACK KNIGHT STOVE POLISH

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

Keep a generous stock of this profitable line and push it hard.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N. Y.

A Household Necessity!

The best line of Metal Polishes for you to sell—the line of satisfaction and profit—is

Royal Polishes



They are ready sellers, because they are sold at the right price.

We can ship promptly.

Order to-day.

Royal Polishes Company
Montreal

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited
206 Papineau Avenue - - MONTREAL

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 ' ou.	10 50
" "	tins ½ kilo	100 tins	14 50
Extra Fins	" ½ "	100 "	14 00
Tres Fins	" ½ "	100 "	12 50
Fins	" ½ "	100 "	11 00
Mi-Fins	" ½ "	100 "	10 00
Moyens No. 1	" ½ "	100 "	9 50
Moyens No. 2	" ½ "	100 "	9 00
Moyens No. 3	" ½ "	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil		
Case 25 lbs., 11 lb. bars	0 07½	lb.
" 12 lbs., 2½ lb. bars	0 08½	lb.
" 50 lbs., ½ lb. bars	3 50	case
" 200 lbs., 3½ oz.	3 75	case
"La Luna," 65 per cent. Olive Oil		
Case 25 lbs., 11 lb. bars	0 07	lb.
" 12 lbs., 2½ lb. bars	0 08	lb.
" 50 lbs., ½ lb. bars	3 25	case
" 100 lbs., 3½ oz. bars	1 80	case
" 200 lbs., 3½ oz. bars	3 40	case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 ooz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

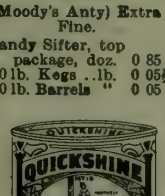
	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER (Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood box



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHERIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders

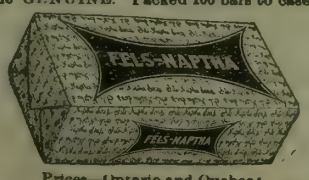
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 3l-b	0 11½
" 5-lb.	0 11½
" 10-lb	0 11



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Mustard

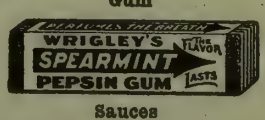
COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ¼-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" ½-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1,	cases 60 1-lb. packages	1 case	$2 85
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	30 1-lb. "	1 case	2 85
	60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

The Season when Appetites Need Coaxing!

Your customers are buying a greater quantity of

PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS

and other delicacies to tickle the palate.

Be Prepared. ***Look over Stocks.***

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkgs	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½

20-lb. boxes, ½c higher.

Celluloid—Boxes of 45 cartons, per case 3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 05½
Kegs, 100 lb	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



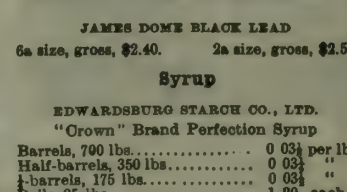
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

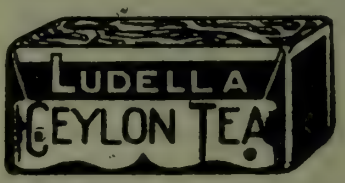
(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ¼ only	0 55	0 80
Gold " ¼ only	0 70	1 00

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 56

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	55
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

On ario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

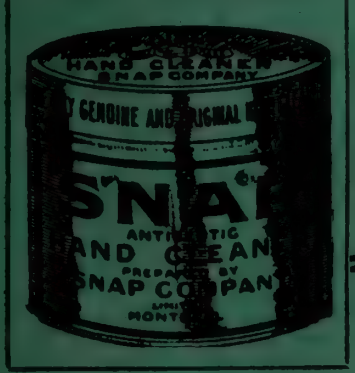
HONEST TOIL

means soiled hands, and hands dirty with grease, tar or paint can be instantly cleaned with

SNAP

THE MAGIC HAND CLEANER

Luckily there's a good deal of honest toil, which accounts for the enormous demand for SNAP. It is antiseptic and benefical to the skin. See you are ready to supply the demand.



Buy from your Jobber

SNAP CO.,
LIMITED
Montreal, - Can.

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 lbs.	Bags,	224 lbs.
"	112 lbs.	"	112 lbs.
"	100 lbs.	"	100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

LOOK UP

YOUR STOCK OF SALT AND DO NOT LET IT GET TOO LOW.

VERRET, STEWART & CO.
LIMITED
MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Canadian Dealer Reads His Trade Paper for the News it Contains—

And advertising is **news.** It is news about his own business—about the goods he sells—and therefore he reads the advertisements.

If his trade paper were not a **reputable,** an **authoritative,** trade paper, he would not be influenced greatly by what he reads. But he **is** influenced in his buying by reading the advertisements in THE CANADIAN GROCER.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO MAY 5, 1911 No. 18

All the World Loves a Winner

AND

KEEN'S 

OXFORD BLUE

has proved a world winner because of its satisfaction-giving qualities. Keen's goes further than any other blue, and is just the line to handle to build up the trade you are after—the steady family trade.

See to the stocking of your shelves For sale by all the Canadian jobbing trade.

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada



"Crown Brand" CORN SYRUP



made an extensive increase last year. This increase was due to three causes:

FIRST, Extensive advertising—the bill-boards from coast to coast are telling the people about "Crown Brand."

SECOND, the quality of "Crown Brand"—the user who once tries it comes back for more.

THIRD, (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; GET YOUR SHARE.

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL. Factory, CARDINAL. Branch, TORONTO

IT WILL PAY TO CONSIDER

QUALITY FIRST



THE quality of a product depends upon the materials used, a thorough knowledge of the product and the careful application, in the preparation of the product, of the knowledge possessed.

Quality products may be a shade higher in price but they are worth the difference, because once you sell a product of quality the future sale of that product is assured, by reason of the complete satisfaction it gives to the purchaser.



MACONOCHIE'S

QUALITY PRODUCTS



STAND the test of quality, because only selected raw materials and the most modern methods of preparation are used and in addition a generation's experience has raised MACONOCHIE'S level of preparing foodstuffs to a fine art. The difference between MACONOCHIE'S products, which are quality products, and inferior products is that

Maconochie's products make future sales

while inferior products make dissatisfied customers and create loss of confidence in you.

MACONOCHIE'S—Pickles, Peels, Pan Yan Pickle, Pan Yan Sauce, Fish, Marmalade, Jams, Worcester Sauce, etc., etc.



Test them and be convinced

FOR SALE BY ALL JOBBERS

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

NEW YORK, CHICAGO, DETROIT
MONTREAL TORONTO

DOLLARS and CENTS

Versus

BRAINS and SENSE

A dollar safely banked is better than two dollars' worth of doubtful merchandise in the store. The daily depreciation in goods of questionable character is a steady and startlingly heavy drain on your invested capital. After all it is not so much a question of Dollars and Cents as Brains and Sense, when you are stocking up, friend.

Quality is the pivot on which your wheel-of-fortune turns constantly. It lubricates business. Without it you will be as helpless as a rudderless ship. With the Brains and Sense that you possess, you'll certainly stock the two quality articles that we list below:—

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality Goods!

Griffin & Skelley's Fine Asparagus

The natural, delicate, tender and toothsome quality of Griffin & Skelley's Asparagus is a bulwark of safety for the grocer who fears for the permanency of his over particular trade. The private beds that produce this famous brand are guarded night and day by those who, seeking with might and main to hold the high standard up, never relax their vigilance over the growing stalks.

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
—
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10 Garfield Chambers, Belfast, Ireland.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

PHONE US FOR PRICES ON
"MORRIS" LARD
AND COMPOUNDS
Finest Quality in the World
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE
Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.
PRICES RIGHT
Lind Brokerage Company
73 Front St. East - - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

CANNED GOODS——1911 PACK

It may seem early to be talking canned goods for delivery next Fall, but it is *not too early* to plan your order, if *you want* the *best goods packed* this season. We control the entire output of a brand new factory located in one of the most desirable growing sections of the country. We offer

"ANCHOR," "FRANKFORD" & "PROSPERITY"

——BRANDS——

CANNED FRUITS AND VEGETABLES

Packed under the personal supervision of the most expert processer in the trade. This assures you a uniformity throughout the entire pack.

IT WILL PAY YOU TO PLACE YOUR ORDERS NOW

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



A Statement in Full

That is what the user of a McCaskey Account Register gives his customers after each purchase.

At the time of the sale the merchant who uses the McCaskey Gravity Account Register System posts and totals each account to date. He cuts out all useless bookkeeping (posting and copying from one book to another), prevents errors in his accounts and disputes with customers, because each patron has the same record of his account and in the same handwriting as he has, prevents forgotten charges, that is, goods sold but never charged, collects his money automatically and faster than any human agency could collect it, has an automatic credit limit and is protected against loss of insurance in case of fire because with the McCaskey System proof of loss can be furnished in an hour's time to the satisfaction of any insurance adjuster.

Seventy thousand retail merchants are using the McCaskey System and tell us that it pays for itself several times in the course of the first year it is installed.

Only One Writing

The McCASKEY SYSTEM

First and Still the Best

You don't have to wait until the man next door or on the corner has installed the McCaskey. Then it will be too late. Act now! Please your trade by giving them a statement in full with each purchase, cut out useless bookkeeping and get more information about your business with less expenditure of time, labor and money.

A letter or postal card will bring you information without obligation on your part to purchase.

Or, tear out this advertisement, sign your name and address and we'll know you want information.

Dominion Register Co., Limited - Toronto, Canada

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.



COLES
COFFEE MILLS

The pedestal mill illustrated here is the latest and newest design in coffee mills of this description, owing to the fact that it is constructed along the most advanced principle that has yet come into use.

The grinders both run at different speeds, as will be seen by the construction of the mill.

It is an acknowledged fact that: Granulating can be done more efficiently at high speed, while pulverizing can be done with less heating of the coffee at a much lower speed. These are indisputable facts.

Let the judgment of experts guide you, for they all decide unanimously in favor of this type of mill, which is Patent Applied For, and manufactured exclusively by us. Price—$150.00.

Made also for counter use. Price $135 00.

Illustrated catalog sent on request.



For Direct Current, $65 00

For Alternating Current, $75.00

COLES MANUFACTURING CO.

1625 North 23rd Street,

PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



A Tasty Breakfast Delicacy!

The morning meal gives an added satisfaction when rounded off with

AYLMER

Orange Marmalade



This delicious preserve is made solely from the choicest selected Seville oranges, imported by us direct, and finest quality granulated sugar, guaranteed absolutely pure. It is put up in 12 and 16 ounce glass jars and in 5 lb. gold-lined pails, and will prove a most satisfactory and profitable seller.

Why Buy Imported Marmalades?

Help Build Up Canadian Industries

Dominion Canners Ltd.

HAMILTON :: ONT.

Up-To-Date Equipment Pulls Business!



Slices Boiled Ham and Bacon down to the last ounce

Nothing so adds to your reputation as the installation of modern devices for handling your goods, and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham. Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener, and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to-day for full details and particulars of what other Canadian Grocers think of it.

Canadian Agents

W. A. FREEMAN CO., Ltd.

Hamilton, Ontario

Here Is Your Opportunity

We have arriving in May, by S.S. Fremona and S.S. Bellona, some choice Old Country Goods—Just read this List:—

50 000 boxes of Garofalo Macaroni
200 cases of Roman Cheese
400 " Orsi Estratto
400 " "Vergine" Olive Oil
125 " Tunny Fish in Oil
50 " Asti Spumante (Sparkling Wine)
200 " Chianti Wine
100 " Italian Vermouth
200 " Ferro China Garroni Bitters
50 " Antipasto (Hors d'oeuvre)
100 " tubs Gorgonzola Cheese
50 barrels of Marsala Wine
75 boxes of Capri and Lacryma Christi Wine

Send your Orders now and you will be sure to Receive Them in the Right Time.

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

By Special Appointment



To His Majesty King George V

ESTABLISHED 1817.

Macfarlane Lang & Co's

Biscuits

The High-class Biscuits of this old-established and widely known Scotch firm are now being regularly imported, and can be supplied in all parts of the Dominion. Special attention is directed to the following outstanding lines :—

"Granola Digestive" (Regd.)
"Rich Tea" (Made in two shapes, Round and Oval)
"Playmate" (Regd.)
"Large Water" (In Round Canisters)

Samples and full particulars from

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto
MASON & HICKEY, 287, Stanley Street, Winnipeg.
THE STANDARD BROKERAGE CO., 852/864, Cambie St., Vancouver, B.C.

Feature "TRIAN" Brand Goods

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

Under this well-known label we import and pack the products of the best known firms in Canada, and the geographical positions of our various branches enable us to save you largely in freight charges.

Moreover, we can always give you the benefit of car load rates.

Our service is prompt and conscientious, and we invite your fullest enquiry.

Write Us To-day

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. Fort William, Ont. Kenora, Ont. Prince Albert, Sask.

THE SUCCESSFUL MAN

in all walks of life is he who has individuality, shows enterprise. and anticipates the needs of those he wishes to influence. Your customers need



EIFFEL TOWER LEMONADE

and will buy it from you regularly if you will supply them. Why not strengthen their goodwill towards you by its introduction?

EIFFEL TOWER LEMONADE

stands out as the **Finest Temperance Beverage** it is possible to produce. It is a line you can put your personal recommendation behind.

You will be serving your best interest by writing for full particulars.

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. MALKIN CO., Vancouver, for British Columbia.
The HARRY HORNE CO., 309 King St. West, Toronto, for Ontario.
Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England.





By Royal Warrant **to H.M. The King**

¶ The only original and genuine Worcestershire Sauce is made by **Lea & Perrins.**

• • • • • • • • •

¶ Other Worcestershire Sauces are **imitations,** introduced many years after **Lea & Perrins** had made the name "Worcestershire" famous throughout the world.

ORDER

Lea & Perrins' Sauce

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT

PERRIN LONDON
CORONATION



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

There's a Feeling of Solid Satisfaction



in handling so good a vinegar as

White Cottell & Co's

It's a good thing when there is satisfaction on both sides of the counter. Vinegar business prospers under such conditions. Let us help your prosperity by shipping a little lot of our Natural Malt Vinegar.

Contractors to the War Office and Admiralty

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue, West Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B
W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

A House old enough to have a reputation, young enough to be abreast of the times.

Packer's Celebrated Chocolates

New Goods, New Packages, New Centres specially manufactured for the Canadian Trade.

Our Mr. J. P. Wright will be at the QUEEN'S HOTEL, TORONTO in a few days, with a full set of samples of the latest productions.

PACKER & CO., Chocolate Manufacturers, BRISTOL, England

ADVERTISE YOUR STORE

Show the people that you are wide-awake:—Use

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality. Write for full particulars and get our two valuable books "NO BROKEN EGGS" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



A SOURCE OF PROFIT IN ARROWROOT

One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Samples, recipes, grades and prices given on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, - ST. VINCENT, B.W.I.

LAWRASON'S SNOWFLAKE AMMONIA

Makes Friends for the Grocer

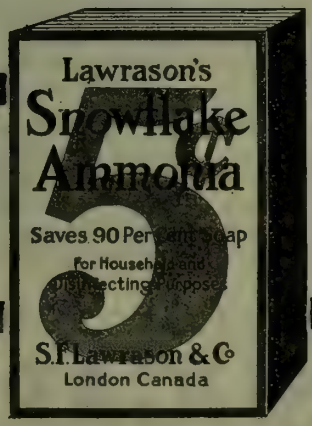
We have put into Lawrason's Snowflake Ammonia that quality which makes it the favorite with housewives, for cleaning and disinfection purposes.

The profit to the dealer makes it well worth his while to give us the benefit of his salesmanship.

Ask your dealer or write us direct.

5C. LARGE PACKAGE

S. F. LAWRASON & CO.
LONDON, ONTARIO



GUARANTEE OF $500

THAT

LAWRASON'S SNOWFLAKE AMMONIA

EQUALS IN POWER ANY SIMILAR POWDER ON THE MARKET SELLING FOR TWICE ITS PRICE.

5c. PER GIANT PACKAGE 5c.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

BeC areful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS
MOLASSES
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



BJELLAND'S
SMOKED HERRINGS
IN
BOUILLON

Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, Hamilton.



Pictures Show the Mexican Vanilla Bean Gatherer

There are more than ninety

flavorings, such as Vanilla, Lemon, Almond, Rose, Pineapple, Strawberry, Ratafia, in the Shirriff Line. The most famous Shirriff flavoring—the one that has created the most widespread interest and focused the attention of both the public and the trade on the Shirriff Line—is

Shirriff's
TRUE VANILLA

—a *real* vanilla extract of exceptional flavor, bouquet and strength. Shirriff's True Vanilla is a trade builder, because it will give the utmost satisfaction to all you persuade to try it. Your customers will feel under an obligation to you for introducing such an excellent product to them. They will have confidence in your judgment, confidence in your goods. And confidence is the foundation stone of all successful, permanent trade.

Imperial Extract Co.
TORONTO - CANADA

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

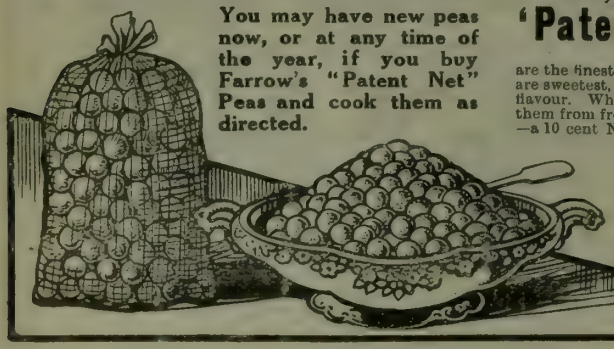
are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW SCOTLAND

CANADIAN DISTRIBUTORS:---Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John. N.B.; C. E. Jarvis & Co., Vancouver, B.C.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

McLeod & Carkson, 847 Beatty Street, Vancouver.
W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax.

DO YOU HANDLE Sterling BRAND CATSUP?

It is one of the leaders of the famous "Sterling" line, and is composed of the finest and freshest tomatoes and purest spices only.

Made in our modern, sanitary factory by experts.

A profitable line for you to handle. Send for prices.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

MOODY'S KLENZINE

Chemists to the Home

IN OFFERING YOU THE

MOODY LINE OF HOUSEHOLD SPECIALTIES

we do so with an absolute knowledge of the ingredients and of what each will do.

The formulas have been developed in our own laboratories and tested in every conceivable way.

MOODY'S Specialties are

Best in Quality
Lowest in Price

STOCK FOR RAPID SELLING

ALPHA CHEMICAL CO.
BERLIN, ONTARIO

The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS —if they come from Telfer Bros. They are golden brown squares of nourishment, and always reach you in a fresh and appetizing condition.

FEATURE THIS LINE—IT PAYS

Telfer Bros., Limited, Collingwood, Ont.

Branches:
TORONTO WINNIPEG HAMILTON FORT WILLIAM



You will be known as a high-class **grocer** if you sell the best **TEA and COFFEE** on the market.

"MELAGAMA"

will make new and steady customers for you. Their sterling quality and pleasing flavor make them popular everywhere. Now in BULK TEAS we have a reputation to sustain. We guarantee you satisfaction and a good profit. Samples and prices cheerfully forwarded.

MINTO BROS. - - - TORONTO



Cane's Diamond King

The easiest washing glass board on the market, made from best English glass in selected wood frame, lock corner and well finished. The king of washboards.

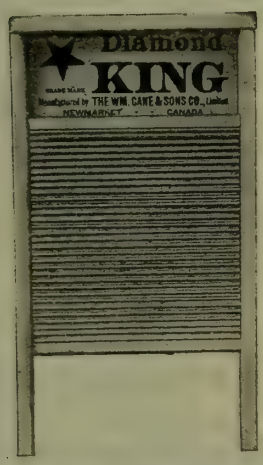
When You Come to Compare Results

CANE'S WASHBOARDS

easily take their place as the best for every purpose.

Cane's Washboards are made for special uses, and to meet every preference.

The Grades and Styles are so varied that you can suit exactly the needs of your customers.



Cane's Wash Day Woodenware

FROM CLOTHESPINS TO IRONING BOARDS

Is Exceptional in Grade and Price

The Wm. Cane & Sons Co., Ltd.

NEWMARKET CANADA



(GOLDEN BUTTERFLY BRAND)

FUSSELL'S THICK RICH CREAM

has the largest sale throughout the world of any **Real Cream.** Not a substitute; not condensed; no preservative; no deception---**JUST HONEST THICK CREAM.**

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St. Halifax, for Nova Scotia, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

Tartan BRAND

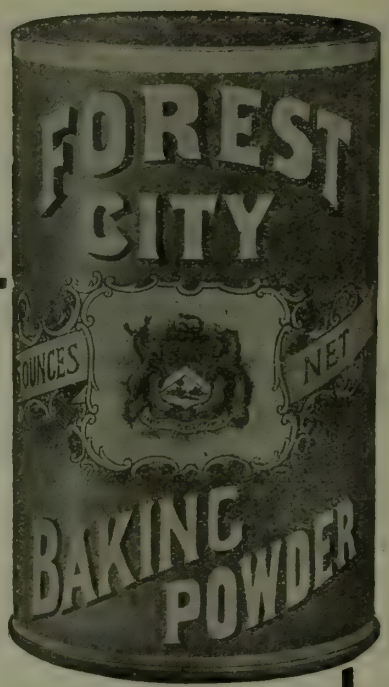
THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Purity Personified!



For 25 years

FOREST CITY

Baking Powder

has been recognized as the standard of purity—the lines you can honestly recommend.

6 oz. tins,	- -	75c. doz.
12 oz. "	- -	$1.25 "
16 oz. "	- -	$1.75 "

GORMAN, ECKERT & CO., LTD.

LONDON, Ont. WINNIPEG, Man.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST. JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.



TRADE MARK OF QUALITY

Sweetheart Brand Extracts

Quality Guaranteed

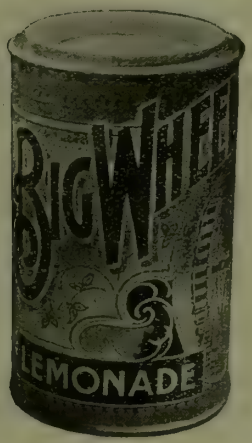
Made from the natural ripe fruit, our Extracts have that delightful flavor, purity and strength which please your customer, ensure repeat orders and give good satisfaction to you.

Ask about our Special.

I X L Spice & Coffee Co.,

London, Ontario

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, - - ENGLAND

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

How Many Customers Have You

who have not asked for H. P. Sauce? Our new extensive advertising is exciting a large demand, and your customers are buying it Somewhere. Wide-awake grocers are making a leading line of



H.P. SAUCE

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA

AN ALL-YEAR-ROUND SELLER



For steady profit and genuine satisfaction no line of canned milk can compare with

Canada First Evaporated Milk

It is guaranteed perfectly pure and very rich in cream and every can is perfectly sterilized before being filled.

A Line that is in constant demand. Made in Canada by Canadians.

THE AYLMER CONDENSED MILK CO., Limited, Aylmer, Ont.
Head Offices, HAMILTON. ONT.

S. T. Nishimura & Co. and T. Furuya & Co.

Amalgamated May 1st and the style of firm will henceforth be

FURUYA & NISHIMURA

Montreal Office: same address, 55 St. Francois Xavier St.

also NEW YORK and CHICAGO



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk---4 doz. in case—$3.35
Princess Condensed „ „ „ 3.90
Banner „ „ „ „ 4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON
St. George, : : : : Ont.

PEEK, FREAN'S

PAT-A-CAKE
GOLDEN PUFF
BILLIKEN
WHIST DRIVE
STANDARD
GRAND BEURRE

and other specialties in

BISCUITS

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are atemptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES {KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

Superiority in Soap lies in one test—that of *Purity.*

ASEPTO
Soap Powder

"The Enemy of Dirt"

qualifies in this respect and is, besides, a very economical soap.

This Soap Powder is a sure seller. A 5c. packet makes 2 gallons of soft soap, or 4 gallons of liquid soap. Try a case—you will be astonished how soon it is gone.

Order From Your Jobber.

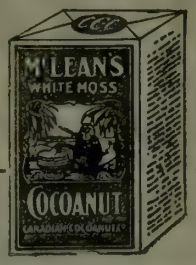
ASEPTO SOAPS LIMITED

ST. JOHN, N.B.

McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS PURE AND OF EXQUISITE FLAVOR.

The Canadian Cocoanut Co'y



Sole Makers, Montreal, Quebec.

TEA LEAD
(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents: ALFRED B. LAMBE & SON, TORONTO. J. HUNTER WHITE, ST. JOHN, N.B. CECIL T. GORDON, MONTREAL

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for Minute Tapioca

Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.

Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

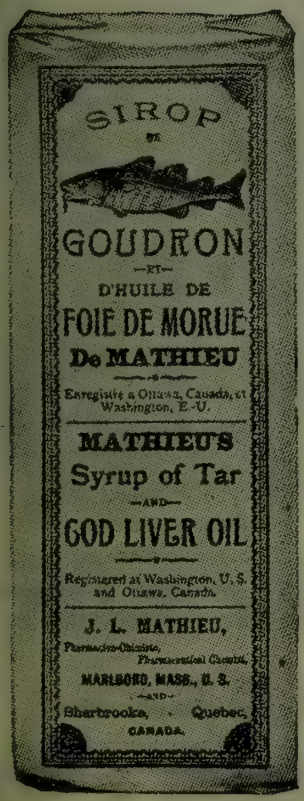
HEAVY DEMAND

There has been such an unexpectedly heavy demand for our new package of lump sugar

Crystal Diamonds Half Cartons

that we have been unable to fill all the orders promptly and must ask the indulgence of Merchants who have ordered this sugar, if there is some little delay in shipping the goods. This package is proving a great seller.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

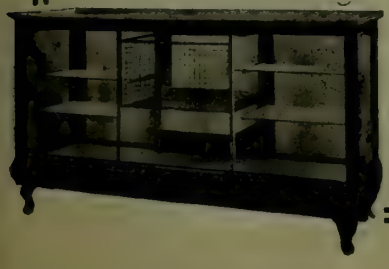
Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont

Silent Salesman Refrigerator

One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.



Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.

Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. DOWNEY,
MONTREAL



THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

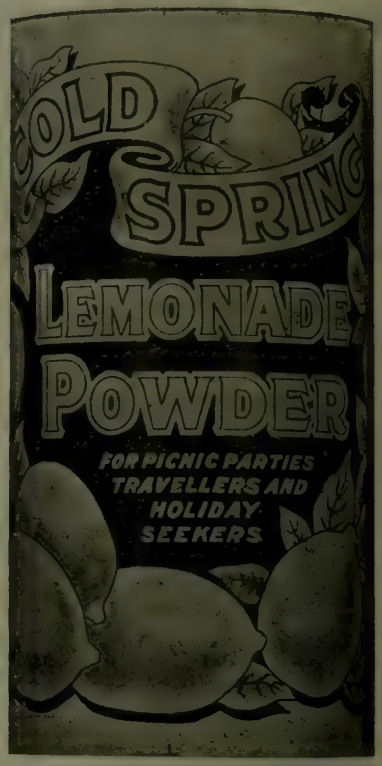
The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

COLD SPRING Lemonade Powder
(World Wide Reputation)



We are filling orders already for this famous summer drink. Don't run the risk of having your order unavoidably delayed.

Write immediately.

S. H. EWING & SONS
MONTREAL

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from $8.50 up.

Drop me a line. I have an interesting proposition.

A. CORISTINE
119 Place D'Youville MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

MAGGI SWISS SOUPS



The Maggi Girl

Send for Free Samples

Try them on your own Table.

Goods Right
Prices Right

Your trade
will like them

Write Us To-day

MACLURE & LANGLEY, LIMITED

12 FRONT ST. E., TORONTO. 604 LINDSAY BLDG., MONTREAL.

Biscuit Tins

ROUND
SQUARE
OBLONG

Shipping, Family, Individual

We make a great variety of styles and sizes and shall be glad to figure on your requirements.

American Can Co.

MONTREAL - - - HAMILTON



You Want
Satisfied Customers
Don't You ?

THEN SELL THEM

"SOCLEAN"

The Dustless Sweeping Compound

It relieves the housewife of the worries of dust and moths, and brightens up her carpets and rugs—
and your profits are increased.

Get SOCLEAN from your Wholesaler or order direct.

SOCLEAN LIMITED

444 King St. W., TORONTO Phone M. 6735

ALL GROCERS SHOULD STOCK



BORWICK'S

BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years.

A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

Agent—

KENNETH H. MUNRO,

Room 333 Coristine Bldg., MONTREAL

NEW MAPLE SYRUP

The "SNOWSHOE" BRAND

is the people's brand and one from which you can derive good profits this season—in fact, there is a steady demand for it the year round

Why It Excels

We make a thorough examination of the sap before we purchase, so that your customers are assured of an article made from the finest stock of a rich color.

Its Guarantee

is THE RELIABLE NAME OF A RELIABLE FIRM.

Timely Advice:—The recent cold snap has considerably delayed the flow, which was not so plentiful as in former years. Therefore place your orders early and take advantage of this profitable line.

RAMSAYS LIMITED

Successors to THE IMPERIAL SYRUP CO., Limited, MONTREAL

Agents—RAMSAY BROS. & CO., Vancouver, B.C. J. D. BRACK & CO., Winnipeg. TEES & PERSSE CO., Ltd., Edmonton.

A Question to All Merchants

Are You Receiving the Profitable Advantage of My Advertising?

CLARK'S PORK and BEANS

Are Advertised and Famed From Atlantic to Pacific

The demand is increasing daily, and you can make your profits larger by advising your trade to use this well-known brand. Only Canadian Hand-picked Beans and Canadian-fed Pork is used, giving them that flavor which is obtained only with experience and care.

Drop shipments of 5 cases can be made from the factory, freight prepaid up to a 40 cents per 100 pound rate. Order a shipment to-day from your jobber.

FLAVORED WITH PLAIN,
TOMATO OR CHILI SAUCE.

				Per Doz.
Pork and Beans,	No. 1,	4 doz. cases,	. . . . .	.50
"	" 2,	2 " "	. . . . .	.90
"	Flats, " 3,	2 " "	. . . . .	1.00
"	Talls, " 3,	2 " "	. . . .	1.25

W. CLARK, - MONTREAL

MANUFACTURER

HIGH GRADE FOOD SPECIALTIES

JAPAN TEA

Our special brands of Japan Tea put out under the Victor, Raven, and Hoopoo labels, are leaders in their respective grades. These teas are slightly colored which gives them a silvery appearance, and in most parts of Ontario helps their sale.
Reports are just to hand with the information that the Japanese Government has decided to prohibit the coloring of teas for the future, and, in consequence, none but sun-dried uncolored will be obtainable out of the new crop.

Dealers whose trade prefers a little color to their Japans may obtain good value from our stock as long as it lasts.

We quote :—

VICTOR BRAND in Half Chests,	85 lbs.	22c.
RAVEN " " "	80 "	28c.
" " " Boxes	40 "	29c.
HOOPOO " " "	40 "	38c.

CALIFORNIA FRUITS

Dried fruits of California growth have taken a big move-on in price during the past few days caused principally by the late frosts which occurred out there about two weeks ago, and all the latest reports verify a big prospective shortage in the coming crops.

We are offering some exceedingly good values which it will well pay you to take hold of before further inevitable advances occur.

MONARCH FANCY SEEDED RAISINS,	1 lb.	8¾
GRIFFIN " " "	1 lb.	8¾
FLORESCA " " "	1 lb.	8¼
EASTER LILY CHOICE " "	1 lb.	7¾
JAY EFF CHOICE " "	1 lb.	7¾
SEEDLESS MUSCATELS, LUSCIOUS BRAND	50s.	7¼
NONPAREIL CHOICE PEACHES	25s.	10¼
" " "	50s.	9¾
WOLF CHOICE APRICOTS	25s.	16
G. & S. FANCY "	25s.	18

TWO EXTREMES

Figs — Evaporated Apples

We can sell you a Comadre or Natural Fig at 3¾ but will have to charge you 14 for a Choice Evaporated Apple. "You pays your money and you takes your choice."

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Corner Front and Scott Streets, TORONTO

Where is the Principle or Justice

in allowing 10 per cent. discount to one grocer, 7 per cent. to another and 3 per cent. to another, in the same town, handling the same goods under the same conditions?

This is what some of our opponents are doing, and although it may be answered that the 10 per cent. is taken off a 500 lb. lot, yet we know of retailers who were only allowed 5 per cent. off 500 lbs. and others who have only been allowed 3 per cent. off 300 lbs.

"SALADA" has only one price to every one of our retail friends. The merchant who buys "SALADA" proves his friendship to us and we reciprocate by treating him as well as we do any of his competitors---we do not make **"fish of one and flesh of another."**

SALADA, - - - - - - TORONTO AND MONTREAL

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Insists Capital is Basis of Figuring

St. Catharines Correspondent Again Enters the List With Henry Johnson, Jr. as to Best Method of Figuring Profits—Maintains Perfect Mathematics Only Needed to Prove His Point—Some More Demonstrations—As Teacher of Future Grocers He Desires to Have Vexed Questions Settled.

By C. E. Jamieson.

Here is another article from the pen of C. E. Jamieson, St. Catharines, Ont. dealing with the figuring of profits:—

In replying to Henry Johnson, Jr.'s remarks in The Canadian Grocer of April 14th and 21st, I desire to submit my appreciation of his courtesy towards my criticism and towards myself. Regarding my line of business, I may say that I am in charge of the commercial department in the local collegiate. As my pupils become grocers and business men of various kinds, I, too, am interested in the question introduced by Mr. Johnson. I may say that I never considered his point of view before, but I am in one respect like Dr. Glashan, inspector of schools in Ottawa; whenever I hear anyone taking one side of an argument, I like to take the opposite side, and fight to the best of my ability, for it is in this way that we may most nearly ascertain the truth of the matter. I trust then, that Mr. Johnson will forgive me for still keeping "on my own side of the ring."

Just Bad Mathematics.

Naturally I feel gratified that Mr. Johnson admits that I am strictly right as a lexicographer and mathematician. And if the mathematician is correct in taking the point of view which I assumed, should not the grocer, whose very existence depends, if not on theoretical, at least on practical mathematics, accept it also? If, in taking this stand, he loses thereby, is it not but fair to say that his incomplete knowledge of the mathematics involved is the reason of the loss, since the mathematical method is strictly correct? In fact it can be proven by the very axiomatical character of mathematics.

Play Upon Words.

With regard to Mr. Johnson's remarks on the dictionary, it appears to me that he has merely made a play upon words, and has not proven anything with respect to the question at issue. I must take exception to his statement that usage and custom should ALWAYS take precedence over text-books. Usage and custom do not ALWAYS show improvement or even equal excellence when compared with the experience of the past. Would Mr. Johnson say that the customary slangy language of to-day excels the purity and beauty of the earlier tongue? Would he say that the latest engineering devices for lighting weights are superior to those used in the building of the pyramids?

Cash Accounting.

I am glad that my new friend—the enemy for the purpose of this discussion—has defined the terms he is about to use, as I believe that difference in the definition of terms is often responsible for the great apparent divergence between many schools of philosophy. I cannot, however, agree that the question of cost accounting does not enter into this discussion. Cost accounting MUST, by its very nature, enter into the trading, as well as the manufacturing business.

The First Article.

Let us go back for a moment to Mr. Johnson's first article. He says: "You pay 80 cents for an article. Add 25 per cent. of cost and your selling price will be $1. Now, at the end of the season, if you conclude to close out, deduct 25 per cent., and what you have left will be 75 cents—5 cents less than actual cost to you. Had it been your rule to figure ALWAYS from the selling end, you would have figured a profit of 20 per cent. on the sale at $1 and when you closed out you would have deducted 20 per cent., and then you would still have your original 80 cents—actual, original cost." Is it right to call a thing a SHEEP one time and a HORSE another? He added 25 per cent. of the COST, and then took away 25 per cent. of the SELLING PRICE.

Hybrid Methods.

This is not figuring on the cost. It is hybrid method. Then he says that if you had figured on the selling end, you would have come out alright. Now, to borrow Mr. Johnson's own phrase, I submit that he has here answered his own argument, and that if he had figured ALWAYS on the cost, he would have come out alright. For instance he adds 25 per cent. of the cost, making the selling price $1. At the end of the season, he subtracts 25 per cent. of the cost, which nets him exactly what he paid for the article.

That Locomotive Deal.

Regarding the method mentioned in connection with the sale of Baldwin locomotives, I agree with Mr. Johnson that it cannot apply in exactly the same way to the sale of a cake of yeast. But does Mr. Johnson's method fit this case exactly? Let us see! It is absolutely impossible to sell every article for its actual cost plus the profit desired. In the first place it is manifestly impossible to divide the expenses accurately with regard to the article mentioned. Mr. Johnston admits that the actual cost might vary from 15 cents to $1.25; would he charge the woman $1.25 for the yeast, if it had actually cost him that much? Assuredly not. In the second place, again, you cannot always sell an article for the actual cost plus the desired profits, but must depend largely on the market price. If you cannot sell for the market price, and keep down your expenses so as to leave yourself a margin of profit, you will have to quit business. Thus we see that my worthy adversary's method will not prove so much superior to what we may call the Baldwin method.

The Horse Deal.

My illustration regarding a house is not disputed, but Mr. Johnson attacks my stand concerning the sale of the horse. He contends that the seller, not only theoretically, but ACTUALLY in many cases gets the money. We will suppose that in the present transaction he DOES actually get the money. Does it all belong to him, or is he actually a bailee for part of it? A burglar may ACTUALLY get all a man's money, but it doesn't even THEORETICALLY belong to him. Again, in connection with this transaction, I fail to see wherein I have answered my own argument. The grocer is not a broker unless his stock is owned by the wholesale house. In that case, he is a broker, and would receive a certain percentage of the sales; but if he owns his stock, he is selling it for himself, and makes a certain percent profit on the capital he has invested. With regard to the ruin involved in figuring on the 7 cents, Mr. Johnson answers himself in the first example of his first article, as I have shown above.

Grocer Shortens Work.

As to the question of figuring the cost of 9¾ lbs. of ham at 16 cents per lb., we have nothing to do in the present discussion. Suffice it to say that the present day grocer has shortened his work considerably, not by adopting some new principle at variance with mathematical rules, but by combining the same old principles.

Coming now to the question of the investment in stock. Apparently Mr. Johnson would put the purchaser of stocks and the depositor in banks in one class, and the grocer, who not only lets his money accumulate, but gives of his own work in addition, in another class. I hold, however, that the purchaser of stocks and the grocer are in exactly the same position. The clerks often do the actual work for the grocer, who acts as floorwalker, overseer, and investor of capital, in just the same way that the officials of a company do the work for the shareholders who reap the rewards of their labors. Finally, because the margin is narrow, and in order to indemnify the grocer for his miscalculation, Mr. Johnson would have give himself a little extra boost of over 20 per cent., a bonus, if you like. Hence, in order to make a gain of 20 per cent., he would have him sell an article for $6.20 which originally cost him but $4.96. Such a grocer would not be honest with himself. Of course, if he still retains his customers, "FIGURING" rather than pure business would pay him.

In conclusion, I must confess that curiosity was the chief reason for my entering the lists in the first place, but I may say that I am thoroughly interested, and I would like to see all your readers convinced, one way or the other.

Civil Servants Must Not be Harassed

Some Facts Dealing With the Smothering of Garnishee Amendment as Applied to the Civil Service at Ottawa, by Minister of Justice in Commons—No Sympathy for the Creditor —Not in Best Interest of Public.

His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

1. The Civil Service Amendment Act, 1908, is amended by inserting the following sections immediately after section 47:

"47a. All moneys or salaries due or accruing due to any person employed by the Government of Canada shall be liable to attachment in each province of Canada, according to the laws and rules of procedure in force in such province.

"47b. The attachment or garnishee summons or order may be served on the Minister, deputy minister, chief officer, secretary or assistant secretary of the Department in which the debtor is employed, or on the chief officer or clerk of such Department or branch thereof if the debtor is employed outside of the City of Ottawa."

Above is given a true copy of a bill dealing with the garnishment of salaries of Dominion civil servants, submitted in the Commons at Ottawa for first reading on November 24th of last year.

It was presented by A. M. Beauparlant, one of the Quebec contingent, in the House, and was supported earnestly by him, as might be expected, and also by a number of other members, which might not have been expected.

Just Smothered.

But this bill, it is now believed, has came to an ignominious end. This, not because it was not a good bill, nor because it was calculated to do something not done elsewhere, but because Sir Alan Aylesworth, the Minister of Justice, said in the House on March 3rd last:

> "I am considering it from the standpoint alone of the public interest when I say that it would be better to leave untouched the wisdom of generations in this regard and not seek to make any change in the law which forbids the civil servant either to assign his salary directly or to effect the transfer of it by any other means."

That is why it failed; because of the argument of the Minister of Justice that the people of Canada would not be getting the fullest possible return for the money they have invested in the civil service of the country, if the civil servant should be left to the mercy of all and sundry dealers to whom he owed money for goods received. The civil servant was not to be bothered by collectors. He was created to pore over the country's business in a peace as profound as may be expected this side of the grave. It didn't matter that other civil servants, were even as other men, amenable to the common law, those who worked within the confines of the Government establishments in the capital, must be protected from such things. There was not even pity expressed for the dealer who supplied these employes of the Government with goods.

The Minister of Justice.

But if the dealer is to get an insight into the heart of this defence of the debtor proclivities of the civil servant, he must glance over the pages of Hansard to do so, for the public press have deemed this little smothering act as unworthy of their attention. The Canadian Grocer, accordingly reprints from the report of the House of Commons, of March 3rd last, some of the more important features of the address of Sir Alan Aylesworth. It begins after a few remarks of a congratulatory nature directed to Mr. Beauparlant:

> "I wish to say that, in my ideas on this subject, I am not actuated by any feeling of sympathy for the civil servant who does not pay his debts. To pay his debts is a man's first duty, if he be not acting contrary to his duty in incurring debts. But none the less, I must say that I look upon a proposition to change the law regarding the garnishment of the salaries of civil servants as one of very doubtful expediency indeed. The question is simply one of expediency, and the condition of the law which now prevents the seizure of the salary of civil servants is one which exists, not out of any consideration for these employes, but simply and wholly out of consideration for the public interests. It is entirely from that point of view that I question the desirability of making the change advocated by my hon. friend. I have seen it stated in legal works, as the reason for this rule of law, that the King cannot be brought into court against his own will, and, of course, we all recognize that it is the prerogative of the King to be sued only with his own assent upon the advice of his attorney general. That prerogative I regard as something of substantial advantage to the public, and I have no doubt that it may be quite accurate to describe the foundation of this indemnity from the process of garnishment which civil servants enjoy as resting upon that principle of law that the King is not to be brought before his own court and his own judges except upon his own assent, in the constitutional manner I have indicated."

Not in Public Interest.

Here follow a few words to the effect that Beauparlant felt the same difficulty when he framed the bill, and then the address goes on:

> The root of the objection is, in my judgment, that it would not be in the public interests that this should be permitted. Let me say why I am of that opinion. It is practically the same principle of law which precludes a civil servant from assigning his salary. The transfer of his salary which he might make, before receiving it, to any friend, if he wanted to protect himself, or to any creditor, or any person who might buy an instalment of his salary, would not be valid because it is against public policy. That has been the law from the earliest times, when law grew up in England by judicial decisions or judicial interpretations of what is the common law of that country. The principle of the thing is put by Baron Parke, recognized among English lawyers as one of the great masters of English common law in these words. Speaking of the Civil Service, he said:
>
> "The compensation allotted to him under this Act is by way of salary, the object of which is to enable him to maintain such a position in life as will save from the necessity of risking his character, by incurring those temptations which persons reduced to poverty are necessarily exposed to, and which would render him unfit person to be again employed as a servant of the Crown. For this purpose, public policy requires that he should not be permitted to assign it away."

Had no Sympathy.

The creditor knows presumably, and in most cases he does actually, what that man's salary is, when it is payable, just how much he can rely upon, and, therefore, the creditor acts with his eyes open if he allows a civil servant to get heavily into his debt. Under these circumstances, I do not feel much more sympathy with the creditor who is not able to enforce payment by process of law than I would feel for the civil servant who allows himself to get into the position I have described.

I think the law as it stands is in the interest of the people who have the right to get, for the money they pay to the civil servant, the best possible return in the shape of his whole time without his attention being distracted by the annoyance and harassing of creditors such as I have spoken of.

The Legislation Dead.

There is more of the criticism including the all-important sentence printed at the outset, but the damage had been done when the Minister of Justice had progressed this far. As a whole the Commons evinced only passive interest and although Arthur Meighen, of Portage la Prairie, spoke up in eloquent endorsation of Mr. Beauparlant's bill, and although he was supported in turn by Mr. Carvell, those who were behind the measure considered the legislation as dead when the Minister of Justice gave his final pronouncement.

At some time in the future some such amendment may meet with more encouragement than has this, and it may be that the Minister of Justice, whoever he may be at that time may look with other eyes on the question of immunity of the civil servant. Still it would seem that only the demands of a united and harmonious army of retailers.

Accordingly it will be interesting to watch the progress of the Co-Operative Society these Ottawa civil servants have but recently organized.

Harassed in the Office.

Sir Alan further argues that a civil servant can co-operate with his creditor and enable him to get into the same position by taking proceedings before a

judge to attach the salary and have the Crown pay the creditor. Then he adds :

What, then, is the effect ? The effect necessarily is, if you assume, as you must, the case of a civil servant who is not paying his way—the effect necessarily is that the man whose salary has been attached and ordered to be paid to some creditor is harassed by the daily needs of his daily outgoings, and consequently is not in a position to give his undivided attention to the discharge of the duties of the public office which he fills. It is in the interests of the general public that they should get the best possible returns for the money they pay, and that cannot be accomplished if the civil servant is liable to the duns of the continually besetting creditor, and not only to that annoyance, but to seeing, possibly his salary taken from him against his own will, leaving him unable to provide for the actual necessities of his family.

I have not the slightest sympathy for the civil servant who gets himself into that position. * * * In fixing his salary it was the intention of parliament that it shall be adequate and that its payment should be assured—that there was to be a certain fixed and definite amount paid upon a certain fixed and definite day. * * *

KINGSTON ELECTIONS.

Kingston, Ont., May 4.—At a meeting of the Retail Merchants held Tuesday E. T. Steacy was elected president of the local association; W. H. Dyde, vice-president; George Mills, treasurer, and Howard Marshal,, secretary.

The Buffalo Grocery Co., Vancouver, B.C., suffered considerable loss by fire.

An early closing by-law was drafted by the retail merchants of Medicine Hat, Sask., on Monday.

BLENDED BARBADOS.

Bridgetown, Barbados, May 4.—On the ground that it is injurious to the island's staple industry the Barbados Agricultural Society are asking the Government to pass stringent legislation to control the blending of molasses. It has been learned here that certain blends were being made and exported as Barbados molasses, while extensive works are said to be in progress of erection to carry on such operations.

It is claimed that choice or muscovado molasses is mixed with vacuum pan in proportion of two of the former to one of the latter, and the resulting product exported as "Barbados." Molasses obtained by the vacuum pan process is of lower grade than that under the muscovado, and is lower also than the fancy, made direct from the cane.

Barbados is one of the few British colonies, continuing to produce the genuine old-fashioned molasses and the planting community is apprehensive that the industry may be injured by this blending.

The Grocer Letter Box

The Canadian Grocer. — Will you please send me address of any firm that makes those paper or wooden dishes that grocers use for lard and butter?

THOS. SHERWOOD.

Niagara-on-the-Lake, Ont., Apr. 24, 11.

Editorial Note.—Graham Bros., of Kinmount, Ont., can supply these.

The Canadian Grocer.—Kindly give me the names and addresses of some firms manulacturing advertising cuts for newspapers.

A. H. KNECHTEL.

Hanover, Ont., April 25, '11.

Editorial Note.—The Central Press Agency, Pearl St., Toronto; Syndicate Cut Co., 13-21 Park Row, New York; C. E. Zimmerman Co., 1040-1050 Thirty-fifth street, Chicago, Ill.

The Canadian Grocer.—Will you please give me the name and address of the firm advertising in The Grocer some time ago, egg-carriers to fit under a buggy seat, and oblige W. H.

Smith's Falls, Ont., Apr. 22 '11.

Editorial Note.—The name of the firm is Walter Woods & Co., Hamilton, Ont.

The Canadian Grocer.—Has there been anything done this session of House of Commons with garnishee law for civil servants?

M. & A. McLEOD.

Charlottetown, P. E. I.

Editorial Note.—This bill, as will be more fully shown in another part of The Grocer was introduced into Parliaby A. M. Beauparlant, member for St. Hyancinthe, Quebec. When it came up for discussion in March. Sir Alan Aylesworth, Minister of Justice, opposed it on the ground that were a garnishee law put into effect against the civil servant it would tend to lessen his usefulness to the country. Mr. Meighen, of Portage la Prairie, Man., and Mr. Carvell spoke in support of the Beauparlant measure, but it has, in all probability gone down into oblivion. Fuller explanations will be found in article dealing with this bill.

The Canadian Grocer.—Kindly explain in the valued columns of The Canadian Grocer, the business assessment act, now in force.

SUBSCRIBER.

Walkerton, Ont.

Editorial Note.—The business assessment in Ontario is computed on a certain percentage of the assessed value of the property (land and buildings) occupied or used for such a business. This is irrespective of any other assessment which may be made against such a person.

That part which applies to the retail merchant reads :—

"Every person carrying on the business of a retail merchant in cities having a population of over 50,000 for a sum equal to 25 per cent. of the assessed value; in other cities and towns having a population of 10,000 or over for a sum equal to 30 per cent. of the said assessed value; and in all other municipalities for a sum equal to 35 per cent. of the said assessed value."

Another section dealing with department stores reads:—

"Every person carrying on the business of what is known as a departmental store or of a retail merchant dealing in more than five branches of retail trade or business in the same premises or in connected premises where the assessed value of the premises exceeds $20,000; for a sum equal to 50 per cent. of the said assessed value."

"Where the amount of the assessment of any person assessable under this section would under the foregoing provisions be less than $250, he shall be assessed for the sum of $100."

The percentages for other business are: —Distiller, 150 per cent.; brewer, 75 per cent.; wholesale merchant or insurance company, 75 per cent.; manufacturer, 60 per cent.; solicitor, physician, dentist, 50 per cent.; flour miller, producing less than 50 barrels per day, 35 per cent.; photographer, theatre, skating rink, resturant, 25 per cent.

CIVIL SERVICE CO-OPERATION.

First Annual Meeting Held Last Week and Plans Arranged.

Ottawa, May 4.—The first annual meeting of the Civil Service Co-Operative Association was held here last week, the press being excluded. Nine officers were elected, three being for one year, three for two years and three for three years.

It was decided to provide for the opening of a Co-Operative grocery store. No capital stock is to be issued, but the expenses are to be met by debentures. It is planned to distribute the profits made, first by the payment of interest on loans; second, the establishment of a reserve fund; and third, the remainder to be distributed among customers according to the amount of goods purchased.

Another Trade Week.

Hamilton is thinking about having a "trade" week about the end of May.

A BRITISH TRIBUTE.

A British manufacturer, in answering a letter from this office relating to advertising in the Spring Number of The Canadian Grocer, says:

"We are much obliged by esteemed favor of the 5th inst. and in reply we hope to be able to send you some advertisement matter shortly.

"We may state we always keep one of your larger numbers before us, as we consider your paper the very best of its kind that comes into this office, and certainly the most up-to-date."

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED
John Bayne MacLean - President

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Telephone 7324 Main
WINNIPEG - - 32 Royal Bank Building
Telephone 3726
ST. JOHN, N.B. - - - W. E. Hopper
UNITED STATES—
NEW YORK - - - - R. B. Huestis
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Telephone 2282 Cortlandt
GREAT BRITAIN—
LONDON - - - 88 Fleet Street, E.C.
Telephone Central 12960
E. J. Dodd
FRANCE—
PARIS - - - John F. Jones & Co.
31bis Faubourg Montmartre

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Great Britain, 8s. 6d. - - Elsewhere, 12s

PUBLISHED EVERY FRIDAY

BAN ON COLORED JAPAN TEA.

Cables from Japan convey the startling intelligence that the government of "the Flowery Kingdom" has passed a law prohibiting the exportation from that country of colored teas.

This legislation is in line with the action taken recently by the United States relating to colored teas, with the exception that in the case of the latter country the prohibition was placed on imports only.

Should this report prove to be correct the effects of this new move by the Mikado's government will be far-reaching in Canada. The bulk of the teas from Japan sold in this country are of the colored variety, and the placing of the ban upon its exportation will be quite a serious matter. The taste of the consumers who have become accustomed to drinking this particular class of tea will have to be diverted to some other line. But it may be that with this curtailment of this source of supply, higher prices will follow in the other grades. The cables contained no explanations.

CO-OPERATIVE DELIVERY.

Capable dealers have always argued in the past that no scheme of centralized delivery could be worked out to satisfaction in a large community. Yet such a proposition is now being tried in the city of St. Thomas, Ont., and so far the results have been most encouraging.

The towns of Goderich, Ingersoll, and Simcoe have also taken up a like method of handling goods and from all of these there comes nothing but praise of the idea.

It would be as perfectly feasible to attempt a general delivery scheme in Winnipeg, Vancouver, Toronto, Montreal, or London as it was in St. Thomas. Certainly there could not be one big single system to each city; it would have to be divided up into separate districts; but it could be worked out and would reduce the operating expenses of the average city retailer not a little.

The only fault to be found with the systems mentioned above is that they are not co-operative, but under the direction of a single man. There is no reason why the retailer should not control his own delivery, nor why he should not make a profit out of it.

SARDINES IN CANADA.

Canada is to be represented at the International Fisheries Congress to be opened in Rome, Italy, on May 15, by Prof. E E. Prince, the Commissioner of Fisheries for this country, and it is hoped that results of importance to our fishing industry shall follow upon his visit abroad.

The congress meetings will have special interest for Canada, because there are several great and profitable fisheries being developed along the shores of the Mediterranean Sea that might be introduced into Canada. Included among these is the sardine undustry, which is as yet undeveloped here, althogh it is claimed that there is plenty of raw material. Beaver Harbour in New Brunswick is the only place in Canada where these little fish are put up. This little community will no doubt await with great interest the return of Canada's delegate with the ideas of European experts on the subject.

EATON OR HUDSON BAY.

It is probable that during the next few years the country will have the opportunity of looking on at one of the bitterest business battles since Canada's commercial history began. The opposing forces will be the Hudson Bay Company and the Eaton organization and it would seem that the scene of the war will practically cover the entire land from the east through to Vancouver, B.C.

Events of the past have appeared to indicate such a struggle, and the recent announcement that the Hudson Bay Company intends erecting a splendid new establishment in Calgary following upon the report that Eaton's would build a big department store in the same city only tend to confirm the idea.

Time was when these two gigantic concerns went their way without interfering in the slightest degree the one with the other. But that period has gone by. When John C. Eaton decided to build a big department store in Winnipeg he virtually threw down the gauntlet to the old, old trading company. The men at the head of the Hudson Bay Company told him then, so the story goes, that just as he was invading the west, so they would carry the war to the east. This is now being arranged for. Rumors are afloat that the Eaton Company is looking even beyond the Rocky Mountains and Calgary to Vancouver on the Pacific.

There are many dealers who would appreciate such a war.

TO EXTERMINATE THE FLY.

In dealing with scourges and plagues it would be unwise for any one to forget that "an ounce of prevention is worth a pound of cure." Any one who deliberately neglected to take precautions considered necessary by the authorities, and whose neglect contributed afterwards to the death of other persons could legally be charged with criminal negligence under the law with all the attendant proceedings.

Some day that is the light in which the man or woman who fails to take drastic measures against the common house fly will be viewed. Some day that innocent little, even if annoying, pest, will be feared as is the plague. For it has been proven beyond reasonable doubt that the fly is one of the most potent mediums for the spread of disease known to science.

So now that the breeding time of the insect is near let the dealers of this country determine that the war they must wage this year is to be unrelenting in its severity; let them make up their mind to take the ounce of precaution and use the pound of cure. The "ounce of precaution" is to consist of the spreading of chloride of lime, or some equally potent cleanser, on and around all heaps and remains of refuse, in and about the store. And your brother dealers on either side, must do the same if only to follow a good example. The pound of cure lies in the placing of poison pads or "sticky sheets" about the store to trap all those insects which have escaped the destructive breath of the lime during the progress of their creation and breeding. It takes five days for a fly to develop sufficiently to take its place on the ceiling, and walls and counters and goods of your store. Let not a single one become so old.

NOTE AND COMMENT.

Sir Alan Aylesworth, Minister of Justice killed a civil service garnishee bill by remarking that the country would not secure the best returns for its money invested in the civil servant if the latter were allowed to be harassed by a creditor. The minister looks upon the question from the standpoint of the lawyer and does not appreciate the contumely that has been heaped upon the service he defends, because of the unusual security its members enjoy. We wonder what methods the officers of the new co-operative store would adopt should the members just simply neglect to call around and settle up.

Latest Review of Grocery Markets

Trade is Inclined to Quietness—Farmers are Busy Seeding—Reflected on General Business—Japan Government Prohibit Export of Colored Tea — Canned Goods and Dried Fruits Continue Firm—Business Reported Good in Nova Scotia—Potato Situation in British Columbia.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

Montreal, May 4.—With favorable weather conditions, business received something of a new impetus last week, only to be set back again during the early part of this, by reverse conditions. The opening of navigation has helped considerably, especially for shipments to more distant points. But from the trade in general there are no special reports to offer this week. Prices are generally steady and the same may be said regarding supply and demand in the most cases.

The primary market in sugar has shown some weakness of late due to the influence of the European beet market, but locally it is steady, with most of the orders coming in for small lots. Dried fruits are gradually narrowing down in supply and interest is beginning to be divided between the stocks in hand and the prospects of the future market. It is still early, but not for a great many of those who have the first selling of the new fruit.

Sugar.—There is a steady demand for sugar, but retailers are asking only for small quantities. It is a general enquiry and is rather satisfactory to the trade. The local market is well maintained. The primary market has shown an easier tendency owing to a decline in the European situation which was reflected in the western markets.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 50
" " " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—This market continues steady both as regards quotations and conditions of demand and supply.

Molasses, to arrive, car load lots	0 28 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03½
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—Nothing new is reported in this market this week. Stocks are gradually decreasing and the eyes of the trade are beginning to turn toward the new crops and the prospects for the future.

Evaporated apricots	0 18		0 21
Evaporated apples	0 14½		0 15
Evaporated peaches	0 11		0 12½
Currants, fine filatras, per lb., not cleaned			0 07½
" " " cleaned	0 08½		0 09
" Patras, per lb.	0 08½		0 09
" Vostizzas, per lb.	0 09½		0 10
Dates	0 05		0 06
Fards			0 11
Figs, 3 crown	0 08	0 08½	
Figs, 4 crown	0 09		
" 5 crown	0 10	0 11	
Figs, 6 crown	0 11		0 11
" 9 crown	0 13		0 14
Prunes—			
30-40	0 14		0 16
40-50	0 14½		0 15
50-60	0 12½		0 14
60-70	0 13½		0 14
70-80	0 12½		0 13
80-90	0 10		0 13½
90-100	0 09½		0 12
100 and over	0 10		0 10
Bosnia prunes	0 11		0 12½
Raisins—			
Choice seeded raisins			0 08½
" fancy seeded, 1-lb. pkgs.	0 08½		0 09
" loose muscatels, 3-crown, per lb.	0 07½		0 08
" " 4-crown, per lb.			0 09½
Select raisins, 7-lb. box, per box			0 52½
Malaga table raisins, clusters, per box	2 40		5 50
Valencia, fine off stalk, per lb.	0 07		0 07½
" select, per lb.	0 08		0 08½
" 4-crown layers, per lb.	0 08		0 09

Nuts.—There is a tendency on the part of some to reduce the price of Tarragonas and Grenoble walnuts. The present demand is easy but at the same time the general crop reports are not of the brightest. The situation is therefore reported unchanged, but still in the instances mentioned there is the tendency to reduce prices and it has actually been done.

In shell—	
Brazils	0 15 0 18
Filberts, Sicily, per lb.	0 11½ 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 08
Coon green	0 07
Diamond G, roasted	0 08½
Diamond G, green	0 07½
Bon Ton, roasted	0 11 0 11½
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 15 0 16
Pecans, 3 crown, per lb.	0 17 0 18
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 32
Grenobles	0 17

Coffee.—This market has been quiet and uneventful. The local situation is colorless and the primary market is reported dull. In a recent report Willett & Gray point to the coffee situation intimating the future strength of the market. For the next three or four months, it says, supplies will have to be drawn from seaport stocks in Europe and America to an extent that will considerably curtail the available supplies.

Mocha	0 22	0 30	
Rio, No. 7	0 17	0 19	
Mexican	0 22	0 30	
Santos	0 18		0 21
Maracaibo	0 29		0 25

Spices.—The quietness prevalent in the grocery market this week is apparent in spices which are unchanged from a week ago.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Teas.—A steady market prevails in teas. Interest is being turned toward the opening of the Japan market. Otherwise conditions are changed but little. It was reported this week that news from Japan stated that the Japanese government prohibited the coloring of any teas.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 31	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 28
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Rice and Tapioca.—Rice is quiet. The market is dull and featureless; demand is quite routine. Tapioca is unchanged. Present enquiry from the retail trade is steady and seasonable.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 06½
Seed	0 5½ 0 05½

CANNED GOODS

Toronto.—Although trade in canned goods is not particularly large, still it is of a steady and satisfactory nature. Tomatoes are prominent, while both canned fruits and salmon are receiving their share of attention. Further imports of tomatoes from United States are reported. One dealer said: "Tomatoes from the States cannot be laid down here to sell for less than present quotations and as the markets on the other side are steady, the bringing in of the supplies from there will not bring any lower prices here."

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's		1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's		1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's		1 30
" " 3's		1 35
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 07½
" fancy, 2's	1 05	1 07½

" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 80
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 2's	1 12½	1 15
FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25	Lobsters, halves, per dozen	2 65 2 75
Other salmon prices are:		Lobsters, quarters, per dozen	1 60
Humpbacks, doz	1 30 1 35		
Pinks	1 30 1 35		
Northern River Sockeye			1 95
Chicken	4 00	Soup, 2's	1 00
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

Winnipeg.—A brisk movement is taking place in canned goods. Stocks held in fruit are of good size, but vegetables, principally tomatoes and peas, which are being brought in in large quantities from the United States, are light. The present duty on tomatoes amounts to about 90 cents per case. New prices are quoted, and in many cases advances will be noticed. The wholesalers anticipate a considerable demand for all kinds of canned goods and syrup as prevailing prices of dried fruits are so exceedingly high.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 66½	2 66½
" (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 11½	1 11½
" " Midgets, 2's	....	1 41½
" " 3's	1 57	1 59½
" Refugee or Valentine (Green) 2's	1 11½	1 11½
" Refugee Midgets 2's	1 39	1 41½
" " 3's	1 57	1 59½
Beets, sliced, blood red, 2's	1 11½	....
" whole blood red, 2's	1 11½	....
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	....
" " " 3's	....	1 74½
Corn	1 09	1 09
Peas, Standard, size 4, 2's	1 17½	1 17½
" Early June, size 3 2's	1 45	1 47½
" Sweet Wrinkle, size 2, 2's	1 26½	1 26½
" Extra fine sifted, size 1, 2's	1 89	1 89
Spinach, table, 2's	1 39	1 41½
" 3's	1 97	1 99½
Tomatoes, 2's	....	1 20
" 3's	1 60	1 60
" gal	4 25	4 25
FRUITS		
Apples, standard, 3's	1 2	1 29
" gal	4 00	4 00
" preserved, 3's	1 97	1 99½
Peaches, white heavy syrup, 2's	2 01½	2 01½
" " " 3's	3 07	3 09½
" yellow heavy syrup, 2's	2 77	2 79½
" " " 3's	3 09½	3 09½
Pineapple, sliced, heavy syrup, 2's	1 91½	1 91½
Raspberries, black, heavy syrup, 2's	1 89	1 91½
Strawberries, heavy syrup	1 91½	1 91½

ONTARIO MARKETS

POINTERS—

Raisins—Firm.

Japan Teas—Firm.

Toronto, May 4.—Trade in general groceries this week is inclined to quietness. The farmers throughout the country are busy with their spring work, which creates a slackness for the merchant. The amount of sugar going out is small and this makes sales look even smaller.

Reports in regard to the damage done to the growing crop of California fruits are somewhat conflicting. The effects of the frost have been much greater in some districts than in others, hence the difficulty in getting at the true situation. Seedless raisins have evidently been quite badly affected, while prunes, peaches and apricots have also suffered, peaches apparently the most.

Canned goods and dried fruits which have both been prominent for some time on account of their scarcity and high prices, continue in their position of strength. Trade in both these lines while fairly large is on a hand to mouth basis, as retailers on account of high prices are purchasing for immediate needs only.

Sugar.—The sugar market this week is quiet and practically unchanged from a ween ago. There has been a slight reaction in European beets but it is not expected to materially affect the general situation. The number of centrals grinding does not decrease so rapidly as predicted, suggesting that the crop may exceed expectations. However dealers believe that the market will maintain its strength. Further news from Cuba is awaited and also further purchasing by refiners.

Willets & Gray's weekly cables gives the receipts at six principal ports of Cuba at 36,000 tons; exports. 28,000; stock, 335,000 tons against 372,000 tons last year. The number of centrals grinding is 114, against 127 last week, 130 in 1910, and 131 in 1909.

The stocks in United States and Cuba together are 530,644 tons against 518,065 last week, and 748,270 tons last year, a decrease of 217,626 tons from last year.

Extra granulated, bags	4 70
" " 10 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses.—Trade in syrup is steady but molasses are inclined to quietness. The interest in the new make of maple syrup has slackened to some extent but prices continue unchanged.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 [illegible]
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails 38½ lbs ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 33
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—The amount of dried fruit going into retailers' hands just now is fairly large. High prices are no doubt curtailing demand for a number of lines. The situation is about the same as already reported, with prunes and evaporated apples in small supply and evaporated peaches none too plentiful either. The only really low price fruit being offered is figs in bags and tapnets.

Apricots are small in supply with fancy about the only kind being offered and they are at very high prices. Raisins continue firm, both valencias and seeded. One dealer said that packers have advanced prices on California seeded and at present it would cost close on 9 cents to lay 16 oz. packages down here.

Prunes—			
30 to 40, in 25-lb. boxes			0 15½
40 to 50 " "			0 15
50 to 60 " "			0 14
60 to 70 " "			0 13½
70 to 80 " "			0 13
80 to 90 " "			0 12
90 to 100 " "			0 11½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard			0 16 0 16½
Choice, 25 lb boxes			0 16 0 17
Fancy, " "			0 19 0 25
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 10 0 10½
Dried apples			0 09 0 09½
Evaporated apples			0 14½ 0 15
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 18
Valencias selected			0 08 0 08½
Seeded, 1 lb packets, fancy			0 08½ 0 09
" 16 oz. packets, choice			0 07½ 0 08
" 12 oz. " "			0 07 0 07½
		Sairs	0 04½
Dates—		Package dates, per 1 lb	0 06½ 0 06½
Hallowees—		Fards choicest	0 10 0 10½
Full boxes	0 05½ 0 05½		

Tea.—The news that the Japanese government has prohibited the export of colored teas will likely have some effect on Japan green teas. The market for these teas has been firm for some time in sympathy with the general rise in tea values and this will no doubt strengthen it. The change to uncolored teas will take some time to right itself and the question is, will the consumer take kindly to the uncolored green or will he turn to some other kind of colored tea.

Coffee.—The local situation in coffee shows little change. While the statistical position has looked strong for some time, values have not been inflated as it was expected would be the case. With the sales of valorization coffee over, a change in the attitude of buyers throughout the country was looked for, but has failed so far to materialize. The country, though believed to have light stocks, seems able to hold off and spurns the statistical situation. Many believe that the consuming trade is coming to an extremity that will force them to take supplies and that the result will be a further upward movement. A despatch from New York this week says: "No more crop news was forthcoming; but as a matter of fact, recent estimates are taken with a grain of salt in local circles.

Rio, roasted	0 18 0 20	Mocha, roasted	25 0 28
Green Rio	0 15 0 16	Java, roasted	0 27 0 32
Santos, roasted	0 20 0 22	Mexican	0 25
Maricaibo, "	0 22 0 24	Guatemala	0 22 0 24
Bogotas	0 23 0 25	Jamaica	0 20 0 22
		Chicory	0 12

Nuts.—There is a normal amount of trade being done for this season of the year at unchanged prices.

Almonds, Formigetta	0 14 0 15
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 14½ 0 15
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils (new crop)	0 18 0 19
Peanuts, roasted	0 10 0 12½

Spices.—There are no new features to the spice market. Cloves and peppers maintain their firmness. A normal trade spread over the whole list is reported.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs.	¼-lb. tin doz.
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 28	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 80	....	2 75
Nutmegs	....	....	0 80	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice.—Trade in rice is of a steady character but not particularly large in volume. Tapioca is also inclined to quietness, but prices are firm, under the strength of the primary market.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 3 00

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03¾	0 03¾	Tapioca—	
Patna	0 05½	0 06¼	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 05½ 0 06
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 05½ 0 06

Beans.—The bean market is unchanged. Just the slightest firmness noticeable in the best quality but trade just now is rather quiet.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

MANITOBA MARKETS

Pointers—
Syrup—Firm and in strong demand.
Coffee—Market firm.
Shelled Walnuts—Weak.

Winnipeg, April 29.—Ideal weather during the last week has assisted in increasing the volume of trade transacted in all grocery lines, in comparison with last year. Everything in this part of the country depends on the condition of the crop, and prospects for a bumper yield were never more encouraging than they are at present. Added to this the opening of navigation on the great lakes, which took place during the week, will be another stimulus and supplies will be able to be brought in at considerably less cost than by an all rail route. This lower cost of transportation has already had an effect on the local sugar market by causing a decline of 5 cents per hundred pounds. No other markets have been affected, but it is expected that they will in the near future.

The coffee situation continues to attract the attention of all the wholesalers. The sale of valorization coffee by the Brazilian government on April 22 which was expected to have had a weakening effect on the market has not done so, owing to the fact that the sale was not advertised publicly and was conducted as a private affair to which jobbers in general were excluded. The entire block was picked up by an American company with large roasting interests. As a result of this transaction the rumours that a coffee trust existed have gained considerable ground, and the Tea and Coffee Journal, a New York publication, in discussing the subject remarks as follows:—"That appearances point very strongly to the existence of a trust for the manipulation of coffee prices can hardly be contradicted. If there is such a trust the proposed investigation by Congress for which data is being secured will be most timely."

Sugar.—A decline of 5 cents per hundred pounds due to the difference between part lake route, and an entire rail route has taken place. This decline is however no criterion of the condition of the market, as the tendency is at present to advance rather than decline. Present quotations are as follows:—

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Dried Fruits.—The scarcity of all dried fruits is still felt. The advance in prices of raisins which was expected to come in effect the latter part of last week will not do so till this week. Other prices remain unchanged:—

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" " choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " "	0 08

Prunes—

25lb. bx, 90-100, lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09 3-5	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Syrup and Molasses.—A firm market still prevails for all corn products, but no advances have as yet taken place:—

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 38
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 27
Half bbls., per lb	0 08½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Coffee.—As was stated above the existence of a trust in the coffee market is the important topic of the day. With the sale of all the valorization coffee in Brazil to one company the present market is expected to hold firm.

Coffee, standard Rio	0 15	Coffee, choice	0 16
		Coffee, extra choice	0 17

Nuts.—A slump occurred in shelled walnuts this week. A large quantity of cheap nuts were offered for sale, but very few wholesalers were able to take advantage owing to the heavy stocks they were carrying.

Almonds, Formigetta	0 15	0 15
" Tarragona	....	0 16
" shelled	0 33	0 34
Walnuts, Grenoble	0 15½	0 16
" Marbots	....	0 14
" shelled	0 38	0 40
" Manchuria	....	0 14
Filberts	0 12½	0 13½
Pecans	0 18	0 20
Brazils (new crop)	0 15	0 16
Peanuts, roasted	0 09½	0 13½

Tea.—A steady trade continues in all lines of tea, in spite of the fact that the tea months, as they are known, are passed. The demand for package tea continues to increase, and sales are also holding their own.

Beans and Peas.—There is nothing new in the bean and pea market. A steady demand still exists and prices remain unchanged.

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Beas, split, 100 lbs	2 85

Tapioca and Sago.—No changes are reported in these lines:—

Pearl tapioca, per lb	0 06½ 0 06
Sago, per lb	0 05 0 06
Pearl barley, 98 lb. sack	3 [illegible]
Pot barley, 98 lb. sack	2 55

Flour.—An active export demand has been in existence during the last few weeks, and still prevails, but the domestic demand which was also exceptionally strong has been rather weaker since active seeding operations have commenced throughout the west. The tone of the market is however very steady and the majority of the mills are running full time, although a few throughout the country have been slacking off a bit. Last week predictions of higher price were made by some millers, but up to date these have not been realized. Net quotations at Winnipeg are: First patents, per sack of 98 lbs., $2.80; seconds, $2.60; strong bakers, $2.05.

Millfeed.—A very satisfactory demand is prevailing for millfeed in view of the season of the year. Pasturage will be available in a few weeks and the concern about the supplies of feed is diminishing, with the result that a reduction in price has taken place. Bran is now quoted at $19.50 per ton, and shorts at $21.50. Oat chop is firm at $25 per ton in sacks, barley at $24, and oats and barley mixed at $25.

Cereals.—The market for rolled oats is firmer than it has been of late, and while no advance has taken place the stronger tone to the market has had a stimulating effect on the trade. Quotations for 80 lbs. sacks are $2; oatmeal is also active and steady at $2.45 to $2.50 per 100 lbs. sack; and cornmeal at $2 per 98 lb. sack.

Fresh Fruit.—The most crop on the fruit market at present is strawberries, which are coming in large quantities from Lonisiana. A decline of 50 cents per 24-pint crate has taken place during the week and present quotations are $3. Reports of good crops have been received from Arkansas, Hood River, and Missouri, and in spite of the fact that the market is generally a very unsettled one present indications favor lower prices.

Washington box apples		3 00
Florida grape fruit, box		5 00
Bananas, bunch	2 75	3 75
Navel oranges	3 50	3 75
California lemons, crate		5 50
Louisiana strawberries, case of 24 pints		3 00

Green Vegetables.—With the arrival of fine weather the list of native grown vegetables being offered on the local market has begun to enlarge. Trade is satisfactory in all lines the local market gardeners being able to supply practically the entire demand for lettuce and present prices are lower than those prevailing at this time last year.

Native mint, per doz		0 80
Native green onions, doz		0 20
Native parsley, per doz		0 20
Native lettuce, per doz	0 30	0 35
Native watercress, doz		0 30
Minnesota cucumbers, doz		2 50
Florida tomatoes crate		3 50
American radishes, doz		0 45
American head lettuce, doz		1 75
American mint, doz		0 50
California cauliflower, crate		3 00
American garlic, per lb		0 30
Florida spinach, per lb		0 15
California asparagus, crate		4 50
New cabbage, per lb		0 03
New red cabbage, per lb		0 06
Florida celery, per crate		4 00
American pepper, basket		1 00
American rhubarb, box 40 lbs		2 75

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., May 4.—The potato market on the coast is an interesting feature of the trade. For some time past they have been scarce, and this week a carload arrived all the way from New Brunswick. It is a long distance to bring potatoes but the demand warrants it. At the same time, the first new potatoes are in from California, though they will not be a factor for a few weeks.

A week or two ago it was declared that there was not a surplus potato on the lower mainland, when, lo and behold, some of the farmers south of the Fraser River came in with a few loads which they had cached away for just such a time as this when the supply is short and prices high. One man sold at $40 a ton, while another refused $42.50 per ton.

Commission men are on the ground early in the Ashcroft district. There the farmer is starting to get busy to put in his crop, and the buyers are eager to make arrangements for the harvest. They are offering $15 per ton, delivery at the car. The farmer does not like the small price, as he keeps an eye on the conditions as they are now, but with 16 tons to the acre the profit to him looks good.

A feature of the market in eggs was the importation of a carload from Ontario. They are quoted wholesale at 28 cents, with locals at 30 cents.

A slight reduction is noticed in bacon, and there has also been a drop in Ogilvie's strong bakers' flour, though all other brands remain the same.

NEW BRUNSWICK MARKETS.

St. John, N.B. May 3. — Advances were recorded in cornmeal and oatmeal last week, and American clear pork declined 50 cents. Case eggs are now quoted at 19 cents, and hennery at 22 cents.

Beans, hand picked, bus	2 10	2 15	Cal. raisins, seeded	0 08½	0 09
Beans, yellow eye, bus	2 45	2 50	Prunes, lb	0 09	0 13
Cheese, old, lb.	0 14½	0 15	Molasses, fcy. Barbados, gl	0 27	0 28
Currants, lb	0 08½	0 08½	Butter, dairy, lb	0 20	0 23
Canned goods—			Butter, creamery, lb	0 22	0 24
Peas, No. 4		1 20	Eggs, new laid		0 22
" No. 3		1 27½	Eggs, case		0 19
" No. 2		1 32½	Ham	0 16	0 18
" No. 1		1 50	Potatoes, new, bbl	2 00	2 25
Peaches, 2's, dozen	1 95	2 00	Rice, lb	0 03½	0 03½
Peaches, 3's, dozen	3 00	3 05	Lard, compound lb	0 11½	0 11½
Raspberries, dozen	1 85	1 90	Lard, pure, lb.	0 12	0 12½
Tomatoes	1 35	1 40	Bacon	0 16	0 20
Strawberries	1 85	1 90	Pork, domestic mess	22 50	23 00
Flour, Manitoba	6 15	6 20	Pork, American clear	20 50	22 75
" Ontario	5 00	5 20	Salmon, case— Red spring	7 0	7 50
Fish— Cod, dry	6 50	6 75	Cohoes	6 50	6 75
Herring, salt, bbls		5 25	Baked beans, dozen	1 15	1 25
Bloaters, box	0 85	0 90	Lemons, Messina, per box	3 00	3 25
Cornmeal, gran.		4 75	Sugar— Standard gran.	4 75	4 80
Cornmeal, bags		1 45	Austrian "	4 65	4 70
" bbls	2 75	2 80	Bright yellow	4 55	4 60
Oatmeal, bbls		5 00	No. 1 yellow	4 25	4 30
Std. oatmeal	5 35	5 40	Paris lumps	5 50	5 60
Rolled oatmeal	4 85	4 90			
Buckwheat, west. grey, bag	2 65	2 70			

NOVA SCOTIA MARKETS.

Halifax, May 4.—Business conditions are reported good all round, and the shipments of groceries to the outports are quite large. These are increasing in volume each week, and collections are considered quite satisfactory. Green goods are coming on the market in small quantities, and the receipts of Bermuda onions are increasing. These southern grown onions are in fine condition, and dealers report that the demand for them is improving each season. There is quite a brisk demand for canned fruits and vegetables, and the sales of the latter will increase from now on as stocks of winter vegetables are about cleaned up.

"Potatoes will be one dollar per bushel before long," said a dealer this week.

Eggs continue in light demand, with receipts fairly heavy. Jobbers cannot understand the egg market.

The receipts of fruit are large and the demand is better.

Apples, bbl. Winter stock	4 50	5 50	Oranges— Valencia oranges	4 50	5 25
Butter— Creamery prints per lb		0 29	Cal. navels	3 00	3 50
Creamery solids per lb	0 26½	0 27	Rolled oats, bbl.	4 80	4 90
Dairy, tubs, lb.	0 23	0 24	Pork, American per bbl		21 00
Bacon		0 18	Pork, clear bbl		24 00
Bananas	2 00	2 50	Hams smoked		0 16
Beans, per bus	2 05	2 10	Lard		0 16
Cornmeal, bag.	1 35	1 40	Molasses, fancy Barbados, bbl.	0 29	0 32
Cream of tartar	0 30	0 32	Potatoes, bbl		2 75
Canned goods— Beans		1 00	Onions, Spanish per lb	0 02½	0 02½
Corn		0 97½	Onions, Can., 75 lb. bag		1 40
Tomatoes	1 15	1 35	Raisins, Val.		0 08½
Peas, std.		1 20	Sugars— Extra Standard, granulated		4 60
Peas, early June		1 25	Austrian granulated		4 50
Corn beef, 1's		2 00	United Empire		4 50
Corn beef, 2's		3 35	No. 1 yellow		4 01
Cocoanuts, 100		5 00	New cabbage, crate		2 65
Eggs, new laid.		0 18	Tomatoes, crate		3 25
Flour h. wheat per bbl	6 15	6 20	Rhubarb, per lb		0 14
Flour, Ontario blends, bbl	5 00	5 10	Cucumbers, ea		0 09
Rolled oats, bl.	5 00	5 10			
Fruits— Lemons, Messina	3 00	4 75			

MARVELOUS INCREASES

We have reason to believe that no similar business in the world ever increased in the wonderful way **"SALADA"** has during the past few years. So far this year it is the wonder of the trade.

For the first 17 weeks of 1911 our increases amount to 409,348 lbs. Individual weeks compared with the corresponding weeks of 1910 show as follows:—

WEEK ENDING	JAN.	7	INCREASE,	14,774 lbs.	
"	"	"	14	"	28,016	"
"	"	"	21	"	21,414	"
"	"	"	28	"	5,953	"
"	"	FEB.	4			DECREASE 2,910 lbs.
"	"	"	11	"	33,483	"
"	"	"	18	"	6,980	"
"	"	"	25	"	4,086	"
"	"	MAR.	4	"	1,692	"
"	"	"	11	"	46,956	"
"	"	"	18	"	23,563	"
"	"	"	25	"	24,467	"
"	"	APR.	1	"	16,043	"
"	"	"	8	"		DECREASE 7,137 lbs.
"	"	"	15	"	94,705	"
"	"	"	22	"	73,090	"
"	"	"	29	"	24,173	"

Quality tells and Quality is synonymous with "SALADA"

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

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IN

Canadian Grocer

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It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

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"MODERN GROCERY FIXTURES"
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We are now booking futures at 2½ cents a dozen under canners' opening prices.

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FALL DELIVERY

MATHEWSON'S SONS
WHOLESALE GROCERS
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IT PAYS TO STOCK THIS LINE

Every stem made of good quality that will not break and every head made to stay on when you strike it.

EVERY MATCH A LIGHT

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DESERONTO ONT.
OR
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WE WANT YOU TO GIVE US A STRAIGHT ANSWER.

We have told you in previous issues about CASTOLS and have shown you how you can make large profits from same. Now—

Have You Made Any Enquiry About CASTOLS?

If not, waste no time but do so immediately, because CASTOLS will be mentioned by your customers in their weekly grocery order. The Mother recognizes them as a domestic necessity both because the children like them, thus saving her a lot of trouble when Castor Oil is needed, and also because she has no spoon-feeding worries.

When Your Wholesaler's Repres ntative

comes round, ask him what he knows about CASTOLS. He'll tell you the business other grocers are doing with this line.

HERE ARE OUR AGENTS

If your wholesaler is not among them, write us direct.

Howe, McIntyre Co., Montreal; Hudon, Hebert & Cie., Ltd., Montreal; Laporte, Martin & Cie., Ltd., Montreal; J. B. Renaud & Cie., Reg., Quebec; The Denault Grain & Provision Co., Sherbrooke; J. G. Whyte & Son, Ottawa; S. J. Major, Ltd., Ottawa; W. G. Craig & Co., Kingston; Warren Bros. & Co., Ltd., Toronto; Geo. E Bristol & Co., Hamilton; Maycock & Toms, Winnipeg; Cameron & Heap, Ltd., Regina, Sask.; The Codville Co., Ltd., Saskatoon, Sask.; The A. Macdonald Co., Edmonton, Alta; G. F. & J. Galt, Ltd., Calgary, Alta.: The National Drug and Chemical Co. of Canada, Ltd., Montreal; Lymans, Ltd., Montreal; Lyman-Knox Co., Ltd., Montreal.

SNOWDON & EBBITT
325 Coristine Building, MONTREAL
Sole Canadian Agents

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Gunns Limited, West Toronto, have opened a branch at 670 Main St., St. John, N.B., and business has been exceptionally good since the opening.

The Truro Condensed Milk Co., Truro, N.S., will henceforth be known as Reindeer, Ltd. Among the interests controlling the latter is Frank Stanfield, of Stanfield's, Ltd., who is the president. The capital has been increased and the new company intend extending the sales of this well-known product from coast to coast. H. B. McLauchlin is sales manager, and has left on a trip to the western provinces.

Gunns Limited, Toronto, have the first refinery for cotton seed oil products in Canada. They decided to build because of the growing demand for these lines, and have a plant equipped to manufacture a complete line of salad oils, cooking oils, and shortening of all kinds. The capacity is 20,000,000 lbs. per annum. The company intends to handle only the oil pressed from the choicest seeds, to secure a uniform grade of goods. They have a line of tank cars engaged in carrying cotton seed oil in its crude state from the mills of the southern States.

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MACGREEGOR SPECIALTY CO.
Importers of Food Specialties
Toronto, - - Ontario

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A man who signs himself as W. Keppel White, is taking collections, renewal and new subscriptions for the MacLean publications in the Maritime Provinces, without authority.

The assistance of any subscriber in locating this man will be appreciated.

We would ask our readers never to pay their subscriptions to any person not showing the regular MacLean receipt form. The ordinary general receipt form is never used by any of MacLean's authorized representatives.

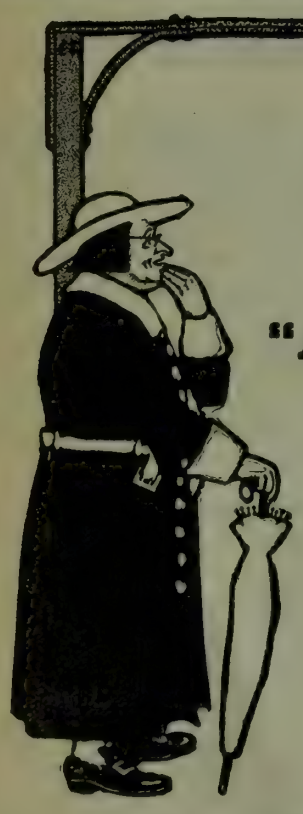
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is "always the same," of uniform excellence, the highest standard of flour quality.

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is the neat and convenient manner in which the soap is packed.

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We maintain large track warehouses at the five leading distributing points in Western Canada, and are thoroughly acquainted with the Western wholesale trade.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

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The Catsup with the different flavour!



There is a delicacy of flavor and appetising richness to every bottle of

"E.D.S." Brand Tomato Catsup

that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is *pressed out* by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best Catsups made in the States or any other country.

It will pay you to feature this splendid line!

"E.D.S." Brand jams and jellies (a very wide range) are real profit-producers and trade-winners.

E. D. SMITH *Made only by* at his own fruit farms **Winona, Ont.**

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The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

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A well appointed Cooked Meat Counter will not only draw custom to your store, but it will show you a good profit. If you have not done so, try it now.

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All meats put up under government inspection.

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"good enough for children" is good enough and pure enough for any purpose.

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Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

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Eggs are Steady; Butter Little Easier

Butter Receipts Larger—Market Weaker—Eggs Maintain Their Position—A Good Steady Demand—No Surplus of Supplies—Cheese Not Particularly Brisk—English Bacon Market Easier—Reflected on Canadian Markets to Some Extent—United States Hog Prices a Shade Weaker.

A weaker feeling has prevailed in the London market for Canadian bacon for the past week, and prices have declined 1s to 2s, the range now being 50s to 58s. This has been reflected to a certain extent upon Canadian markets and live hogs in Toronto are down 15 cents, but Montreal shows no change. American markets are also a shade easier this week as heavy hog shipments are expected from Western States.

The egg market is marking time and is if anything a shade firmer this week at most centres. There is no surplus of eggs as was hinted would be the case. Cold storage is apparently taking care of all surplus supplies throughout the country. One dealer said: "There is an enormous amount of eggs being shipped to the north country from many points in Ontario, so that it is only the surplus stocks that find their way to the Toronto and Montreal markets." A shipment of eggs was recently made from Ontario to British Columbia.

The farmer's wife and butter factory combined have increased supplies of butter on the various market and weakness in prices is the result. In some markets reductions have been made, while at others only a weaker feeling is discernible. Demand for this line is fairly active.

MONTREAL.

Provisions.—The decline in prices last week has influenced business considerably, and the demand has been a little more active. Grocers and butchers have practically exhausted the extra supplies secured for Easter trade. Packers are reported to be demanding supplies just now and the primary market shows some new activity.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 12 lbs., per lb	0 11½
" " " 5 " "	0 11½
" " " 3 " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 375 lbs., per lb	0 11
One pound bricks	0 12
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10½
" 5 " " " "	0 10½
" 3 " " " "	0 10½
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 10
Tierces, 375 lbs., per lb	0 09½
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl. 36-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	8 75
" $00 "	17 00
" $00 "	25 00
Bolled ham, small, skinned, boneless	0 22
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 12½
Medium sizes, 13 to 18 lbs., per lb	0 13
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15
Breakfast bacon, English, boneless, per lb	0 14½
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	6 75 7 00
" dressed, per cwt	9 50 9 75
Country dressed ho per cwt	8 00 9 00

Butter.—The trade are looking for a heavier production of butter than usual this year. Recent rains will have a beneficial effect and if the weather man dispenses a fair share of moisture the make of butter should be heavy. Owing to the present production being large the market is inclined to weakness.

New milk creamery	0 23
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 20

Eggs.—Supplies of eggs continue to come forward freely. The demand is steady and active with the result that the market is in a rather strong position. New laids in round lots sell as low as 17½ cents, but single cases do not show as favorable a price. Any surplus that might be noted is making its way into cold storage.

New laids	0 18½ 0 19
Selects	0 21 0 24

Cheese.—The market is unchanged. There is a favorable activity apparent. More cheese is reported coming into Montreal than was the case last year, and it is already thought that production will be on a larger scale than last year. The outlook for export business is encouraging.

New make	0 13 0 14
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—A lower English market for Canadian bacon has brought about a reduction of 15 cents in live hog prices this week, bringing them down to a $6 basis as compared with $6.90 on March 1st, and of $8.75 on May 3rd last. This puts a little easier feeling in the provision market in general, but there are no price changes this week, except plain and peameal backs which are down ½ cent. Trade is quite satisfactory in volume.

Long clear bacon, per lb	0 10½ 0 11
Smoked breakfast bacon, per lb	0 09½ 0 11½
Pickled shoulder	0 11 0 11½
Roll bacon, per lb	0 15 0 16
Light hams, per lb	0 14 0 15
Medium hams, per lb	0 12 0 13
Large hams, per lb	0 20 0 21
Cooked hams	0 12
Fresh shoulder hams	0 14 0 15
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 17½ 0 18½
" pea meal	20 00 21 00
Heavy mess pork, per bbl	23 00 24 00
Short cut, per bbl	0 10½ 0 10½
Lard, tierces, per lb	0 11 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 09½ 0 10½
" compounds, per lb	6 00
Live hogs, at country points	6 30
Live hogs, local	8 50 9 00
Pressed hogs	

Butter.—Under increased supply, butter prices have again been reduced, and fresh creamery prints are offered at 25 to 26 cents and dairy prints at 20 to 21 cents. A fairly good demand is evidenced but it does not measure up with the supply. Differences of opinion are expressed as to whether prices will slump any further.

	Per lb.
Fresh creamery print	0 25 0 26
Creamery solids	0 22 0 23
Farmers' separator butter	0 20 0 21
Dairy prints, choice	0 19 0 20
Fresh large rolls	0 18 0 20
No. 1 tubs or boxes	0 19
No. 2 tubs or boxes	0 17 0 18

Eggs.—Eggs are holding their own and are decidedly steady at present quotations. There has been no big accumulation of supplies and with a good demand the present situation has been brought about. A good trade throughout the country and the fact that eggs are being stored at many points, is blamed for the curtailment of supplies.

New laid eggs	0 18 0 19

Cheese.—Old cheese is bringing good prices, but the trade is not large in volume. It will be some time before the new cheese has taken on the taste that appeals to the palate of most consumers, and therefore trade in it as yet is not large.

New cheese—		New twins	0 13½
Large	0 13	Stiltons	0 14½ 0 15
Old cheese	0 14 0 15		

Poultry.—Trade is quiet and prices steady, but unchanged.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

Using Up Waste Products of the Ripe Pineapple

As the pineapple season is now approaching, the following information may be of value to the dealer in making sales. It should enable him to show customers the full value of this fruit:

"Not every woman who appreciates the pineapple at its full value realizes that she is wasting a goodly portion of the fruit when she throws away the cores and peelings. These, however, chopped fine and cooked to extract the juice, yield a goodly amount of flavor excellent as a foundation for sauces, sherbets and even for jellies.

"Again, not every woman who realizes this knows how to care for the juice of the solitary pines she uses throughout the season, since one alone would be insufficient for any of the purposes mentioned; or if more, there may be no incentive to use the usually discarded portions at the time.

"Whenever a pineapple is used then, whether one or a dozen, chop fine the peeling (which should first be well washed), eyes and core, and simmer slowly in water enough to cover. When every particle of flavor is extracted, strain it, add sugar to taste and heat again, sealing in cans exactly as you would a fruit. One pineapple core and peeling will fill a pint can with juice of sufficiently full flavor to serve as the foundation for a delicious sherbet; or it may be still further reduced, making it strong enough for other purposes.

"This canned juice, too, may be saved until apples are in market, when combined with apples a delightful jelly will result. The otherwise discarded portions of three pineapples will provide a daintily flavored jelly, which will be a revelation to the housekeeper who tries it for the first time."

MORE CO-OPERATION.

United Stores Association is Now Formed in New York City.

New York, May 4.—The United Stores Association, which has recently increased its capitalization to $1,000,000 will try, it appears, to introduce in this country the co-operative movement along the same lines as that in England. The proposed plans of the association are stated as follows: "The object of the association is to enable all the responsible retailers in New York to buy together, advertise together, deliver together, with a view of reducing the cost of doing business; thus enabling them to turn over to their customers a certain percentage of the saving thus effected. There will be 17 lines of trade identified with the organization.

This is the first time real co-operation has been attempted on an extensive scale in the United States in a large city. There are over 1,900 successful co-operative societies in this country, but they are all in the smaller towns, cities and localities. The object of this company is to introduce co-operation idealized in all the large cities, and it is anticipated that within the next six months Philadelphia, Boston, Chicago St. Louis, Minneapolis, St. Paul and other cities will incorporate subsidiary companies of the United Stores Association for the purpose of putting the same plan into effect there.

The officers of the association say this will enable the retailers of New York to return to their customers at least $6,000,000 in cash the first year.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg Canada

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. Geo. J. Cliff, Manager

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter chemical solvents, or adulterants of any kind and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD., WARWICK, ENGLAND.



Grocers: The average buyer, as a rule, depends more on the Grocer's judgment than on their own in the choice of branded goods, and the particular buyer therefore prefers to deal with the grocer who handles the well-known and well-advertised branded goods. Magic Baking Powder is the best known and best advertised baking powder in Canada.



MAGIC BAKING POWDER

Contains no Alum and conforms to the high standard of Gillett's Goods.



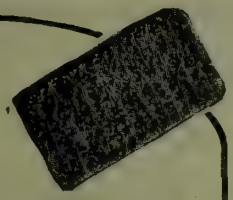
E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.

WINNIPEG MONTREAL





The **Biggest Seller**



A NUMBER of causes have combined to make **Shredded Wheat** the biggest seller among cereal foods. Our magazine, newspaper and street car advertising, our demonstrations and sampling campaigns have made **Shredded Wheat** well known and therefore easy to sell. Thousands of visitors to Niagara Falls have gone through our factory and have seen **Shredded Wheat** being made under sanitary conditions and have advertised it to their friends. But, by none of these means could we have built up such an enormous sale if **Shredded Wheat** had not been so nourishing and satisfying. People who eat it once always eat it, which means once you start your customers they will always buy it. Start as many as possible, because there's good profit for you in every sale of

Shredded Wheat

The Canadian Shredded Wheat Co., Limited
NIAGARA FALLS, ONT.
Toronto Office, 49 Wellington Street East.

Important Announcement

We are now in a position to fill all orders for

Macaroni, Vermicelli Spaghetti

Our goods stand equal in quality with those imported from France, because

1. Experiments made by French connoisseurs have found the Canadian flour superior to the best Russian quality.
2. We only use Canadian Semolma made from the rich hard wheat of Manitoba.
3. Our employees have all been brought from France and are thoroughly skilled.
4. Our machinery is of the very latest type and is *mechanically* worked.

WE WANT TO HEAR FROM YOU

L'ETOILE

"Cie Francaise des Pates Alimentaires"
6-9 Harmony Street, MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Promptdelivery is guaranteed.

Send your order to our nearest Agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.



BRAND'S A 1 SAUCE

WITH THE INTERNATIONAL REPUTATION

Make generous provision on your shelves for Brand's "A1 Sauce"—the connoisseur's preference. In mansion or cottage alike for almost a hundred years it has been delighting the palate, and is still giving a relish and zest to fish, flesh and fowl.

Now is the season to give Brand's "A1 Sauce" special prominence. But first, try a bottle on your own table—you will then be able to recommend it with enthusiasm.

We also make a full line of Meat Essences, Meat Extracts, Potted Meats, Chutney &c.

A special shipment to hand of Rolled Ox Tongues in Glass

BRAND & CO., LIMITED Purveyors to H.M. the King
MAYFAIR, LONDON, ENGLAND

T. O. BAXTER, 25 Front St. East, TORONTO — H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

Flour is Steady Under Higher Wheat

Wheat Market Higher This Week—World's Shipments 1,000,000 Bushels Less Last Week—Visible Supply in Canada and States Smaller—Crop Situation in America Continues Excellent—Flour Trade is Steady—Oat Market Uncertain—Corn Steady.

The flour and cereal markets are rather featureless. There are no price changes to record. Flour is steady with a stronger wheat market but trade is not particularly brisk, being of a hand-to-mouth nature in most cases.

There is a stronger feeling in the wheat market. On the whole, the trade paid little attention to the rain which fell over the winter crop country at the first of the week. Some of the feeling of strength came from the fact that the world's shipments were 1,000,000 bushels less than for the previous week, and for the corresponding time a year ago. Then, too, the visible supply of both the United States and Canada showed a falling off.

Against this, the crop situation in America continues excellent and above normal, however, and some dealers believe that the present upward movement is not altogether warranted.

The rolled oats market is steady at present at last week's advances, but the oat market is rather uncertain.

Corn is strong and as a result cornmeal continues steady.

The World's wheat shipments last week amounted to 11,088,000 bushels, compared with 12,016,000 bushels the previous week and 12,080,000 last year.

MONTREAL.

Flour.—The local market is steady under rather strong conditions. Demand is good and the general situation is regarded with satisfaction.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Rolled oats are steady and firm. Consumption seems to be as heavy as usual and with the oat market firm rolled oats are losing no ground.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Rolled cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—The wheat market has recovered from the easier feeling felt the middle of last week, and No. 1 Northern Manitoba is quoted at 99½ cents. The flour trade is not particularly brisk, for while the city trade keeps of a steady nature, supplies in the country are being purchased only in limited quantities. Ontario wheat has been exhibiting strength with quotations as high as 86 cents, due to the limited offerings. As a result, Ontario flour shows a steadier feeling than has been noticeable for some time back.

Manitoba Wheat.		
1st Patent, in car lots		5 10
2nd Patent, in car lots		4 60
Strong bakers, in car lots		4 40
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals—No price changes are reported in cereals. The oat market is fairly steady, but if anything, shows a slightly downward tendency. Some mills report that sales in rolled oats have dropped off slightly of late, due quite likely to the usual spring custom people have of changing to lighter varieties of cereals. Cornmeal trade is only normal, while the market continues steady.

Rolled oats, small lots, 90 lb. sacks		2 15
" " 25 bags to car lots		2 05
Standard and granulated oatmeal, 98 lb. sacks		2 35
Rolled wheat, small lots, 100 lb. brls		2 75
" " 5 brls. to car lots		2 [illegible]
Cornmeal, 100-lb. bags	1 70	1 80

NEWS NOTES FROM LONDON.

Items of Interest to All in and About the Forest City.

London, Ont., May 4.—R. J. Donaghy, for the past twenty years with T. A. Rowat & Co., is severing his connection with that firm to go into the brokerage business in this city.

"Dick" started in from school with T. A. Rowat to learn the business and he climbed the ladder till he was given an interest in the business.

He has been one of the hardest workers in the Retail Grocers' Association, being a member of the executive for the past five years. He always gave his opinions on matters of importance to the trade and they carried weight because "Dick" was a good debater. He was also somewhat of a ball player and for two seasons played for the Grocers' Baseball team.

One of the best ad. writers in the city, he always wrote attractive, interesting advertisements for his firm. Many copies of his ads. have appeared in The Grocer from time to time and they were a credit to him. "Dick" will be greatly missed by the members of the association. They all join in wishing him success in his new undertaking.

F. C. Toon, one of London's oldest and most respected grocers, has the sympthy of his fellow grocers in the great loss he has sustained by the death of his wife.

Wm. Ferguson, who died here last week, was the first president of the old Grocers' Association that was organized here about twenty years ago. He was a bosom friend of the late Andrew McCormick whose four sons carry on one of the largest grocery businesses in the city.

JOHN D.

ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD, - ONT.

Factories at
STRATFORD, - ONT.
WINNIPEG, - MAN.

MAPLEINE is now



Thoroughly Established in Public Favor as

The Flavor de Luxe

for

Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home

Be sure that it is on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto

Crescent Manufacturing Co., Seattle, Wash.

HOLBROOKS

ENGLISH

Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar
in bulk or bottle

Holbrooks Pure Pickles
Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand
Norwegian Smoked Sardines

Olaf the Great
Norwegian Smoked Sardines

The "Swan" Brand
Pure Pickles in Mixed and Chow
20 oz. tall square bottle
patent stopper
and

HOLBROOKS

GENUINE

Worcestershire SAUCE

CANADIAN OFFICES:
40 Scott St., Toronto
Manager, H. Gilbert Nobbs.

Head Office and Factories:
Birmingham and Stourport, Worcestershire, England
Business founded 1798.

LOCAL AGENTS
Quebec: J. R. Renaud & Co.
Montreal: F. L. Benedict & Co.
Winnipeg: Richards & Brown
Regina: Campbell, Wilson & Smith.
Calgary and Lethbridge: Campbell, Wilson & Horne.
Vancouver: Kelly, Douglas & Co.
Victoria: Wilson Bros.
Halifax: Bauld Bros.
St. John, N.B.: G. E. Barbour & Co.
Fredericton, N.B.: Randolph & Son.
Charlottetown, P.E.I.: Carvell Bros.

TALK ON THE OLIVE.

Vancouver Dealers Appreciate Talk by Californian.

Vancouver, B.C., May 4.—The members of the Vancouver Retail Grocers' Association at their last meeting had the opportunity of listening to a short address on "The Olive," delivered by J. C. Kubias, of Redlands, California. That the information imparted aroused considerable interest was evidenced by the questioning after the conclusion of the address, and the president, Mr. Clark, expressed the wish, that since this had been so instructive he hoped a speaker could be had for every meeting to take up some subject.

Some of the members were of the opinion that it was a mistake to offer $10 as a prize, in order to attract members to the meetings. It was decided though, that the scheme was a successful one, but the amount was reduced to $5, and every member of the association is to have a draw for it. If the winner is not present, the money will revert to the association.

The association will hold its annual convention during exhibition week, with a grand picnic on July 1st at the exhibition grounds. This annual picnic is a general re-union of the members of the association and their families.



"How's That for a Minute's Work?"

What woman could fail to get a great deal of satisfaction from her ability to make a delicious dessert in a minute?

It is done with

JELL-O

There are other preparations of the jelly powder order, but they are not Jell-O, and no woman will ever tolerate the other kind after once using Jell-O.

Nothing else is quite so easy to make up or so delicious when made up.

Seven Jell-O flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.
Le Roy, N.Y., and Bridgeburg, Can.

CHRISTIE

"Christie Biscuits Sell More Than Biscuits"

That's the slogan of reputable grocers from one end of Canada to the other. And reasonably:—Because if you sell her ladyship the best biscuits on the market—the best biscuits she wants—it's more than likely that she'll become a tea and coffee customer, too.

The reasons underlying the known superiority of Christie biscuits are not hard to understand. In the first place the big biscuit makers only manufacture biscuits. They have no side lines to distract their attention. All their knowledge of the baking business is concentrated in the making of better biscuits.

Then every ounce of raw material is of high grade table quality—the best money can buy.

But the real cause of success—the cause of the biggest, brightest and cleanest factory in all Canada lies in the Christie ideals. It's the whole-souled devotion to Christie ideals on the part of our happy, high-salaried and contented employes—this constant effort to improve the product of yesterday that has made the word "Christie" a synonym for biscuit perfection.

SELL HER CHRISTIE'S AND YOU'LL
SELL HER MORE THAN BISCUITS

Christie, Brown & Co., Ltd.
TORONTO - CANADA

BISCUITS

It is Easy to Sell to a Natural Demand



Our new flake ---

Open a package and see it. Then prepare some for breakfast and you will vote Tillson's the most delicious oats you've ever tasted.

Pan-Dried

A food—not a fad

Cooks in 15 Minutes

Two sizes: 10c. and 25c. Each 25c. Package contains a handsome piece of English Semi-Porcelain Tableware.

Canadian Cereal and Milling Co., Limited
Toronto, 7 Ontario

Tillson's Oats

WE HAVE TURNED THE DEMAND TOWARDS

TILLSON'S PAN-DRIED OATS

BY A GENERAL AND GENEROUS SCHEME OF CONSUMER ADVERTISING

OATMEAL IS A STAPLE

We have connected the name Tillson's with the idea of the breakfast food. You will find a ready demand and rapid sale for our goods because of "quality"—the surest guarantee of continuous trade. Get in for a share of these.

WRITE FOR CIRCULARS AND PRICES TO

The Canadian Cereal & Milling Company, Limited

HEAD OFFICE: LUMSDEN BUILDING, TORONTO

Credit Selling—and Getting the MONEY

Credit business is as good as cash trade—**if you can get your money promptly.** The customer who is slow in paying can be put on what is practically a cash basis through the use of

Allison Coupon Books

HOW THEY WORK



JUST

Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

WILSON'S FLY PADS



Pay Retail Grocers a profit of 66⅔ to 85%

Sold by All Wholesale Grocers

BY THE CARLOAD

We have now

BANANAS,
TOMATOES,
CABBAGE,
and CELERY

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

Wholesale Fruit, Fish and Produce Commission Merchants, and dealers in Hides, Wool and Raw Furs.

PURITY PURITY PURITY PURITY PURITY PURITY PURITY PURITY PURITY PURITY PURITY PURITY PURITY

FLOUR

This is an age of keen competition. Your rivals are alert, shrewd, aggressive. You have to work and hustle and plan to

Increase your trade

You cannot afford to overlook the slightest aid that will contribute to increased sales. And you will find Purity

FLOUR

a big aid in adding to your trade. Discerning home bakers know about the Purity reputation on making

"More bread and better bread"

They willingly pay more for Purity flour, because Purity quality is worth more and naturally they have the money to pay for other high-class articles too.

Western Canada Flour Mills Co.

Limited

Toronto, Montreal, Ottawa, St. John, Goderich, Winnipeg, Brandon, Vancouver



STRAWBERRIES

Now Arriving by

Car Lots

We will be in a position to take care of your orders, protecting prices.

Auction Sales

ORANGES LEMONS
PINEAPPLES
EARLY VEGETABLES

Held regularly.

Write to have our Weekly Price List mailed to your address.



25-27 CHURCH ST. TORONTO
are Largest Receivers

Nothing Like Them

"St. Nicholas"

AND

"Home Guard"

You can make money on them—order to-day from your wholesale.

J. J. McCABE

AGENT

TORONTO, ONT.

Navel Oranges are Higher in Price

Good Shippers Are Scarcer—Season is Drawing to a Close—Florida Tomatoes Are Higher—Grapefruit is Firm—Bananas Enjoying a Good Trade—Rain and Cold Affect Trade Somewhat—Strawberries Are Lower in Price—Egyptian Onions Are Easier.

Trade in fruits and vegetables at most centres has been satisfactory of late, but the cold snap this week has had a slightly depressing effect on the trade.

California navels are steadier in price, good shippers being scarcer of late, and therefore bringing higher prices. The season of the navel orange is drawing to a close. Valencias will be ready in a short time and a big crop is expected this year. The shipment of California oranges has been large this year. Up to April 17, 20,471 cars had been sent out of Southern California, compared with 13,888 cars up to the same time last year.

The offerings of Florida tomatoes are extremely small and as pointed out before prices are ruling higher. Rain on the east coast of Florida has further curtailed shipments, but some will be sent out from the western coast at the end of this week.

Pineapples have not yet reached a low enough price to create a heavy demand. Cuban pines will be ready about the middle of the month. The crop is expected to be about the same as last year, perhaps a little smaller. Prospects point to good quality stocks.

The first steamer with Sicilian and Italian lemons is expected in Montreal this week. There is a good steady demand for this article at present and prices continue steady.

A fair demand is being felt for grapefruit and prices point upward. Very light supplies of grapefruit remain in Florida and a strong market is looked for during the remainder of the season.

The big scarcity of potatoes still continues in the west. Shipments from the east are being forwarded, curtailing the supplies that would otherwise be sent to the Toronto and Montreal markets. A car load of New Brunswick potatoes was recently received in Vancouver, B.C.

Apples, bbl.	6 00	8 00
Spies	7 00	8 00
Bananas, bunch	1 50	1 75
Cranberries, bbl.	12 00	13 00
Cranberries, bxs.	4 00	4 50
Cocoanuts, bags	4 25	4 50
Grape fruit, Flo.		4 25
Lemons	2 25	3 00
Limes, a box		1 50
Oranges—		
Cal. navels	3 25	3 75
Valencia	4 00	4 25
Mexican	2 00	2 25
Tangerines		4 00
Pineapples—		
Floridas, case	4 25	4 50
Strawberries, N. Carolina	0 17	0 25

Vegetables.—Tomatoes are dearer owing to conditions in the south that were referred to in a previous issue. Florida tomatoes are pretty well cleaned up. Demand was beginning to waken up, but the limited supply and the existing price has been too much of an obstacle. The demand for imported vegetables is not as good as it might be. With increased receipts the consumption will likely show an improvement.

Asparagus, boxes of 2 doz.		12 00
Beans, hamper	5 50	6 00
Beets, bag		1 00
Carrots, bag	0 75	1 00
Cabbage, doz.	0 50	0 60
Cabbage, bbl.	1 00	1 50
Cabbage crate		2 00
Celery, Florida		4 00
Cauliflower, French per doz.		5 50
Cucumbers, doz.	2 75	3 00
Cukes		2 00
Garlic, 2 bunches		0 [illegible]
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 50	1 75
Boston lettuce	2 00	2 [illegible]
Florida lettuce, hamper		3 75
Onions—		
Spanish, crate	3 00	3 50
Red, bags 100 lb., per lb.		0 04
Potatoes, bag	1 15	1 25
New Bermuda potatoes, bbl	7 50	8 00
Sweet potatoes, hamper		3 00
Parsley, crate		2 00
Parsnips, bag	1 00	1 25
Radishes, dozen bunches		0 50
Spinach, bbl	2 50	3 00
Tomatoes, crate	2 75	3 50
Turnips, bag	0 75	0 90

MONTREAL.

Green Fruits.—The first steamer with Sicilian and Italian lemons is expected in Montreal this week. Already there has been an improvement in the lemon demand and prices are beginning to show a tendency towards a new strength. A prolonged warm wave will prove beneficial. Monday's rain caused a break in what was proving a rather steady run of summer weather. Stocks are reported below the average locally for the beginning of the season. Navel oranges are nearing the end and are gradually becoming exhausted. Prices have been advanced on the navel kind recently and the demand is beginning to be supplied with late valencias.

Bananas are coming in freely and are meeting a good demand. Prices are quoted lower than usual Grapefruit is in good request. Strawberries are also being received more liberally and the price is down. Receipts average about four car loads or more a week. North Carolina is still providing this fruit.

Apples, bbl.	3 50	8 00
Apples, box	1 75	2 50
Bananas	1 00	2 00
Cocoanuts, sack		4 75
Grape Fruit—		
Florida per case	3 75	4 25
Cuban	2 75	3 00
Lemons—		
California		3 50
Messina	2 50	3 00
Limes, box		1 25
Oranges—		
Navels, large	3 00	3 50
Navels, small	3 25	3 75
Pineapples crate	4 00	4 50
Strawberries—		
Louisiana, qt	0 25	0 30
Tomatoes, case of 6 baskets	3 00	3 50
Rhubarb, doz.		1 00

TORONTO.

Green Fruits.—The steadier feeling which has been noticeable in navel oranges has resulted in a further stiffening in prices this week. Tomatoes, as previously pointed out, are also higher this week. Apples are getting into extremely small supply and prices rule firm. Bananas are enjoying an excellent trade. Rhubarb which is imported from Baltimore is very scarce and prices continue high. Pineapples are quoted a little lower this week, but some firms are asking $4.50 for repacked stock. Grapefruit is firm; strawberries are lower, but the trade is not extra large as yet.

Vegetables.—Old cabbage is easier this week and is quoted at $1.25 to $1.50 per barrel, while Floridas have also a lower tendency. Cucumbers are offered in hampers at $3 to $3.25, and Boston by the dozen at $1.50. Both wax and green beans are easier under larger offerings at $3 to $3.50. The amount of Spanish onions offered is not large and as high as $4 per case is being asked. Egyptian onions are easier and prices seem likely to be reduced. Some Canadian asparagus is offered on the market this week at $1 to $1.50 per dozen. The potato situation is about the same, and supplies are affected by the heavy demand

from the west where there is a big scarcity.

Beets, Louisania doz		1 25	Lettuce, Canadian, head		0 40
Canadian beet, bag	0 60	0 75	Boston head lettuce, doz		1 50
Cabbage, old, pr bbl	1 25	1 50	Boston head lettuce, hamper	4 50	5 00
Cabbage, Florida crate	2 00	2 25	Onions—		
Cabbage, South Carolina	2 00	2 25	Spanish, large	3 50	4 00
Carrots, Canadian, bag		0 50	Texas, case	3 00	3 25
Carrots, Louisania, doz		1 00	Egyptian, sack	3 50	3 75
Celery, Florida, case 5's, 6's, 4's		3 50	Potatoes, Ontario, bag	1 90	1 10
Cucumbers, hamper	3 00	3 25	Sweet, hamper		2 75
Cucumbers, Boston, doz		1 50	Parsley, per doz		0 75
Endive, 12 heads		1 00	Parsnips, bag	0 40	0 50
Wax beans, hamper	3 00	3 50	New turnips, per 11-qt. basket		0 50
Green beans, hamper		4 50	Asparagus—		
			Large bunches		0 50
			Small bunches, dozen		1 75
			Spinach—		
			Hamper		0 75
			Barrel		2 25

AT LONDON CANADIAN CLUB.

William Maxwell's Tour Through Western Ontario.

London Ont., May 4.—William Maxwell, president of the International Co-Operative Alliance, was a London visitor on Saturday, and addressed the Canadian Club. This week, he spoke in Chatham, St. Thomas, Brantford and Preston.

Mr. Maxwell told the London Canadian Club that there were many benefits outside the trade to those who are included in the societies. Material aid is given the members when they need it, in the shape of loans to buy homes and provision that they may enjoy comfort in old age.

Another feature is educational. The members are instructed in useful subjects. Last year, in Great Britain, £88,000, he said, were expended in educational work, and £57,000 in charity. Farms have been established for fruit-growing in England, and some of the produce is made into jam.

In Ceylon, the societies own four tea estates, and still another feature of the work was declared to be the chance given to sick workmen to spend a week or so at convalescent Homes.

Millers Amalgamate.

Another large flour merger has been completed by the consolidation of the Canadian Cereal and Milling Co., and the International Milling Co., of Saskatchewan and Minnesota.

Strawberries

Regular Cars almost daily from now on. Our first Car from

North Carolina

Arrived Friday—Quality Good and Prices Right.

BANANAS

For Quality, Price and Continuity of Service, we can please the most particular.

WHITE & CO., Limited

HAMILTON TORONTO

PINEAPPLES

They are coming more freely now and are very fine fruit—good color and heavy pack.

BANANAS

Several cars arriving weekly. Prices very low for this season of the year. Place your standing order with us now and be one of our satisfied customers.

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HUGH WALKER & SON

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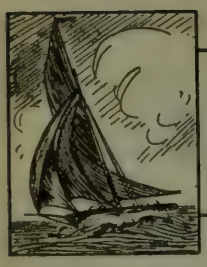
LEMONS



Pure Food: Mr. Grocer, you cannot afford to substitute for Lemons, Powders, Syrups, Compounds or Extracts, when you can sell pure Lemon juice. We land our lemons here as fresh as when picked from the trees.

Order the Brands of Lemons Packed by Follina Bros.

W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



The Supply of Fresh Fish is Heavier

Receipts Are Larger—Slight Decline in Some Lines—Demand is Largely for the Fresh Variety—Fresh Salmon is Worth 70 Cents per Pound at Halifax—Good Season in Smelts on Nova Scotian Coast—Halibut and Smelts Not Plentiful in British Columbia.

The market shows a number of changes this week, in supply and consequently in price. Demand is largely for fresh fish and in some lines receipts have been heavier with prices showing a slight decline. Halibut, haddock and cod are quoted slightly lower due to more liberal shipments. Haddock are arriving in two qualities, one a fancy shore bringing a little higher price. Shad show an opposite condition. They have been somewhat scarcer and as a result show a rather sharp advance. Several new lines are noted this week shad herring, dressed perch and bullheads being among the list. Pike are in good supply and are easier in price. There is a fair demand for these lines with shad receiving a good share.

The demand for frozen and salted fish is maintained. They have been unaffected by the mild weather as far as quality is concerned.

QUEBEC.

Montreal.—The fish market holds considerable of the activity it enjoyed some weeks ago. The demand has fallen off to some extent, but there is still a fair business reported. During the past week prices on fresh halibut, haddock, cod and pike have been reduced owing to increased receipts, but shad have been much heavier for the reason that supplies have been noticeably lighter. Oysters are still arriving regularly and with the demand still fair. The market has been holding on and is in a good condition considering the time of the year.

FRESH

Alewives (shad herring) per 100 fish	2 00	Steak cod headless, per lb	0 05
Dressed perch, per lb	0 10	Halibut, express per lb	0 09
Dressed bullheads, per lb	0 10	Salmon, per lb	0 [illegible]
Haddock, per lb	0 04½ 0 05	Shad, buck, each	0 25
Haddock, fancy shore, per lb	0 05½ 0 06	Shad, roe, each	0 60.
		Pike, per lb	0 07

FROZEN

Codfish	0 03 0 03½	Flounders, brl	2 00
Haddock	0 03	Salmon, B.C., red	0 09 0 10
Halibut, per lb	0 09	Gaspe salmon, per lb	0 18
Pike, dressed & headless, cases 150 lbs., per lb	0 06	Qualla salmon	0 09
Bras pike	0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Steak cod	0 04	Whitefish, large, lb	0 07½ 0 08
Mackerel	0 11 0 12	Whitefish, small	0 06
Mullets (carp)	0 03 0 04		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" " pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
½ bbls	6 00	" " ½ bbls	8 50
No. 1 pollock, bbl	6 00	" " bros., 300 lb	21 00
Scotia herrings, No. 2, bbl		Salt eels, per lb	0 07
Lake trout, half bbl	6 00	Salt sardines, 20 lb. pls	1 00
Choice mackerel half pail	2 00	Scotch herring	6 00
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 25
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

Halifax.—The vessels of the local banking fleet that arrived this week brought in fairly good catches of fresh fish—cod, halibut and haddock. Halibut is plentiful, but the price holds firm. The catches of cod and haddock are not as large as usual at this season.

Dealers report smoked fish in good demand, there being a market for all the stock that can be cured. The exports of smoked haddock to the American and upper Canadian markets are quite heavy, and the sales of bloaters are also large.

The smelt fishermen had a very prosperous season, and this industry is growing throughout the province. These fish are packed in small boxes, frozen, and then shipped, the majority going to the Boston and New York markets.

There is not much change locally in the lobster situation. With the prevailing high prices the demand is light and the supply is ample to go around. Some of the fishermen along the coast have sustained serious loss by damage to their lobster gear, principally by floating ice. Most of the lobster factories are in operation, but their receipts are below the average. With improved weather conditions, however, they hope to bring up the pack.

There is practically nothing doing in the salt fish markets. Local prices for salt cod continue firm. Mackerel are off the market, and there is not much demand for pickled herring. Fresh herring are on the market in small quantities, and it is expected that mackerel will be along in the course of a few weeks. The supply of salt fish for export is limited.

ONTARIO.

Toronto.—Trade in fish is of a steady nature turning more to the fresh caught variety which are in fairly plentiful supply at present and of excellent quality. Reductions this week are made in fresh caught perch, trout, white fish and herrings.

FRESH CAUGHT FISH

Steak cod	0 08	Fresh trout	0 12
Fresh halibut	0 10	Fresh caught white	0 12
Perch	0 07	Fresh caught herring	0 07
		Haddock	0 06 0 07

FROZEN FISH

Goldeyes	0 05	White fish, winter caught	0 09
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 07½
Shredded cod	2 25	Pickled lake herring, 100 lb. kegs	2 80
Cod, Imperial, per lb	0 06	Quail on toast, per lb	0 07
Fillets, per lb	0 12		

NEW BRUNSWICK.

St. John.—Fishing schooners from Freeport, Westport and Brier Island reached here last week and while they usually bring 20 to 50 quintals each of dry fish, this time they had none at all. The spring has been particularly backward, there is no bait and the majority of the fishermen are idle. Grand Manan is practically destitute of fish. A few sardines have been taken off Campobello. The local markets which have been short for several weeks past were particularly low last week. The supply consists of cod, a few haddock, halibut, a few salmon and shad, with the usual smoked fish. There are a few dry medium cod, quoted at $6.50 per quintal and smoked gaspereaux, bloaters and kippers, at 2 cents each, but no smoked herring.

BRITISH COLUMBIA.

Vancouver.—Halibut are not as plentiful this year as last, the small catches still continuing. The Manhattan brought in 130,000 pounds and the Kingfisher 200,000, all of which were from Alaskan waters. The supply is not anywhere near the demand, and at least one Canadian fishing company has had to purchase fish in Seattle. A. L. Hagar, the manager, declares that they pay about 6 cents per pound for them, and while that price is obtained locally, fish dealers back east will not pay more than four and a half cents. Even then they ask for a discount. That seems to be the height of the market in the east, and no explanation can be made to satisfy dealers that a higher price should be charged.

Fine spring salmon are being brought in, but the quantity is not large. Ten cents per pound is the price.

The smaller fish, such as smelts, are also scarcer than usual, erhaps because the demand is constantly growing larger.

OPPOSE EARLY CLOSING.

St. Thomas Council Asks Verification of Names on Petition.

St. Thomas, May 4.—The early closing movement among St. Thomas merchants is hung up for the present by the action of No. 4 committee of the city council in passing a resolution requiring verification of the signatures on the petition presented, and a computation to see if the necessary seventy-five per cent. were represented. There was also an opposing element at the committee meeting in the person of several merchants who claimed that to shut up shop at 7 o'clock would seriously injure their trade, which was largely with railwaymen and mechanics.



The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavour distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros, Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



$5.00 For a Name

We want a name for a private label for our Teas, Coffees, Extracts, Baking Powders, etc.

To the Merchant or Clerk who first sends in the name we adopt as our own brand, we will pay

$5.00 Cash

Must be original.
The Contest is NOW on.
THINK HARD!

CRANBROOK JOBBERS

LIMITED

CRANBROOK, B.C.

CCC
Norwegian Canned Goods

THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD

Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest-grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavour mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

THE WEEK'S TRADE CHANGES.

Many Changes of Interest Among the Grocers of the Dominion.

ONTARIO.—W. P. McCarthy, Prescott, has purchased the grocery business of John Maybury & Co.

David Smith, grocer, Metz, has sold out.

A. Markle, general merchant, Scotland, has sold out.

E. E. Brush, grocer, Kingsville, has sold to A. Cowan.

O. H. Bessey, Grocer, Hamilton, has sold to E. H. Young.

B. F. Goodrich, groceries and shoes, Castleton, has sold out.

B. Leiberman, general merchant, Cochrane, has assigned.

W. H. Stinson, general merchant, Cottam, suffered loss by fire.

George E. Campeau, general merchant, Alexandria, has sold out.

William H. Ferguson, until recently a grocer at London, deceased.

Henry Gill, general merchant, Ouvry, has sold to F. M. Simpson.

Robert Cuthbert, general merchant, Keewatin, suffered loss by fire.

Richardson & Elliott, of Harriston, have sold their grocery to Joseph Pritchard.

Thomas Galbraith & Son, general merchants, Dunnville, have sold to John Nott & Son.

James G. Dalglish, for many years a grocer on Wellington St., Ottawa, deceased.

The general store of the estate of John Sprague, Ameliasburg, has been sold.

C. B. Purvis & Co., general merchants, Leamington, have sold to F. T. Hill & Co., of Markdale.

QUEBEC.—J. S. Deschamp, grocer, Hull, has assigned.

J. H. D. Aragon, grocer, Montreal, suffered loss by fire.

J. B. Robert, grocer, Montreal, has offered to compromise.

Edouard Warren, general merchant, Pointe a Pic, loss by fire.

Beaulieu & Co., general merchants, Viger, voluntary assignment.

Shannon & Fraser, general merchants, Kippewa, suffered loss by fire.

Mrs. A. H. Miller, general merchant. Glen Sutton, sold to H. P. Burnap.

Demand of assignment has been made on Mrs. H. Robinson, grocer, Montreal

T. Levasseur, general merchant, St. Frs. Xavier De Brompton, has assigned.

R. N. Leblanc, general merchant, Bonaventure River, has offered to compromise.

WESTERN CANADA.—John Young, grocer, Winnipeg, has sold to Cramer & Frerichs.

F. S. Heath, general merchant, Tees, Alta., has assigned.

Lawson & Co., grocers, Kelona, B.C., suffered loss by fire.

W. Noel, grocer, Port Essington, B.C., suffered loss by fire.

Charles A. Fowler's general store at Yinley, Sask., burned.

SALESMEN WANTED

Trained Salesmen earn from $1,200.00 to $10,000.00 a year, and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can get Practical Experience as a Salesman and earn $100 a month or more while you are learning. Write to-day for our free book *"A Knight of the Grip,"* list of good openings, and testimonials from hundreds of men recently placed in good positions.

Address nearest office, Dept. 293

National Salesmen's Training Association

Chicago New York Kansas City Seattle New Orleans



SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?

FOUNTAIN PENS

SPECIAL OFFER

FOUNTAIN PENS

THE PORT ARTHUR AND FORT WILLIAM CHRISTMAS CARD AND NOVELTY CO., PORT ARTHUR, ONTARIO

UNIVERSAL VICTORIA

14-KARAT GOLD NIB, CHASED VULCANITE, LARGE CONE CAP, IRIDIUM TIPPED WITH GLASS FILLER



$3.25 each

VICTORIA IMPERIAL

MOUNTED WITH 2 HEAVY HAND CHASED 18-KARAT ROLLED GOLD MOUNTS WITH GLASS FILLER, IN PLUSH LINED LEATHER CASE



$4.50 each

VICTORIA POPULAR

CHASED VULCANITE, TWIN FEED AND SPIRAL INK REGULATOR THE BEST VALUE IN 14-KARAT GOLD NIB PENS



$2.75 each

ALL OUR PENS ARE GUARANTEED. ALL PENS WITH POCKET CLIPS.

SPECIALS IN SELF FILLING FOUNTAIN PENS

Sterling Silver Cased Self Filling Fountain Pens, Mounted Barrel and Cap in Handsome Plush Lined Leather Case, 14-Kt. Gold Nibs - $5.50 complete
No I-L.C E.L. Victoria Self Filling Fountain Pens, made of Extra Strong Celluloid. Fitted with Gilt Nibs, Fine, Medium, Broad - - 75c. each
No. I-L.C. Self Filling Fountain Pens with Fine Orb Pointed Gilt Nibs and Patent Clip - - - - - - - - - - - - $1.25 each
No. I-G.C. Self Filling Fountain Pens, 14-Karat Gold Nibs, Chased Vulcanite - - - - - - - - - - - - - $2.25 each
Extra 14-Karat Gold Nibs kept in stock to suit all pens - $1.00 per Nib

ABOVE PRICES ARE FOR CASH WITH ORDER

Agents wanted in every town and city in Canada to handle our Private Christmas and New Year Greeting Cards for the months of July, August, September and October Handsome Satin Cover Sample Books.

Address: PORT ARTHUR AND FORT WILLIAM CHRISTMAS CARD AND NOVELTY CO. - BRENT ST., PORT ARTHUR, ONT

Government analyses prove its superiority. Every test showed ABSOLUTELY PURE maple syrup.



Order "Pride of Canada" New Maple Syrup at Once

You will ensure prompt delivery of your new "Pride of Canada" Maple Syrup by ordering immediately. You may be unable to secure "Pride of Canada" if you order late.

This year "Pride of Canada" will be as notable for its purity as in the past.

It is the genuine, pure article—the tree sap of the maple tree—bought and bottled in the Eastern Townships where the best maple syrup in Canada is secured.

Will be packed in usual attractive bottles and tins.

Let us know your requirements NOW. Write if you want information. Above all things, ACT AT ONCE.

Maple Tree Producers' Association, Limited

Waterloo - - Quebec



Every farmer is compelled to give a guarantee of purity of the syrup he sells us. In return we guarantee the purity of the goods to you.

Montreal Office:
58 Wellington Street

Toronto Office:
512 Dundas Street

Grocer's Encyclopedia—Cheese Values

Some Pertinent Facts Relating to Experiments Made to Prove the Great Food Properties of This So-Called Indigestible Article —The Different Makes—Why "Stiltons" Should be two Years' Old—The "Roquefort" and its National Grotto—Italian Swiss and Dutch Products.

There seems to be a mistaken idea in the minds of great many people that cheese is an indigestible article of food.

It is policy for the grocer to convince these folk that it is not, and also to use this and other information in such a manner as to bring about an increased trade in this line.

Recent experiments have shown that a pound of cheese has nearly the same food value as two pounds of fresh beef, or of any other fresh meat. It is worth as much or more than a pound of ham, and is more digestible, and is equal to two pounds of eggs and three pounds of fish. With this information the grocer should, indeed, be able to boom the sale of cheese. It is also shown that there is little or no difference in the comparative digestibility of cheese at different stages of ripening. Experiments have shown that the green curd is apparently as digestible, and so far as nutritive value was concerned, as good a food as the cheese at any stage of ripening.

The Makes of Cheese.

There are many different makes of cheese. Some of those in which the grocer may be interested are described here.

Most dealers are well acquainted with the Canadian cheese both when green and mature.

Stilton cheese is a rich white and solid cheese that is imported from England. It is made of new milk with added cream. The cheeses are made of all sizes, although the average is about 16 pounds, and in form are generally twice as high as they are broad. They are not considered sufficiently ripe and mellow for cutting until two years' old at least. On the renneting of the milk and the amount of acidity retained depends the peculiar excellence of Stilton. It is said that the Stilton when ripe should be kept in a cool, damp cellar and never under any circumstance be left in a draught, as the cheese is very liable to crack and dry.

One of the French.

Roquefort is considered one of the richest and best French kinds. It is said to have been made by the same process for over 2,000 years in the little village of Roquefort, in the South of France. It is made from sheep's and goats' milk and is of a pale white color. It somewhat resembles "Stilton" but is hardly as rich and possesses a peculiar flavor. It is not upon the milk or of the preparation but upon the unique method of curing that the character of the cheese is thought to depend. They come in sizes from four to six pounds, are about 8 inches high and 4 inches wide. The cheese is stored in the national grottoes of the Valsassina, which are damp and form an immense cave—a perfect cheese citadel—in the limestone rock at Roquefort. These caves probably impart to the cheese its unchanging character.

An Italian Make.

Gorgonzola is a very rich Italian cheese made in weights of about 16 pounds. It is somewhat like ripe Stilton in quality, though differing in shape and size. The mixing of the curds of the morning's and evening's milk is said to be the cause of the peculiarity of Gorgonzola cheese. The two curds of morning and evening milk, one cold and one warm, never thoroughly amalgamate and it is in the cracks thus left that the blue mould grows as the cheese ripens. Being brittle and easily broken, great care should be taken in removing them from packages. They should be kept cool but never in a draught, nor should they be allowed to freeze, and they should be cut with a wire.

From Old Holland.

Dutch cheese is a small, hard, salty variety, made in Holland, muriatic acid being used instead of rennet acid, as is usual. They are good keepers, Edam being one of the popular makes. The northern part of Holland is the seat of the industry, and the consequent cleanliness of the relish is therefore doubly assured. The ripening process lasts from two to three months, the round balls growing the fine yellow or reddish color peculiar to Edam cheese.

Swiss Cheese.

Swiss cheese is remarkable for its peculiar flavor. It is quite firm and dry, is of a yellowish color and is filled with numerous cavities or cells which are due to the chemical action of the whey, the sugar contained becoming during the ripening, converted into alcohol and carbonic acid, which by its expansion, while escaping, produces these cavities, so peculiar to this cheese.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada
Hamilton, - Ontario

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

GROCERY FOR SALE in city of 18,000. Last year's turnover $17,000. Must sell; ill-health. Apply Box 383, CANADIAN GROCER, Toronto

RETAIL BUSINESS WANTED, good grocery business; also two general businesses; turnover $15,000 and $30,000. Must be West or North of Toronto. Give full information. A. MOFFAT, 81 Charles Street, Hamilton.

FOR SALE.

TENDERS will be received by undersigned up to Thursday, May 4, for grocery stock and fixtures of R. C. Fraser Estate, amounting approximately to $1,500. Store can be leased at low rental; location is one of best in city. W. C. LILLIE, Assignee, Fort William, Ont.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MULTIPLE TYPEWRITING and real printing turned out by the Multigraph in your own office will get more business and reduce Printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto, Ont.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 live merchants use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

AGENTS WANTED.

AGENTS WANTED throughout Ontario with good connections with grocery trade, to handle well advertised line. References required with application. Apply Box 385, CANADIAN GROCER, Toronto. (2w)

POSITION WANTED.

TEA TASTER AND TRAVELER, at present in England traveling for first-class London house, Midland Counties, wishes similar post in Canada and invites offers. Age 31, energetic and abstainer. Box "Taster," CANADIAN GROCER, Toronto

NOTICE TO MANUFACTURERS.

CANADIAN TRADING COMPANY wishes to announce that they are open for business in Winnipeg and desires to get in touch with manufacturers and exporters of high class grocery lines. Address 11, Bank of Hamilton, Winnipeg. (17)

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

TRY A CONDENSED AD. IN THE CANADIAN GROCER

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 20

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Percase
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 90c doz.



Cartons.	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 6-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20

No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.



White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75

Peach	1 80
Pear	1 70
Jellies	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 50
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 87
Soluble, bulk, No. 1, per lb	0 30
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 21
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.

	Pails.	25 and Tins.	50-lb. Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 18
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 [illegible]
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground		0 30
" " 1 lb. tins, "	"	0 31
" " ½ lb. tins, "	"	0 32
Anchor Brand, 2 lb. tins "	"	0 31
" " 1 lb. tins "	"	0 32
German Dandelion, 1 lb. tins, ground		0 26
" " ½ lb. tins, "		0 28
English breakfast, 1 lb. tins, "		0 18
Grand Prix, 1 and 2 lb. tins. "		0 30
Demi-Tasse, 1 and 2 lb. tins, "		0 30
Flower Pot, 1 lb. pots, "		0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean—

	W.S.P.	R.P.
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 3 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
8 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

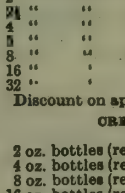
1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Soups

CHATEAU BRAND CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

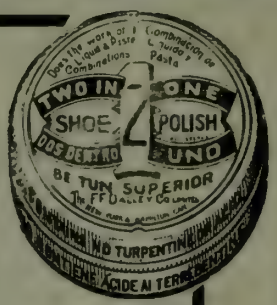


ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

The Polish of Preference



It pays to handle a quick-selling line like

2 IN 1

SHOE POLISH

A line that always gives satisfaction and is always in demand.

"2 in 1" is positively waterproof, contains a natural preservative for softening the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Makes an excellent display—get a generous supply.

The F. F. DALLEY CO., Limited

HAMILTON, CAN., and BUFFALO, N.Y.



NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material.
Absolutely pure, never becomes rancid, and keeps indefinitely.
Highly digestible and nutritious.
Unrivalled for frying, cooking and pastry.
Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited

206 Papineau Avenue, MONTREAL



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Rou.	10 50
" " tins	½ kilo	100 tins	14 50
Extra Fins "	½ "	100 "	14 00
Tres Fins "	½ "	100 "	12 50
Fins "	½ "	100 "	11 00
Mi-Fins "	½ "	100 "	10 00
Moyens No. 1 "	½ "	100 "	9 50
Moyens No. 2 "	½ "	100 "	9 00
Moyens No. 3 "	½ "	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25

Tins—		Tins—	
5 gals., Sq.	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	¼ gal., 48s Sq.	17 00
1 gals , 10s	25 00	¼ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs.	0 25
Princess Louise, half case 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05

QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)
In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood box



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. LIPTON & CO

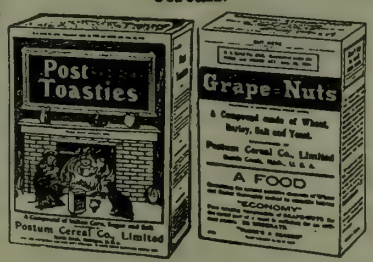
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz, in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz...	1 55
2-lb. glass, doz...	2 80
4-lb. tins, doz....	4 65
7-lb. tins, doz. ..	7 35
"Shredded"—	
1-lb. glass, doz ..	1 90
2-lb. glass, doz...	3 10
7-lb. tins, doz....	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders

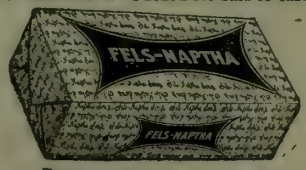
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10. 75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 10
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 10
20-lb. tins	2 00
Cases 3l-b	0 11
" 5-lb..	0 10
" 10-lb .	0 10½

F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10¼
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Mustard

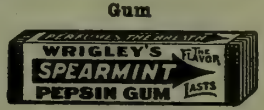
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins.. 1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar 0 75
F.D., ¼-lb. tins..	0 85	" 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1,	cases 60 1-lb. packages	1 case	$2 80
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

The Season when Appetites Need Coaxing!

Your customers are buying a greater quantity of

PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS

and other delicacies to tickle the palate.

Be Prepared. ***Look over Stocks.***

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Milk.



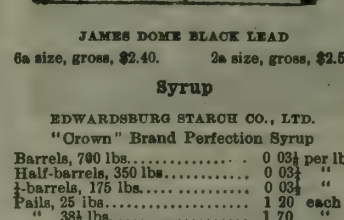
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	55
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

On ario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS — Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

"COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.

Pure



Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

CHURCH & DWIGHT, LIMITED,

MANUFACTURERS, MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Boat and Rail

Shipment ready for both

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Take Advantage of Our Big Spring Number of May 19 and tell the Dealer more about Your Goods.

You get the benefit of greatly increased distribution, attentive readers and an attractive paper that dealers keep on file the year round.

It has many editorial features that will make it more valuable to our readers than any of the past.

Miss placing your advertisement in the Spring Number and you miss an exceptional opportunity.

It will excel its past high standards—which is saying a great deal. Copy should be in early. Forms close May 17.

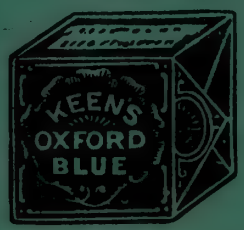
CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO MAY 12, 1911 No. 19

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

"Crown Brand" CORN SYRUP

made an extensive increase last year. This increase was due to three causes:

FIRST, Extensive advertising—the bill-boards from coast to coast are telling the people about "Crown Brand."

SECOND, the quality of "Crown Brand"—the user who once tries it comes back for more.

THIRD, (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; GET YOUR SHARE.

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL. Factory, CARDINAL. Branch, TORONTO



SURPRISE
A PURE HARD SOAP.

PURE means free from adulteration.

IT'S ALL SOAP

HARD means wearing or lasting qualities.

It costs less because it does more.

THE ST. CROIX SOAP MFG. CO.,
St. Stephen, N.B.

Doubt Is The Forerunner of Disaster!

A safe and known rule to follow in whist is also a safe rule to follow in business, namely, "When in doubt, play your trump card." If uncertain as to the degree of satisfaction your customer will derive from the use of some untried and unworthy brand of goods, play your safe trump card and give her the tried, tested and trusted article, for "Doubt is the Forerunner of Disaster." Each of the listed brands below is a safe trump card to play!

Cox's Gelatine

Do you suppose that your customers know that Cox's Gelatine contains no chemicals whatsoever—that no other Gelatine in the world has this sterling virtue of absolute purity?

"Griffin" Dried Fruits

Equal in tastefulness to the fresh fruit just as it comes from the Garden of Quality. Seventeen different kinds and each one is the choice of connoisseurs.

Codou's Macaroni

Stock it and you win permanent family trade because in delicacy and flavor; healthfulness and purity, it creates desire from each one of the household, from tot up to grandpa!

Coco Fruitine

Better than butter and more economical, yet tasteful, healthful and pure. The coming substitute for lard and oil in cooking. The concentrated essence of Cocoanut goodness.

"Griffin" Asparagus

Griffin & Skelley's greatest achievement perhaps. Their own private beds, and no others, supply the tender, delicate, toothsome stalks, unrivalled for their naturalness of flavor!

Arthur P. Tippet & Co., Agents

MONTREAL **TORONTO**



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
—
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is
The Irish Grocer, Drug, Provision and General Trades' Journal.
10 Garfield Chambers, Belfast, Ireland.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

PHONE US FOR PRICES ON
"MORRIS" LARD
AND COMPOUNDS
Finest Quality in the World
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

ON SPOT
1 Car Tomatoes 3's
QUALITY GOODS, PRICES RIGHT.
Lind Brokerage Company
73 Front St. East - - TORONTO

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

CANNED GOODS——1911 PACK

It may seem early to be talking canned goods for delivery next Fall, but it is *not too early* to plan your order, if *you want* the *best goods packed* this season. We control the entire output of a brand new factory located in one of the most desirable growing sections of the country. We offer

"ANCHOR," "FRANKFORD" & "PROSPERITY"

——BRANDS——

CANNED FRUITS AND VEGETABLES

Packed under the personal supervision of the most expert processer in the trade. This assures you a uniformity throughout the entire pack.

IT WILL PAY YOU TO PLACE YOUR ORDERS NOW

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

BORDEN'S

EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG and VANCOUVER



Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



To His Majesty King George V

ESTABLISHED 1817.

Macfarlane Lang & Co's

Biscuits

The High-class Biscuits of this old-established and widely known Scotch firm are now being regularly imported, and can be supplied in all parts of the Dominion. Special attention is directed to the following outstanding lines :—

"Granola Digestive" (Regd.)
"Rich Tea" (Made in two shapes, Round and Oval)
"Playmate" (Regd.)
"Large Water" (In Round Canisters)

Samples and full particulars from

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto
MASON & HICKEY, 287, Stanley Street, Winnipeg.
THE STANDARD BROKERAGE CO., 852/864, Cambie St., Vancouver, B.C.

"RED CROSS" BRAND

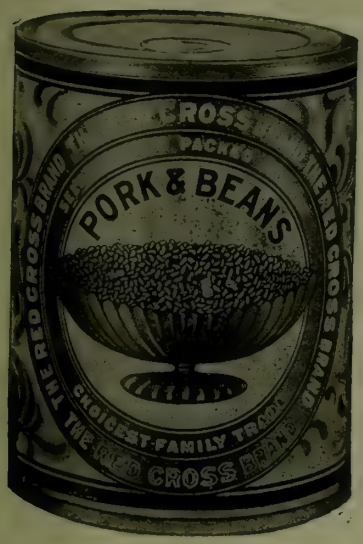
PLAIN BAKED BEANS, PORK AND BEANS

FEATURE
"RED CROSS" BEANS
FOR CAMP USE.



It is easiest and most satisfactory to sell goods with the reputation for highest quality, and consequently greatest perfection.

"RED CROSS" BRAND
PLAIN, CHILI SAUCE,
TOMATO SAUCE



manufactured by the Dominion Canners Limited, are everywhere admitted to be first in quality, because of the greatest care taken in the selection of beans and spices. Long experience, perfect equipment and close observance of rigid sanitary conditions have all played a part in gaining the confidence and support of the best trade in Canada, which we now hold.

Display and push "Red Cross" Brand. It will pay Pays in first profit and in pleasing customers. Try it and prove it.

ALL
ORDERS
SHIPPED
PROMPTLY.

ORDER FROM
YOUR NEAREST
JOBBER.



PRICES AND
FURTHER
INFORMATION
ON REQUEST.



DOMINION CANNERS
LIMITED
HAMILTON :: CANADA

Orsi's Concentrated Tomato Extract

SUN BRAND

Made from the ripe fruit grown on the richest farms of fertile Italy.

This delicious extract is prepared by a **patent process** and does not deteriorate, but always keeps fresh, retaining its flavor through any length of time.

Preferable to canned or fresh tomatoes, both for the flavor, which is peculiar to the Italian fruit, and for its great economical worth.

Sample tin sent on request ***1 case of 100 18-oz. tins for $18.00***

AGENTS FOR CANADA:

Enquiries from all of Canada outside of Ontario to our Montreal office.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

The Trained Grocery Salesman

IT should be the aim of every trained Grocery Salesman to spend his spare hours profitably. One very profitable way in which he can spend these spare hours is acting as circulation representative for the MacLean Publishing Co.

This work puts you in touch with all classes of people and is profitable as well as interesting.

We want a representative in practically every town and centre of population to secure new and renewal subscriptions.

Your training in salesmanship qualifies you for this position, and enables you to carry it on enthusiastically and successfully.

Your name and address sent to us will bring you a complete prospectus.

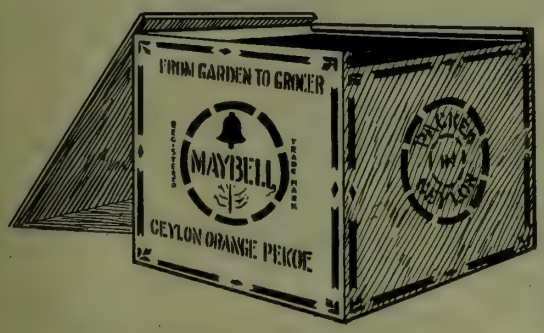
MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE TORONTO, - - ONTARIO

Sell Better Tea for The Money and You'll Sell More Tea.

Peddlers and Competitors notwithstanding.

"Maybell" Ceylon Tea

sells for lower prices with a larger margin of profit than other teas of like quality and has a distinctive flavor that holds the user.



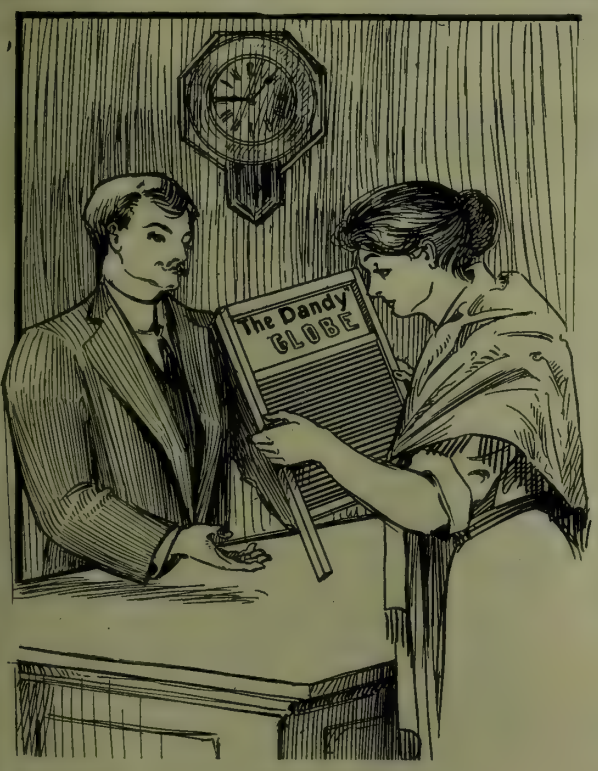
All in sealed lead lined packages.

We quote these prices to the dealer.

5 lb. Boxes, 8 to the case, 24c. per lb.
10 lb. Boxes, 4 to the case, 23½c. per lb.
50 lb. Half Chests, 20c. per lb.

Canada Brokerage Co., Limited

TORONTO, - - - ONTARIO



CANE'S WASHBOARDS

Never Come Back Refused

There is a splendid series of varied styles and grades—one of them illustrated here—from which you can choose the grade and styles best suited to your trade.

Cane's Washday Woodenware includes everything from a clothes pin to an ironing board, done up attractively and easily sold.

CANE'S DANDY

is a cheap but well made washboard, heavy tin face, light back, lock corners.

You will never lose time in the morning, ma'm, putting this together. It's built to stay. Cane's boards always satisfy our custom. The old story.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO.

TRIAN BRAND IS RELIABLE

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

SALMON MOVES RAPIDLY FROM NOW ON.

Once the warm weather arrives the demand undoubtedly advances. See to your stocks.

Nothing better put into a can than our

TRIAN BRAND

ORDER AT ONCE BEFORE PRICES ARE HIGHER.

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. Fort William, Ont. Kenora, Ont. Prince Albert, Sask.

EIFFEL TOWER LEMONADE has established itself as the

Premier Temperance Beverage of England

During the twenty years it has been before the public it has become an article of constant use in the homes of many thousands. To attain this strong position it must have exceptional merit.



EIFFEL TOWER LEMONADE

Is unquestionably the finest Temperance Drink it is possible to produce. It possesses the full rich flavour of freshly gathered ripe Lemons that is a delight to all.

Are you handling this line? If not, then it should certainly have your favourable consideration. Your customers will cordially appreciate the opportunity of buying it, and you will be increasing your profits in consequence.

Be one of the early ones to take up this line, and associate yourself with a novelty of sterling merit, and one that will be the



Premier Temperance Beverage of Canada

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W H. MALKIN CO., Vancouver, for British Columbia.
The HARRY HORNE CO., 309 King St. West, Toronto, for Ontario.
Darby & Turnbull, 179 Bannatyne Ave. E., Winnipeg, for Manitoba.
Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England.

As full of fine quality and as dainty in design as the finest imported Biscuits—and at one-third less cost. Almost as rich as short bread.

McCORMICK'S "ARISTOCRAT" BISCUITS

ABOUT 80 TO THE POUND

35

London, Montreal, Ottawa, Calgary
Hamilton, Kingston, Winnipeg

This line is being advertised extensively in the Daily and Weekly Newspapers.

We are confident of a large demand and advise that you get in an ample supply.

McCormick
Mfg. Co.
Limited
LONDON
ONT.



A McCRAY
Roll Top Refrigerator

is just the thing for you to keep your butter and cheese in. We make all styles and sizes.

The interior of each section or roll is arranged with a tub rest so that a 60-pound butter tub may be set in a position convenient to retail from. A shelf is also provided for each section, which may be drawn forward for the purpose of displaying package butter. Rolls are 18 inches wide, 30 inches deep, 14 inches high, and will accommodate all standard makes of cheese cutters.

WRITE TO-DAY FOR
CATALOG No. 67 AND PRICES.

We manufacture refrigerators and coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

McCRAY REFRIGERATOR COMPANY
231 LAKE STREET KENDALLVILLE, INDIANA

Please address all correspondence to the Factory, Kendallville, Ind.

KNOWN FROM Coast to Coast – that's why KNOX GELATINE



is easy to sell—advertising that has penetrated everywhere has made it known everywhere. Quality that has pleased the consumer has made those who bought it once become steady users. When you PUSH the sale of KNOX GELATINE you are working up trade that will always stick to you, and that pays you a splendid profit.



BRANCH FACTORY—MONTREAL, CANADA

Charles B. Knox Co.
JOHNSTOWN, N.Y. U.S.A.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

The Point in a Nutshell



Contractors to the War Office and Admiralty

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue, West Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B.
W. L. Mackenzie & Co., 606a Center Street, Calgary.

¶ The difference between the vinegar we make and the others you're sometimes asked to buy lies in the brewing. An honest attempt to produce a good article is not always rewarded with success, but—

¶ **Since 1849** we have been renowned for the excellence of our plant and the perfection of our product.

¶ During that time our trade has developed and extended to all parts of the world.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

A House old enough to have a reputation, young enough to be abreast of the times.

Packer's

Celebrated

Chocolates

New Goods, New Packages, New Centres specially manufactured for the Canadian Trade.

Our Mr. J. P. Wright will be at the ROYAL ALEXANDRA HOTEL, WINNIPEG, in a few days, with a full set of samples of the latest productions.

PACKER & CO., Chocolate Manufacturers, BRISTOL, England



Nothing in the World
JUST LIKE
"KIT" COFFEE

It is a highly concentrated essence, and made from the finest quality Coffee and Chicory.

In an instant, anybody and everybody can make a cup of coffee that will overflow with magnificent flavor and aroma. "Kit" Coffee essence is daily proving to every Canadian housewife its superiority and usefulness over all imitations.

Mr. Retail Grocer,—Does your stock contain "Kit" Coffee? If not, why not?

Price— 5-oz. botts. (beautiful package) $1.55 per doz
10-oz. " " " $3.00 " "

Order at once from your wholesale grocer, or

THE HARRY HORNE CO., 309 King St. W., Toronto,
Agents for Ontario.

The Kit Coffee Co., Govan, Glasgow

Contractors to the Admiralty

They Lead in Any Company



Uniform quality and right packing have formed the basis of the reputation of

PURNELL'S
Sauces, Vinegars andl Pickles

lines that never fail to please the particular palate.

Feature the complete "Purnell" Range! "Britain's Best" is none too good for your customers!

Sold by all jobbers.



Canadian Agents:

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED
Bristol, Eng. - - Est. 1750

EQUALLY GOOD FOR
TOILET, LAUNDRY, BATH OR
SCRUBBING

This is the exceptional claim we make for

Wonderful Soap

And hundreds of housewives throughout the Dominion will back our claim. We are now wrapping each cake of "Wonderful" Soap, instead of putting six cakes to a carton as formerly, and the attractive wrapper we are using cannot fail to gain attention.

"Wonderful" Soap is the best soap for your profit and reputation. It is always safe, sure and speedy.

Write for details of our dealer-helper-selling plan.

The GUELPH SOAP CO.
GUELPH :: :: ONTARIO

Soap Powder Boxes

With metal ends and paper bodies.

The cheapest and most satisfactory Soap Powder Box on the market.

American Can Co.
MONTREAL - - - HAMILTON

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISGUIT

PERRIN LONDON
CORONATION



¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

ALL GROCERS SHOULD STOCK

BORWICK'S

BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years.

A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

Agent—

KENNETH H. MUNRO,

Room 333 Coristine Bldg., MONTREAL

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Lawrason's Snowflake Ammonia
IS EASY TO SELL

YOU know this brand—It is advertised for you to your customers, and has become a household word. It is easy to sell Lawrason's Snowflake Ammonia, for one sale insures another. Its great cleansing and disinfectant properties make it a strong favorite with the housewife.

Ask your dealer, or write us direct.

5c. for a giant package.

GUARANTEE of $500
That LAWRASON'S SNOWFLAKE AMMONIA equals in power any similar powder on the market selling for twice its price.
5c. per giant package 5c.



S. F. Lawrason & Co:
LONDON, ONT.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS
MOLASSES
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



GOLD DUST has always received, and is still receiving, the benefit of extensive, unique and persistent advertising.

Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

THE N. K. FAIRBANK COMPANY, MONTREAL

THE TASTY PICKLE!

You can make sure of pleasing the public palate if you are selling

Queen Quality PICKLES



This high grade line is made solely from the freshest and choicest vegetables, and first quality vinegar and other ingredients, and they are handled and prepared in a factory that is a model of sanitation and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

PURE TOMATO CATSUP

Send to-day for prices and discounts.

Taylor & Pringle Co., Ltd., OWEN SOUND, ONTARIO.

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

McLEOD & CLARKSON, 847 Beatty S reet, Vancouver; W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B ; RUTTAN & CHAPMAN, Fort Garry Court Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Blacks Wharf, Halifax

STOCK THESE SEASONABLE LINES

Sterling BRAND

ORANGEADE and LEMONADE

The season is now open when your customers will be looking for summer drinks.

The reputation of "STERLING" Brand Goods is firmly established in these summer drink lines.

If you have not already sent in your order--do it now--the time is ripe. Don't miss the opening weeks of the demand.

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

MOODY'S KLENZINE

THE

Household Requires It

A valuable disinfectant—keeps the kitchen, pantry and bathroom clean and sweet, free from germs and summer pests.

KLENZINE

banishes drudgery, makes housework a pleasure—for washing dishes, cleaning windows, in laundry work—it is unequalled.

YOU should sell it—It shows a good profit

ASK YOUR DEALER

ALPHA CHEMICAL CO.

BERLIN, ONTARIO



By Special royal permission

For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS

JOHN W. BICKLE & GREENING (J. A. Henderson)

HAMILTON ONTARIO

ADVANCE IN SUGAR!

This time it is in the "package"---not the price.

"Crystal Diamond" Lump Sugar

in the new size Carton, packed 40 to the case, will retail profitably at a quarter. The popular sugar at a popular price.

The demand has been unexpectedly large, but we can now fill orders promptly.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer.
It assures you good profits.
Now is the time to stock up
with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES

——NEW LINES——

Very attractive values.
Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

THE SPRING MEET

In the general "clean up" at this season with housekeepers there is an increased demand for

JAMES DOME BLACK LEAD

the best "stove polish" to be had. Always reliable and satisfactory.

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Tartan BRAND

THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

QUALITY FIRST—In Food Luxuries

Everyone who buys Olives shows the cultivated taste which demands the best in quality.



CLUBHOUSE BRAND SPANISH OLIVES

are the superior line and they will recommend themselves by their perfection of color, size and taste.

Only the finest smooth-skinned olives are selected and preserved with the greatest of care. Clean methods of handling, added to this careful selection, make certain their even, high grade.

Clubhouse Brand is attractively packed and allows a good profit margin for you.

Gorman, Eckert & Co.
LIMITED
LONDON, - ONTARIO

The Finishing Touch

to the appearance of your store is given by the installation of an



ELGIN National Coffee Mill

The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 differerent styles they sell at a very moderate price. Ask any of the following jobbers for our Catalogue.

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co,
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

What's Behind Your Oil Department?

Cleanliness, Safety, Economy and Profit all demand a

Bowser Self-Measuring System

It measures the oil directly into the customer's can, shows what to charge for same and counts the gallons pumped.

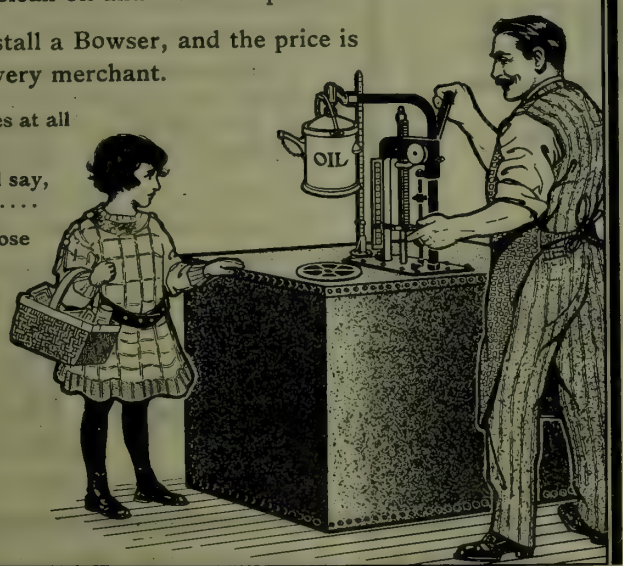
No Funnels—no measures—no oil odors—no trouble. Clean hands—clean store—clean oil and "clean" profit.

No trouble to install a Bowser, and the price is within the reach of every merchant.

All styles and all sizes at all prices.

Just drop a card and say, send me free book No.....

Don't put it off and lose profit—Write NOW.



S. F. Bowser & Co., Ltd.

TORONTO, ONT.
66-68 Fraser Ave.

A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

When writing advertisers kindly mention having seen the advertisement in this paper.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along

H.P. is no shelf-warmer, it's no sooner on than it's off again---off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.

H.P. SAUCE

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

SELL GINGERBREAD BRAND MOLASSES! It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA

FRESH COW'S MILK IN ITS MOST PERFECT FORM



For infants and invalids—safer than fresh milk on every occasion.

CANADA FIRST EVAPORATED CREAM

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - - Aylmer Ont.
Head Offices, HAMILTON, ONT.

S. T. Nishimura & Co. and T. Furuya & Co.

Amalgamated May 1st and the style of firm will henceforth be

FURUYA & NISHIMURA

Montreal Office: same address, 55 St. Francois Xavier St.

also NEW YORK and CHICAGO



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk---4 doz. in case—				**$3.35**
Princess Condensed	„	„	„	**3.90**
Banner	„	„	„	**4.40**

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON

St. George, : : : : Ont.

PEEK, FREAN'S

PAT A CAKE BISCUITS

PEEK, FREAN & CO.,

LIMITED

LONDON, - ENGLAND

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are atemptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

ECONOMICAL—EFFECTIVE

These are two leading features that should make you stock and recommend

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

Asepto is honest soap, of guaranteed purity, and retails at a moderate price, which leaves you a good profit margin.
For every household cleaning purpose it is unequalled and makes fast friends wherever introduced.

A Line to Feature and Recommend.

Asepto Soaps, Ltd., St. John, N.B.

Sell More Tapioca!

You Can Greatly Increase Your Sales of Tapioca by Pushing



Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

BAIRD'S

WORCESTERSHIRE

SAUCE



is

DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. MONTREAL

CENTURY

Ho!

Mr. Grocer.

The Salt your Customers will call for again and again---if you'll just stock it---is the purity-sure

CENTURY SALT

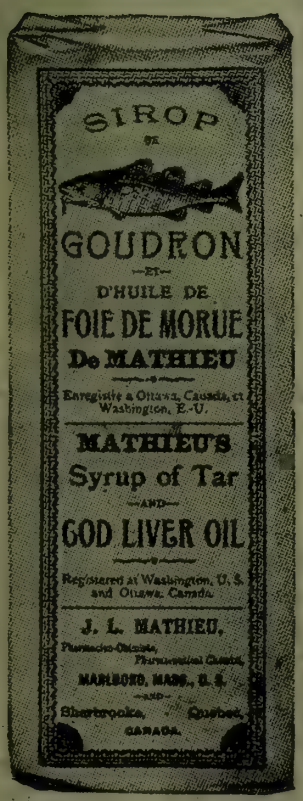
We're advertising it brightly. We're shipping it promptly. Just get our price list and try us

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

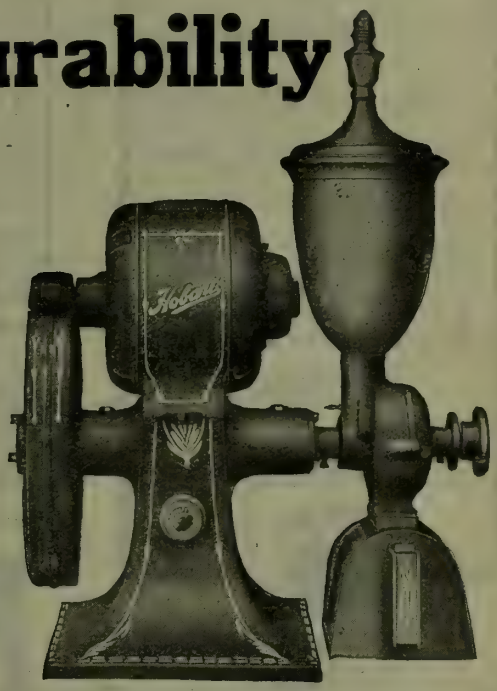
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput Fils & Cie., Wholesale Depot, Montreal

Effectiveness Appearance Durability



Here are three leading features which should make every grocer instal a

HOBART

Coffee Grinder

It is a necessary adjunct to every up-to-date store, and is equipped with automatic release---an effective protection against acci dental damage to motor.

The appearance of your counter is improved by the handsome exterior of the "Hobart," which is just as good as it looks.

It is perfect in design and workmanship and performs the grinding operation in the most efficient and quickest possible manner. Made of the best materials.

Write for free details and prices

W. A. Freeman Co.

Limited

Hamilton

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. DOWNEY,
MONTREAL



THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

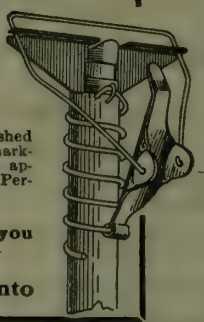
I. C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO, Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

Has Cut Out all the 'Kicks'

OUR
No. 8
Improved
MOP STICK



positively will not scratch polished floors, and combines in a remarkable degree durability, good appearance and effectiveness. Perfect in every detail.

Retailing at 15c., leaves you 50% profit.

Tarbox Bros., Toronto

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents



POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from $8.50 up.

Drop me a line. I have an interesting proposition.

A. CORISTINE
119 Place D'Youville MONTREAL

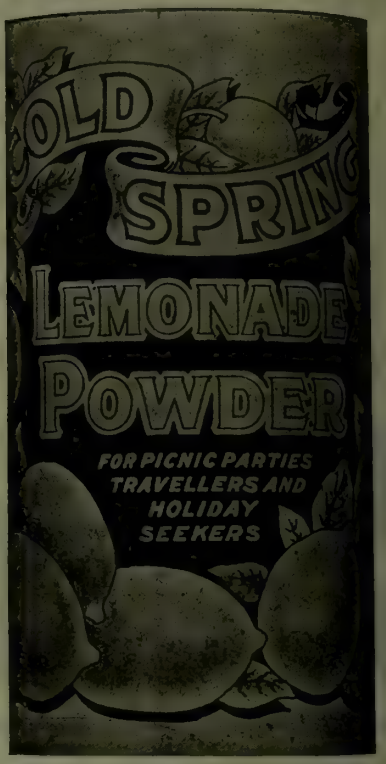
A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up **Common Sense**
KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

COLD SPRING
Lemonade Powder
(World Wide Reputation)



We are filling orders already for this famous summer drink. Don't run the risk of having your order unavoidably delayed.

Write immediately.

S. H. EWING & SONS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.

GET PRICES
OCEAN MILLS
MONTREAL

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.
Glasgow, Scotland.

Canadian Distributors,—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis & Co., Vancouver, B.C.

THE OLD RELIABLE

Cook's Friend

BAKING POWDER

QUALITY NEVER VARIES
PRICES NEVER CHANGE

NO ALUM IN IT. NEVER WAS.

W. D. McLAREN, LIMITED
Montreal

Welcome in the Home Every Day is

The Dustless Sweeping Compound

"SOCLEAN"



The "BROWN POWDER" that is such a friend to the housewife, particularly in this trying house-cleaning time.

It makes her tasks easy and you gain her confidence by recommending it.

Order from your wholesaler or direct.

SOCLEAN LIMITED

444 King St. W., TORONTO Phone M. 6735



A GOOD MATCH INFLUENCES TRADE

Every stem made of good quality that will not break, and every head made to stay on when you strike it.

A trial order will convince you.

Every Match a Light.

Attractively boxed---making good shelf stock.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

"PRIDE OF CANADA"

Government Analyses prove its superiority. Every test showed **ABSOLUTELY PURE** Maple Syrup.

"PRIDE OF CANADA"



ORDER AT ONCE

The quality of the goods is as high this year as in the past.

"PRIDE OF CANADA"

is the genuine, pure article—the true sap of the maple tree, bought and bottled in the Eastern Townships, where the best maple syrup in Canada is secured. ACT IMMEDIATELY.



The Maple Tree Producers Association, Limited

WATERLOO, QUEBEC

Montreal Office
58 Wellington St.

Toronto Office
512 Dundas St.

"PRIDE OF CANADA"

"PRIDE OF CANADA"

The Season when Appetites Need Coaxing!

Your customers are buying a greater quantity of

PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS

and other delicacies to tickle the palate.

Be Prepared. ***Look over Stocks.***

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

When

will your wholesaler be round?

CASTOLS As soon as he comes,
CASTOLS don't fail to ask about
CASTOLS **CASTOLS** first thing.

CASTOLS, a substitute for Castor Oil, in Chocolate Blocks, has certainly proven itself a trade-winner, and you cannot afford to be without it.

We have made numerous statements to you, Mr. Grocer—
TEST THEM.

SNOWDON & EBBITT
325 Coristine Building
Montreal

Just Figure It Out

COST TO YOU
$2.25 per half gross
COST TO CONSUMER
$3.60 per half gross = 5c. a block
PROFIT
$2.70 per gross = 60 per cent.

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR brand package dates.

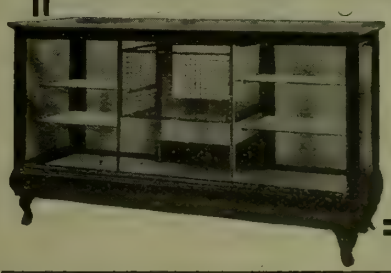
THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

Silent Salesman Refrigerator

One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air

Representatives in West: Ryan Bros., 147 Bannatyne Avenue Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada

Householders that do not know the merit of

Chase & Sanborn's
High-Grade COFFEES

are becoming fewer and fewer.

Do you cater to the trade that is rapidly diminishing, or the one that is expanding by leaps and bounds?

CHASE & SANBORN
MONTREAL



Very few cheese makers in Canada would risk using any but

Windsor Cheese Salt

in the curd.

They have tested it and proved it—for purity—for solubility—for flavor—and found that it stands in a class by itself.

There is practically no demand for any other Cheese salt.

The Canadian Salt Co.
LIMITED
Windsor - - Ontario



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited,
Collingwood, Ont.

Toronto Winnipeg Hamilton Fort William

Can You Realize

What This Output Means?

Annual Sale 23 Million Packets



Just to illustrate—Were you to start to count right now, and were it physically possible to continue counting, say 60 to the minute for 16 hours a day, and keep continually at it until this time next year, you would not have completed the task—

And still the demand goes on apace; merit alone being accountable for this. Yes—merit alone. Superior quality and value is what has made "Salada" famous.

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Royal Commission on Internal Trade

H. C. Beckett, of Hamilton, Thinks Appointment of Permanent Body, Similar to Railway Board, Would Solve Troubles Between Manufacturers, Wholesalers and Retailers—Believes a Commission to Inquire Into Alleged Discriminations of Present Equalized Rate System Would Not Bring About Change—Says Present System Not Understood.

Some time ago a rumor to the effect that several dealers in a town in Eastern Ontario were going to inaugurate a movement intended to do away with the equalized rate system on sugar, reached this office. Following this, there came the word that an application would soon be made for a Royal commission to investigate the whole matter and to probe into certain alleged discriminations against certain towns. Back and forth vexatious stories floated, and The Grocer finally determined to find out, if possible, just what those who are familiar with the working of the equalized rate book are thinking in regard to all this.

The answer is given here, in the shape of a letter from H. C. Beckett, of Hamilton. It is, of course, the opinion of but one man, and yet, as Mr. Beckett is generally acknowledged to be an authority on the subject in hand, it is to be supposed that there will be few wholesalers who will be found to disagree with him.

Worth Careful Thought.

Time will not be lost which the retailer gives over to a careful perusal of this letter. It states clearly the position taken by a man who ought to be, and no doubt is, in close touch with the wholesalers' side of the case. It will be noted that Mr. Beckett does not view with favor the appointment of a transient committee, but would welcome with open arms the appointing by the Government at Ottawa of a Royal commission on internal trade and commerce. He desires to have this body of men as strong, individually and collectively, as is the Railway Board of Canada. He feels that with such a board in constant session there would be much less cause for distrust between wholesale and retailer.

Hamilton, May 3rd, 1911.

Editor Canadian Grocer:

"I have your letter of 2nd. asking if the trade had a meeting in Toronto last week to discuss the equalized rates on sugar, and also asking for the views I hold regarding the equalized sugar rates.

"In reply, beg to state that there has been no meeting of the trade to discuss equalized sugar rates; you have evidently been misinformed.

"The equalized rates system is so little understood by those outside the trade that many erroneous ideas prevail and many absurd statements have been made regarding it.

System Complicated.

"It would be impossible to intelligently and briefly explain the equalized rates system in a communication. While simple to those who understand it, the system is necessarily complicated and difficult of explanation.

"It has been in operation now for thirteen years and (with the exception of a few kickers who do not understand has proved to be the most satisfactory solution of a very difficult problem. So far as its being fair to the retail trade and to the consumer, it is more than fair.

"Not very long ago the system was investigated by the courts, and as a result of that enquiry the court found as follows:—

"There was some complaint about the system known as 'equalized rates,' it being contended that it bore unequally and oppressively as against certain towns or districts. This statement was entirely disproved and it was shown that the equalization was based strictly upon the freight rates of the different railways."

Cheaper to Retailer.

"In further explanation beg to say that the equalized rates are based upon the railway and boat freight rates, and under the system sugar in many cases is laid down cheaper to the retailer and consumer than would be the case if no equalized rates were in force. Under this system the difference in cost to the retail merchants and consumers throughout the country is much less than before the system was adopted by the refiners.

"The impression prevails in some minds that the wholesale grocers control the equalized rates. For the information of your readers beg to say the equalized rates are fixed by the refiners and the basis upon which they are fixed is governed by the prevailing freight rates.

"You ask if I think the appointment of a commission to investigate the equalized rates system would result in a reduction of the rates to certain points. In reply beg to say that I am satisfied the investigation on the part of a commission into the equalized rates system would not in any way change the rates.

Commission, Trade and Commerce.

"So far as the appointment of a commission is concerned, the wholesale grocers have advocated that to the Government for some time. What this country needs, and needs badly, is a permanent Royal commission of internal trade and commerce, and the wonder is that its appointment has not been made years ago. Many wrong impressions prevail in the minds of people all over the country as to the conditions that govern various lines of trade. Now, a bureau of information, such as a commission of internal trade and commerce would be, would be of inestimable value to this country. It seems to me a crime that we should go year after year without any steps being taken on the part of the Government to properly inform themselves as to the real conditions of trade in this country.

Like Railway Board.

"When I speak of a commission, I do not mean a political machine. (Heaven save us from that.) I mean a commission composed of men of undoubted ability and business experience—a commission absolutely removed from politics — a commission something after the style of the Railway Board of Canada. Any one in business must know what an absolutely fair tribunal that is, and what great protection it has offered to the public as well as the railway corporations. For years a commission of internal trade and commerce has been advocated to the government, but no action has been taken.

Could Post Government.

"With such a commission, if there was a complaint regarding the methods and conduct of any line of trade, this commission could take it up and make its report. Such a commission could post the government on conditions of trade about which at present the government are absolutely in the dark. The appointment of such a commission would do away with the rank injustice that has been meted out to many of the business men of this country. As an illustration—the expenditure of over $8,000 on the part of the government in trying to convict the wholesaler grocers of a criminal charge of which they are not guilty, and the necessary expense on the part of the wholesale grocers of over $12,000, in defending themselves against this trumped up charge. With a commission such as I have suggested—a permanent institution in this country—no such injustice would be done any one; on the contrary, conditions would be thoroughly investigated and a proper and correct knowledge obtained that would finally result in great benefit to the entire business community of this country.

H. C. Beckett."

* * *

This is, as has already been said, but one side of the question. There always is another side. This is not written to invite individual grievances, but The Grocer would like to know just what retailers throughout the country are thinking in regard to the appointment of a Royal commission on internal trade and commerce, applied to the equalization rates on sugar.

How Are You Going to Figure Profits?

Treasurer of Clarksburg Board of Trade and F. C. Williams, of Ridgeville, Contribute Ideas of How This Department Should be Conducted—Former in Favor of Estimating From Sales, and Latter Stands Strongly for Working on the Cost.

When Henry Johnson, Jr., some time ago wrote an article setting forth at length the argument that the proper method to figure profit was from the sales and not the cost, he little reckoned what a storm of ideas and divergent views he was going to stir out.

Readers of The Grocer will, no doubt remember that the first man to cross swords with Mr. Johnson on the matter was C. E. Jamieson, of St. Catharines, the head of the Commercial Department of the St. Catharines Collegiate. Subsequently John Halloway, of Toronto, contributed a short article in support of figuring from sales. Only last week there was another article from Mr. Jamieson. Now here are two more. As Mr. Jamieson said last week, that he would not like to see this controversy stop until the point had been satisfactorily explained, it almost looks as if his wish is to be granted.

J. M. Steele's Letter.

Below is given first the letter from J. M. Steel, a merchant of Clarksburg, Ont., and treasurer of the Board of Trade of that place. His views incline to the selling end.

Editor Canadian Grocer :—

"I have been quite interested in the discussions going on in The Canadian Grocer about percentage. I agree with the views of both Henry Johnson, jr., and also J. F. Holloway, that the proper way is to calculate the percentage of profit on the amount realized in the sale.

Figure From Sales.

"It is quite clear to my mind that if I sell an article that costs me 80 cents, for $1 I have made a profit on that dollar of 20 per cent. That is 20 cents profit and 80 cents for the cost of the article. True I have added a profit of 25 per cent. on the cost, but that, in my opinion, is the wrong way to figure it. Consider the large variety and different percentages of profit, on the many articles sold in a day in a store. It seems to me the only sane and safe way is to calculate your percentage of profit by deduction.

Less Cutting of Prices.

"Let me add in conclusion that if more merchants and grocers studied their percentages there would be less cutting and slashing of prices, less reductions of small amounts when making sales and business would be healthier and better. Very few look to the pleasure there is in doing business when properly conducted."

An Idea From Ridgeville.

Mr. Williams' letter which follows, shows decidedly that he is on the other side of the fence. The cost system appeals to him as the safest way. His letter in full as follows :

Editor Canadian Grocer :—

I firmly believe a merchant should figure his stock on hand at cost price instead of selling price. In all things he should aim not to deceive himself or make himself think his profits are larger than is actually the case. If anything he should under-rate, rather than over-rate.

Full Face Value.

Of course one of the first things to do is to make out a statement of the liabilities. Needless to say, these should be put in for full face value and none of these should be omitted. In paying them, there will be no reductions, and they must go in at par.

Be Conservative.

Next there are the assets, a most conservative course should be followed in valuing them. I have remarked that the stock of merchandise should be put in at cost price—well, the greatest care should be taken to include only the good and salable stock. Anything that is damaged, deteriorated or of which selling value has been impaired should be written off or written down liberally.

Show Actual Liabilities.

The business should be done in such a manner that when the balance sheet is made it will show the liabilities as they are, and the assets at a conservative valuation. The merchant should remember that he will not lose the values he writes off. He merely postpones the time when they will appear in his surplus account.

In Bookkeeping.

Then in the matter of bookkeeping from day to day, great care shauld be taken to charge all the expense accounts that should be charged to them, what I mean is that business men sometimes charge items to capital, that might more properly be charged to expense account.

In Charging.

Take the store fittings for example. It is conservative finance for the merchant to charge the smaller items, that are not of a permanent value, to expense account while the larger items which will last a number of years, might, and with reason be charged to property or capital account. But even in this case it is desirable that at the end of each year a certain proportion of the cash be written off—charged to expense account, and credited to property account. So that when they are thrown aside they will have been written off the books entirely.

Valuing Book Accounts.

In valuing the book accounts and bills receivable, they should be taken in a pessimistic manner when there is a considerable element of doubt as to their payment. They should be written down liberally, and afterwards when an account so written down is paid in full, it would be a good idea to put the surplus amount collected over and above the amount at which the account was carried on the books into a reserve account designed to meet future losses from bad accounts.

No Reason Why.

In this way, I see no reason why a merchant should not have in his balance sheet a very concise and accurate statement, showing the profits as they actually existed in the business.

Yours very truly,

F. C. WILLIAMS.

Ridgeville, Ont.

* * *

There are, no doubt, many more dealers throughout the country, with definite opinions on this subject. Would it not be as well, as Mr. Jamieson says, to finish it when we are at it ? There must be a few points held as of vital importance to many that have not as yet been touched. Why not send them in and end it all ?

APPOINT COMMITTEE

To Investigate Financial Statement of Toronto Branch R.M.A.

Toronto, May 11.—At a special meeting of the executive of the local branch of Retail Merchants' Association last week, a series of recommendations to the Dominion Board, urging changes in the constitution were passed.

The resignations of vice-presidents Harry Ellis and George H. Cooper were accepted, and D. B. Jacques and J. B. Dunlop were elected in their stead, Mr. Jacques occupying the first, and Mr. Dunlop the second chair. The resignations of all the other officers were laid on the table also, but on motion they were requested to take them up, and remain in office during the year.

The gathering was not as large as the one held a little more than a week before, nor was it as stormy. It had been called for the purpose of receiving the recommendations of their executive officers, as comprising their opinions of what was best for the Toronto branch as a whole.

Practically all of these recommendations the meeting adopted. One of those not accepted called for the providing of new officers for the branch independent of those of the general secretary. Among those endorsed by the meeting, and which will be forwarded to the Dominion Board, with the approval of the branch, was one giving the local branch power to set its own membership fee, and also to cut down the per capita tax going from the branch funds to the Provincial and Dominion boards from $3.50 to $1. Another was calculated to give local branches power over all printing matter, with the exception of official matter. Still another was intended to prevent the general secretary from giving out information pertaining to local affairs to the press without his first securing the permission of the executive officers of the branch.

E. M. Trowern, objecting strenuously to the financial report as presented by local secretary George E. Gibbard, it was decided to have a committee go into the report and see exactly how the affairs of the branch stand. Neither Chairman Dockery or Secretary Gibbard had any objection to offer to this.

Auto Delivery Yields More Efficiency

Big Dealer Changes From the Horse and Wagon System and Believes He is Doing the Correct Thing—Thinks Better Delivery Will Carry Business Steadily Upward to Greater Achievement—Actual Comparison as to Original Cost and Running Expenses.

By Henry Johnson, Jr.

This automobile business has been on my mind for the past five years. All that time it seemed to me that I could "see it coming." I have held back until convinced that the machines had been perfected to the point of being practical, business propositions.

I was tempted in 1905 by an electric machine, which I was mighty glad afterwards that I did not buy. Later I nearly bought a regular, pneumatic tired runabout with convertible body; but I could not see where any loading capacity had been provided, so concluded to wait. The radiator feature has also been bad, since in our region it is not uncommon to have the thermometer go to "twenty below" and worse, and I feared the trouble could not possibly be avoided with any water, or water-alcohol, radiator.

Horses Troublesome.

Meantime, the care of horses has been getting more trodblesome and expensive, and it has been a daily trial to get boys or young men for delivery clerks who were capable and yet not too costly for their natural capacity to get through the work. In summer, it has been hot, with danger of sunstroke to horses if crowded to any extent; in winter it has been cold and slippery, and altogether the old regime is passing away.

Two High-Wheeled Machines.

About three months ago, therefore, I determined that the time had come to make a change—and I have made it. I have two of the high-wheeled machines, 20 h.p., covered, with ample capacity on the two decks; so that it is readily possible to load an average of 40 orders at once, and things look very much better than when I had three waggons in service.

Send Man and Boy.

It is actual economy to send a man and a boy out with each heavy load, to get the goods out promptly, and, in fact, the problem now is how to get enough goods ready, or get them ready quickly enough; whereas our former trouble was that the goods were often ready and waiting for waggons to return. I have not had the rigs long enough in service to give the results of practical experience; but I think the following statement will indicate how things tend to drift.

Comparative Statement.

Running invest. in horses, say	$ 350
The same in waggons	400
Incidentals, harners, blankets, etc., say	150
Total	$ 900
Interest on $900 at 6 p.c.	$ 54
Depreciation, 20 p.c. per annum	180
Wear and tear (repairs and upkeep) 20 p.c.	180
Board of horses, $70 per month	840
3 boys, $10 per week average	1,560
Ins. on the outfit, say	26
Total annual cost waggon del.	$2,840
2 autos cost, complete	$1,500
Interest on $1,500 at 6 p.c.	$ 90
Depreciation, 20 p.c. per an.	300
Wear and tear (repairs and upkeep), say 5 per cent.	75
2 men at $12 per week	1,248
2 boys at $9 p.w. (half time)	468
Accident and fire insurance	130
Oil and gasoline, say	189
Barn rent for two machines	100
Total annual cost of auto del.	$2,600

Advantage in Service.

I think that I am figuring very safely in this way. I feel that, in fact, I have a respectable "margin of safety" in these computations, as regards simple cost; and I know I have an immense advantage as regards service. Items which modify the estimates are several, of which the following are a few:

1. The estimate of $900 for investment in waggon delivery is certainly an inside figure, as I probably had more money in the outfit; but aside from that I think I have that part of it about right.

The Actual Cost.

2. Estimate on the autos is right, just right, as I have put in the actual cost.

3. The men running the autos are simply drivers so far; but they are learning the grocery business, and when they have it learned, they will be able to handle most of the deliveries all alone; thus cutting out the boys' help except in emergencies. When they become very efficient and get to be really economical handlers of goods, I shall have to pay them probably $15 per week, and in time, may have to pay more. But you will note that I have a big margin left wherewith to pay those advanced wages, and such advances will operate to do away with the extra boys, leaving them in the store for extra inside work, hastening the preparation of orders, and in other ways increasing the efficiency of the organization.

Hard as You Like.

But the most important gains are those of service and generally bettered conditions. In hot weather, we shall not have to "spare the horse" on the long journeys in the sun; and if there be needful deliveries after regular hours, we shall not have to fear that we are overworking the animals. Whether the work begins early and ends late—or continues all night—or runs over Sundays—the autos will not suffer more than ordinary wear and tear, so long as the lubricating oil is liberally used.

Nothing So Important.

Now note this: There is no part of our business which is so important as the delivery end of it. This is not only because of the importance of promptness, but because of the desirableness of having it accurate; and men are better than boys, as a rule, in promoting and understanding accuracy. Furthermore, the man who sees our customers is the delivery clerk. Many of our regular customers do not come to the store at all, or come only occasionally. Does it occur to us often enough that our only personal representative to the house of our customers is our delivery clerk? Do we give sufficient thought to the fact of this personal representation?

Wages Not Attractive.

Now, in the past, as demonstrated above, Johnson & Son were under heavy expense to provide three boys, on three waggons, at $10 per week each. Such wages could not be attractive to men who were of the right calibre to meet our customers. Any man who might take such pay would either be comparatively worthless or would be there only as a temporary matter—waiting for a chance to leave us for his own betterment. But under the auto-plan we are able to hire men at steady work at wages which will be an inducement to them to make good and remain permanently with us. These men can afford to dress reasonably well, making a presentable appearance; will become well and favorably acquainted with our trade; will learn the little preferences, likes and dislikes of our patrons, and generally can be relied on to become fixtures in the organization—much to our mutual benefit.

More Than Three Horses.

Lastly, these machines will deliver more goods than any three waggons could possibly do; hence, this arrangement will yield us greater efficiency; greater efficiency will lead to much prompter deliveries; a prompter delivery will operate to increase our business; larger business will make us more money—and so on, around and around the spiral which will carry our business steadily upward to greater achievement and generally better things.

That is the way I have it doped out—any objections?

HALF-HOLIDAY IN HALIFAX.

Retail Grocers Decide on Having Time Off Each Week.

Halifax, May 11.—The retail grocers of Halifax held a meeting this week and decided to hold a weekly half holiday during the months of May, June, July and August.

Thursday will probably be the day observed, but if the other trades, in case the half holiday idea becomes general, should decide on a day, except Saturday, more generally convenient, they are willing to fall in line.

For some time the grocers of Dartmouth have had a mid-week holiday, and it has worked out most successfully to the employer and the employe. All the grocers close their stores at one o'clock, except when a public holiday occurs during the week, when the holiday takes precedence.

Shipments of molasses are now coming along. The schooner Burleigh arrived here this week with 287 puncheons, 44 hhds. and 50 barrels. Barbados is quoted at 33 cents per gallon in barrels, and 28 cents per gallon in puncheons.

TOO MANY HOLIDAYS.

Halifax merchants are contemplating keeping open on Victoria Day and closing for the King's birthday, June 3rd, Coronation Day, June 22, and Dominion Day, July 1st. They are of the opinion, in the East, that holidays come a little too close together this year.

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SOLD SHARES TO FARMERS.

A dealer in Chamberlin, South Dakota, recently incorporated his business under the laws of that state, with a capitalization of $50,000. He solicited the farmers of the surrounding country to buy shares, guaranteeing a dividend of seven per cent., and appears to have been quite successful.

His whole scheme simmers down to a battle against the mail order houses. He knew perfectly well that the farmer will take a keen interest in anything or any place where his money has gone before, and he counted upon securing their trade.

But he did more than that. He got their money as well. The farmers in this case supplied the money to carry on the concern, and also some of the trade necessary if they were to be paid back their seven per cent. in dividends.

Merchants in many towns in Canada might well take example of this United States dealer. They could easily do so up to a point at least. The farmer contributes a good deal of business to somewhere and if he be sufficiently interested by any proposition that his attention is drawn away from the catalogues of the mail order houses, then a good, big forward step has already been taken. The Chamberlin dealer was a pioneer. There will be surely some to follow the bold lead.

INSPECTION OF SCALES.

The opinion seems to be gaining ground throughout the country that in regard to the inspection of scales, the dealer should not have to pay the cost of the inspector who finds his scale to be correct. And on the other hand few grocers will seriously object to "footing the bill," when he is shown that his scale is wrong.

This is human nature. There should be no half-way measure. Either the government should appoint enough inspectors to inspect regularly and properly, or else the salaries and expenses of the men who are now going around should be paid out of public funds.

Generally speaking the grocers of Canada would welcome a regular inspection. It could be made an asset for them. If it obtained there would be no more suspicious glances thrown on the scales by customers. The visit of the government official would clear this away, as a broom, wielded in deft hands, removes cobwebs from remote corners.

The grocers are not complaining because the scales are inspected. They are complaining that they are not inspected often enough.

UNFAIR COMPETITION.

Grocers in Mitchell, Ont., complain bitterly that profitable business there is much hampered and interfered with by the action of dry goods men whom they say, sell certain lines of groceries at cost as a sideline.

The grocers report that these men are selling canned goods at ten cents a can, soap at six bars for a quarter, and various other lines at similar low prices. One dealer, formerly a grocery traveler, is giving up his grocery business and going into fancy goods lines.

This competition of the dry goods stores is not fair. It is not legitimate business to pick out from the goods sold by a non-competitor, certain quick sellers, and retail them out at cost, so that they may secure the customer's trade in their own lines. Such conditions as these gag progress. No man, knowing the conditions will want to embark in any new business there. No one who is in business will want to remain. The town will be held back. Where once the citizens pointed with pride to the well-stocked brightly-lit stores there will be gloom and dejection. It is bound to come.

But it should not be. Wholesalers should refuse to sell these men, so that they will be unable to compete with the legitimate grocers, who are the legitimate customers of the wholesalers. No condition of affairs, such as this should be allowed to exist.

OUR SPRING NUMBER.

The next issue of The Grocer (May 19), will be our big 1911 spring number. In view of the extra amount of work entailed in getting out such a large issue—color, printing, presswork, binding, etc.—there may be some delay in the time it reaches our readers. We would therefore, ask you to "bear with us" a little for we can assure you when the spring number does arrive, it will equal, if not excel, any you have ever read in the past. One of the principal editorial features will be the results of our competition on "Constructive Salesmanship" in which some of Canada's best retail dealers, or their salesmen, tell how they increase their sales. The nine winners receive medals.

A SQUARE DEAL TO ALL.

LET THE BUYER BEWARE ! Would you care to have such a sign hung by an indignant customer over your store door ? Hardly ! and yet there are dealers who would deserve it because they really are "out to do" certain purchasers on every chance allowed them. Yet it is freely admitted that this class is wearing few.

That some are left is because there are retailers who draw so small a profit from regular custom that they jump with eagerness at any opportunity which would enable them to overcharge some buyer who probably comes in the establishment only once in every long while.

That is PEDDLER POLICY, and it can also be classified with the business morality of certain hotel clerks who charge transient travelers just what they consider they can drag out of them, without driving them away.

But a dealer is not in the class of the transient peddler. He is in his place to stay. Let him "do" somebody, and he is quite likely to hear of it, which is certainly going to work to his disadvantage in the opinions of even his regular customers.

There should be a square deal to all. That is the only way of running a business so that no evil report comes back, boomerang fashion, to the ears of the dealer.

NOTES.

Paper makes a good polisher for glass.

As the warmer weather comes on there will be an increase in the pickle and oilve trade. The grocer should look to his pickle stocks in plenty of time.

Before you start to put ice in your refrigerator give it a thorough cleaning so as to eliminate any bad odor it may have contracted during the winter months and which might affect goods placed in it.

Noted Firmness in Many Dried Fruits

Position Becomes More Acute—Especially in Raisins, Prunes and Evaporated Apples—Advances at Several Centres—Teas are Very Firm—Primary Markets are Strong—Japan's Colored Tea Ruling Affects Prices—Tapioca is Firm — Syrup Has Advanced in Winnipeg—Prospects for Higher Salmon Reported From Montreal.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS.—
Teas—Firm.
Dried Fruits—Several advances.
Opening Salmon Price—Increase expected.

Montreal, May 11th.—Local jobbers still report business of the most satisfactory character and while such an optimistic note is sounded by the wholesale trade it may be safely taken for granted that the grocery world as far as Canada and particularly this eastern portion is concerned is on a sound basis.

The big local wholesalers are receiving regular shipments of goods but these are more interesting from the fact that they are brought to the local docks and shipments will be likely heavier than usual from this out. Sugar, Jamaica rum and molasses are some of the goods from the West Indies, and from Europe come English jellies, pickles, biscuits, liquors, dried fruits and so on. New lemons are also arriving. The bringing in of many of our groceries is not often thought of except when one actually sees the work of unloading.

Teas are again brought prominently before the trade as the result of the Japanese government enactment against coloring the new crop and future crops. In Montreal there is a tendency to boost the price of the colored stocks held at present and some of the houses report advances of five cents a pound. On the other hand jobbers state that they do not intend to increase their prices. It will be seen, therefore, that for the present the market while strong is unsettled. Ceylon teas are also firmer and the market as a whole is of interest to the grocer. As one jobber recently said, "It looks as if low priced teas are a thing of the past."

Sugar.—The market is at least steady, but it is difficult to form an idea of what development the near future will bring. The season of the big demand is approaching and considerable sugar is also required for soft drinks. The Cuban crop is estimated at various figures some claiming that it will be under 1,500,000 tons others that a yield of 1,600,000 tons is quite probable. The rainy season is not far away and on the island the number of grinders is reduced to 82. One report says, "Enough is known as to the fundamental points to make a fairly solid foundation under values."

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs	5 50
" " " 50 lbs	5 50
" " " 25 lbs	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—The first vessel bringing in molasses arrived in port this week and shipments will be ready for the trade on Monday. The steamer alst carried quite a shipment of Muscavado sugar. Syrups are in good demand and but little difference is noticed in the demand. Prices are steady and interest is well maintained.

Molasses, to arrive, car load lots	0 28	0 29½
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
" ½-bbls	....	0 03¾
" ¼-bbls	....	0 03¾
" 38½-lb. pails	....	1 70
" 20-lb. pails	....	1 30
Cases, 2-lb. tins, 2 doz. per case	....	2 25
" 5-lb. " 1 doz. "	....	2 40
" 10-lb. " ½ doz. "	....	2 50
" 20-lb. " ¼ doz. "	....	2 45

Dried Fruits.—Dried fruits cease to be of interest. Stocks are reduced to a minimum. Some of the local houses are unable to offer some lines of dried fruits, others state they are reduced to a low point and apparently none of them are fearing a surplus at the end of the year. In fact those who are fairly well supplied, especially in those lines in which the scarcity is most marked, are not falling over themselves in an effort to dispose of all their goods. One firm is fairly well supplied with Malaga raisins, figs, currants in pound packages and has a moderate stock of seeded raisins, but the showing of other fruits is practically exhausted. Some houses are better off than others but none of them seem to have an exceptional advantage over the others. Prices are certainly not standing still. Figs are reported weak but otherwise the market is firm.

Regarding currants, the statistical position is reported exceptionally strong, the available fruit for export being estimated at not more than 18,000 tons, and with an anticipated demand of probably 8,000 tons more than the supplies. It is on these facts that holders in Greece are willing to carry their fruit with the firm expectations of better prices before any new crop can be available. New crop up to the present has progressed satisfactorily, but it is too early to make any definite statements with respect to probable out-turn.

Evaporated apricots	0 18	0 21
Evaporated apples	0 14½	0 15
Evaporated peaches	0 11	0 12½
Currants, fine filatras, per lb., not cleaned	....	0 07½
" " " cleaned	0 08½	0 09
" Patras, per lb	0 08½	0 09
" Vostizzas, per lb	0 09½	0 10
Dates	0 05½	0 06½
Fards	....	0 11
Figs, 3 crown	0 08 0 08½	Figs, 6 crown 0 11 0 12
Figs, 4 crown	0 09	" 9 crown 0 13 0 14
" 5 crown	0 10 0 11	
Prunes—		
30-40	0 15½	0 16
40-50	0 14½	0 15
50-60	0 14	0 14½
60-70	0 13½	0 14
70-80	0 12½	0 13
80-90	0 12½	0 13½
90-100	0 12½	0 13
100 and over	0 11	0 12½
Bosnia prunes	....	0 12
Raisins—		
Choice seeded raisins	0 08½	0 09½
" fancy seeded, 1-lb. pkgs	0 08½	0 09
" loose muscatels, 3-crown, per lb	0 08	0 08½
" 4-crown, per lb	....	0 09½
Select raisins, 7-lb. box, per box	....	0 52½
Malaga table raisins, clusters, per box	3 40	5 50
Valencia, fine off stalk, per lb	0 07	0 07½
" select, per lb	0 08	0 08½
" 4-crown layers, per lb	0 08½	0 09

Coffee.—The coffee market does not offer any new features. Locally the situation remains unchanged. In the primary markets bull interests point out the statisical strength of the coffee position but the results have not yet been very apparent.

Mocha	0 22	0 30	Santos	0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Teas.—Following the announcement that new crop Japan tea will not be colored as ordered by the government, there an evident feeling that prices of colored teas now held are likely to be advanced. Customers accustomed to green teas will ask for it then as long as a supply is offered and the grocers will look to wholesalers who as the stocks decrease may be expected to increase their price. That is one feeling among the trade. Another tea dealer stated that he did not intend to advance his prices and his customers could have his stocks at present quotations which would not be changed. He gives his reasons for not intending to make an advance and hopes to be cleaned up on colored teas by the time the new crop is on the market. The new Japan crop will soon be offered and early teas are already reported for sale. The disappearance of the green teas will, of course, be brought about, but there is no doubt that many people will be surprised when the truth dawns upon them. Among several houses, Japan teas are reported advanced five cents a pound, but then there are other houses that quote no advancement. The whole tea market is firm. The rubber industry is very largely responsible for the present condition and has grown at the expense of the tea

industry. The tea market just now demands the interest of the grocer.

Japans—		
Choicest	$ 40	$ 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 31	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hysons	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " ppa leaf	0 20	0 [illegible]
" " pinhead	0 30	0 50

Rice and Tapioca.—Local jobbers report a steady rice and tapioca market but otherwise it is quiet with them. The strength of the tapioca primary market is worthy of note.

Rice, grade B, bags, 250 pounds	$ 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" **grade c.c., 250 pounds**	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 06½
Seed	0 5½ 0 05½

Spices.—The spice market has been steady but nothing of a special nature is to be mentioned.

	Per lb		Per lb
Allspice	0 13 0 18	**Ginger, whole**	0 20 0 30
Cinnamon, whole	0 15 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	**Mace**	0 75
Cloves, whole	0 28 0 35	**Nutmegs**	0 30 0 60
" ground	0 21 0 35	**Peppers, black**	0 16 0 18
Cream of tartar	0 25 0 32	**Peppers, white**	0 20 0 25

CANNED GOODS

MONTREAL.—The new packs are claiming more and more attention. Now it is the salmon prospects that are being "gambled" with. According to tradition and apparently facts this is a year of the light run and jobbers expect that the opening prices will be fifty cents higher than last year's opening quotations. It is learned that a number of contracts have been signed up on this basis. A brisk demand for canned goods is generally felt. One of the houses at least quotes canned corn at 95-97½ cents the reduction apparently resulting from stocks that are felt to be too heavy at this time of the year. This is the only line in which there is a tendency to drop prices. They are, otherwise, held steadily.

Apples, gal	3 25	$3 50
Peas, standard, dozen		1 20
Peas, early June, dozen	1 20	1 35
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen		1 90
Pumpkins—3 lb., 95c.; gallon, $3.00		
Beans, dozen		1 00
Corn, dozen		1 00
Tomatoes, dozen (Ontario and Quebec)	1 35	1 45
Strawberries, dozen		1 90
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen		1 80
Pears, 3's, dozen		2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen		1 00
Lawtenberries, 2's, dozen		1 [illegible]
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 07½
½-lb. flats, per dozen		1 32½
1-lb. flats, per dozen		2 25
Other salmon—		
White salmon	1 10	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen		1 60
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10

Lobster—
½-lb. flats, dozen, $1.40, $2.25; 1-lb. talls, dozen, $2.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	**Minced collops, 1s**	2 50
Compressed corned beef, 2s	3 [illegible]	**Corned beef hash, 1s**	1 [illegible]
English brown, 2s	3 15	**Corned beef hash, 2s**	3 [illegible]
Boneless pigs' feet, 2s	3 15	**Jellied hocks, 2s**	3 [illegible]
Ready lunch veal loaf 1s	1 50	**Jellied hocks, 4s**	12 00
Ready lunch veal loaf 1s	2 50	**Paragon ox tongue, 1½s**	7 50
Roast beef, 1s	2 00	**Paragon ox tongue, 2s**	8 50
Roast beef, 2s	3 [illegible]	**Paragon ox tongue, 2½s**	9 50
Stewed ox tail, 1s	1 60	**Paragon lunch tongue 1s**	4 00
Stewed kidney, 1s	1 [illegible]	**Tongue lunch, 1s**	3 50
Stewed kidney, 2s	2 50	**Sliced smoked beef, ½s**	1 [illegible]
Minced collops, 1s	1 40	**Sliced smoked beef, 1s**	2 50

TORONTO.—A steady trade is being done in canned fruits and scarcity is becoming noticeable in a number of lines. Prices have been advanced on black and red raspberries which are now quoted at 1.90 for 2's. Different dealers find scarcity in stocks of different lines. At one house raspberries and pears were given special note while another house reported their stocks as none too large in canned peaches, strawberries or plums. Canned salmon while enjoying only a normal trade is steady in price. Sorting orders for canned vegetables, particularly tomatoes and corn are arriving quite freely. There seems to be no surplus in stocks of any lines and dealers are doing no worrying over the disposal of stocks.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 [illegible]
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" **Refugee or Valentine (Green) 2's**	0 97½	1 00
" **Refugee Midgets 2's**	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 3's	0 97½	1 [illegible]
Carrots, 2's	0 97½	1 00
orn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 [illegible]
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	[illegible]
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 [illegible]
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	....	1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices are:		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 30 1 35		
Northern River Sockeye			1 95
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS

POINTERS—
Dried Fruits—Several advances.
Nuts—Firmer.
Canned Raspberries—Higher.
Tapioca—Advanced.
Tea—Firm.

Toronto, May 11.—The grocery trade seems to have taken on more life lately or at least dealers seem to be well satisfied with the volume of trade for this time of the year. Several houses state that an expansion has been brought about by the opening of navigation on the lakes. Others say that trade has been on the quiet side for a time and dealers have allowed their stocks to get small and are now replenishing them. Collections are reported fair for the season.

Wholesalers report that trade in sugar is rather quiet, retailers having sufficient stocks, the consumption just now being small, but will soon begin to show an increase.

Special stress has been laid on the dried fruit market for some time back and apparently was fully warranted. This week further advances are noted by local houses in prunes, evaporated apples and raisins. Supplies of the first two fruits are so small that there is not a great deal of trade being done but raisins are pretty brisk, and advances have been made especially in seeded. Even present quotations are claimed to be as low as purchases can be made by wholesalers from packers.

Different firms find themselves differently situated in regard to supplies of canned fruits, but a general scarcity is admitted. The lines short and the degree of shortness varies with several houses. Black and red raspberries have been advanced to $1.90 this week.

Sugar.—The raw sugar market after a slightly easier tendency last week has again steadied up to a position of considerable strength.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 [illegible]
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 [illegible]
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses.—There are no particular features to the syrup or molasses markets. Prices are unchanged and trade of a steady nature continues.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	**Gallons, 6 to case**	4 80
5 lb. tins, 1 doz. in case	2 50	**½ " 12 "**	5 40
10 lb. tins, ½ doz. in case	2 50	**Quarts, 24 "**	5 40
20 lb. tins, ¼ doz. in case	2 45	**Pints, 24 "**	3 00
Barrels, per lb	0 03½	**Molasses—**	
Half barrels, lb	0 03¾	**New Orleans, medium**	0 30 0 35
Quarter " "	0 03¾	**New Orleans, bbls**	0 28 [illegible]
Pails, 38½ lbs. ea	1 70	**Barbadoes, extra fancy**	0 45
" 25 " "	1 20	**Porto Rico**	0 45 0 52
		Muscovado	0 30

Dried Fruits.—With the situation in dried fruits becoming more acute as the season advances and available supply

grows smaller, as expected under such conditions prices show an upward tendency. This was particularly noticeable this week and a number of advances have taken place. Prunes go upward with a stride that clearly denote the condition of stocks here, and now range from 12 cents for 90s to 100s to 17 cents for 30s to 40s. No 50s to 60s, 60 to 70, or 70 to 80s. are to be had on this market.

Tea.—The local tea market continues firm as does also the primary. The edict by the Japanese government that no more colored teas shall be made has as yet had no particular effect on Japan teas. "This ruling some years ago," said one dealer, "would have been regarded as of great importance but the amount of Japan teas imported into this country is yearly growing smaller. The consumption of Japan teas in Canada has fallen in ten years from 9,000,000 pounds to approximately one-third that figure.

Coffee.—The local coffee market strong position. Prices are steady especially in Rio and Santos.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maracaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Rice and Tapioca.—A normal amount of business is being transacted in rice at unchanged prices. An advance in tapioca does not come as a surprise as its strength has been noticeable for some time. Some dealers are asking even higher than present prices as the situation no doubt warrants. Trade is steady.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 3 00

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm	
Rangoon	0 03½	0 03¾	brown	0 05¼ 0 06
Patna	0 05½	0 06¼	Tapioca—	
Japan	0 04½	0 06	Bullet, double	
Java	0 06	0 07	goat	0 08
Carolina	0 10	0 11	Medium pearl	0 06 0 06½
			Flake	0 08
			Seed	0 06 0 06½

Nuts.—Strength is noticeable in a number of lines of nuts, Bordeaux and Marbot walnuts and Formigetta almonds having advanced slightly. Damage to the almond crop in Spain is reported. New crop Brazil nuts are quoted slightly lower by some firms this week. Trade is not overly large in volume.

Spices.—Spices are in fair demand for this season of the year. Prices in general are steady. Peppers both black and white are quite stiff in the primary market. Nutmegs which are from 2 to 3 cents higher than last November are holding their own while cloves remain steady.

Beans.—There is no particularly change in the bean situation this week. Prices seem quite firm with business inclined to be quiet.

Prime beans, per bushel	1 90	2 10
Hand picked beans, per bushel	2 10	2 25

Seeds.—Although the big rush for timothy, alsike and red clover is pretty well over, sorting orders are coming in quite freely. Prices for all lines especially the high-grades are steady while timothy which is so dear this year is fractionally higher. A feature of the season is the large quantities of seed corn going to the country while sorting orders for this line will continue to come in for quite a while yet, as the sowing season extends in some parts of the country until late in June.

MANITOBA MARKETS

POINTERS.—

Sugar.—Steady.
Syrup.—Advanced.
Coffee.—Declined.

Winnipeg, May 6.—Encouraging conditions still continue to prevail throughout the entire West. Seeding is in full swing, and is reported to be pretty well advanced in many parts of the West. The sharp frost which occurred last week is reported to have done but little damage, and as a result this optimistic feeling is reflected on the trade.

The local market has been very active. Large stocks of all lines are being brought in by lake route. Many were getting rather low. The most noticeable feature has been the advance of ten cents per case in syrup. For a long time the syrup market has been exceedingly strong, and this advance has been predicted frequently. Special strength on the American markets resulted in prices being raised yesterday on this market.

The coffee market has on the other hand been on the downward move, and declines in green Rio coffee and roasted coffee have taken place.

Dried fruits continue to be scarce, but a steady trade is being carried nevertheless.

Sugar.—On last week's decline an active movement has been taking place in sugar. No further change has taken place in prices, as the tone of the market is as strong as ever. Stocks are of considerable size now, and large orders have been wired for by some wholesalers who expect an advance due to strength on Southern markets in the near future.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Dried Fruits.—An advancing market has been in progress this week. Stocks in all lines are getting low, as there are no supplies in any part of Canada to be drawn from. The result is that prices have been advancing in proportion to the size of the local stocks.

Raisins are scarce, and slightly higher. Prunes, especially sizes of 60 to 70, 70 to 80 and 80 to 90, it is impossible to procure. Dried peaches have advanced one-half cent per pound, and dried apricots about the same. It is expected that in a short while some of these lines will be off the market entirely.

Evaporated Apples.—Stocks of evaporated apples are almost cleaned out, and only a few are held locally. One house reports that those held by them are being sold at 14⅞c for 50s, and 15⅜c for 25s.

Syrup and Molasses. — Strength on the southern markets caused an advance to take place here yesterday of ten cents per case. As stated above, this advance has been predicted for over a month. Fair sized stocks are held here, but an active market is taking place.

Syrups—	
24 2-lb. tins, per case	2 18
12 5-lb. tins, per case	2 53
6 10-lb. tins, per case	2 41
3 20-lb. tins, per case	2 43
Half bbls., per cwt.	3 80
Barbadoes molasses in ½-bbls., per gal	0 43
New Orleans molasses, ½ bbls., per gal	0 33
" " per bbl. per gal	0 31

Coffee.—The green Rio coffee market declined a half cent per pound during the week, which corresponds to a drop of two cents per pound in roasted. The cause of the decline appears to be due solely to lower markets to the south. One of the largest wholesalers in replying to the question stated that as far as he knew this was the only cause for it.

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Nuts.—There has been no change in this line during the week, and prices quoted are as follows:—

Almonds, Formigetta	0 15	0 15
" Tarragona		0 16
" shelled	0 33	0 34
Walnuts, Grenoble	0 15½	0 16
" Marbots		0 14
" shelled	0 38	0 40
" Manchuria		0 11
Filberts	0 12½	0 13½
Pecans	0 18	0 20
Brazils (new crop)	0 15	0 16
Peanuts, roasted	0 09½	0 13½

Beans and Peas.—A slight decline has taken place in the bean market, and ordinary beans are quoted 5 cents per bushel lower. Hand picked beans remain unchanged. Peas are also firm.

NOVA SCOTIA MARKETS.

Halifax, May 1.—Business continues good in all grocery lines. Jobbers report that stocks of canned goods are rapidly being cleaned up, and that it is probable that prices will advance. There is a heavy demand for corn, peas and tomatoes. There is also a scarcity of prunes on the market, and prices are higher. Retail dealers say that owing to the scarcity of prunes, that evaporated apricots are selling freely. Valencia onions are now off the market, and the trade is being supplied with Egyptians and Bermuda. The latter stock is quoted at $2.00 per crate. Egyptians are selling at 3½ cents per pound.

American clear pork is down to $22.00, and American beef is quoted at $19.00.

NEW BRUNSWICK MARKETS.

St. John, N.B., May 10.—The only changes made in the local markets last week were in the prices of canned tomatoes which are scarce and high, being quoted at $1.50 per dozen, and in American clear pork which has dropped 50 cents and is now offered at $20 to $23.

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is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truendale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Quaker Salmon

The very finest packed.

A business getter and a business holder

Packed in talls and flat tins.

MATHEWSON'S SONS
WHOLESALE GROCERS
MONTREAL

Secret of a Package Tea Success

Quality Made Trade When the Trade Became Acquainted With the Quality.

That is the history briefly of Red Rose Tea.

The retail grocery trade of Canada have found that it pays to push Red Rose Tea because it gives their customers greater satisfaction than any other tea.

It merits your confidence, too, because every package is up to the same high standard. You know you can recommend it to your customers with the absolute assurance that it will please them and keep on pleasing them.

The increase in the Red Rose Tea business has been enormous. Its remarkable success has been due to the confidence and friendliness its quality has inspired in the grocer.

Red Rose Tea

"Is Good Tea"

T. H. Estabrooks,

Toronto Winnipeg St. John. N.B.

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious

Appetizing

Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO





"Devonshire Cream at its Best."

FUSSELL'S

THICK RICH

CREAM

(GOLDEN BUTTERFLY BRAND)

Rivals the very finest Devonshire Cream and, in addition, KEEPS INDEFINITELY IN ANY CLIMATE

FROM 10c. A TIN

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LIMITED

4 Monument Street, LONDON, ENG.

Eleven Gold Medals

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

J. W. Windsor, Montreal, have delivered new pack of Ice Castle lobsters on Montreal market this week. This is the earliest delivery for many years.

Large and important changes have been made in the building of the United Soap Co., of Canada, Limited, at Montreal. An extension has been built and soap boiling plant has been installed, also machinery for making soap powder and scouring soaps. The manufacture of soap will be carried on in all its branches and the company begs to draw the attention of the trade to the fact that they are placing on the market a laundry soap of a high quality at an exceptionally reasonable price.

D. L. Sterling is again sales manager of the St. Charles Condensing Co. No sooner was this announced to the Canadian trade than Mr. Sterling was the recipient of many congratulatory messages. He was formerly sales manager for this company at which time he made many warm friends among the wholesale trade of Canada.

Oshawa Canning Company, Ltd., Oshawa, Ont., is installing new machinery and extending their plant to handle the increased demand of this season.

Alfred W. Daviss has been appointed secretary of the Acadia Sugar Refining Co., Halifax, N.S., succeeding the late T. M. Cutler. Mr. Daviss received his first acquaintance with the sugar business in the office of the St. Lawrence Sugar Refining Co., at Montreal. Later he went with the beet sugar company, at Farnham, Que., and at the inception of the old Halifax Sugar Refining Co., Mr. Daviss was appointed sales manager. He was finally transferred to the Acadia Sugar Refining Co. when the three Maritime Province refineries were amalgamated in 1893. He is well known to the trade in Toronto having acted locum tenens for a time in 1896 during the absence of Wallace Anderson, the company's representative there.

Hamilton's Board of Trade, always aggressive and progressive, inaugurated a scheme which certainly has been the means of opening the eyes of many of its own citizens. Most of the larger factories at the request of the Board of Trade, agreed to throw open their doors to various deputations of citizens and manufacturers, who were driven around the city in automobiles kindly provided by the Board of Trade. Several large and influential deputations visited the Ontario Lantern and Lamp Co.'s extensive works and were astonished at the magnitude of the plant. They were shown all through the various departments and were then taken through The Canadian Tungsten Lamp Co.'s works, watching with great interest the various processes of grinding, squirting, treating and mounting filaments. These deputations afterwards visited several other factories where they were also well received.

H. Gilbert Nobbs, Toronto, manager of Holbrooks, Ltd., for Canada and the United States, has returned from a trip to England.

Some Hints.

It is valuable to be able to place stock properly, so that it will show up best, and also so that all possible time can be saved.

The aim of the grocer should be to carry as small a stock as possible but yet carry a stock large enough to handle all the business he can get.

AGENTS WANTED.

AGENTS WANTED throughout Ontario with good connections with grocery trade, to handle well advertised line. References required with application. Apply Box 385, CANADIAN GROCER, Toronto. (2w)

FOR SALE.

GROCERY, CROCKERY and FRUIT BUSINESS —Old established business of 35 years in one of the best manufacturing towns in Ontario for sale. Will rent or sell building. Box 386, CANADIAN GROCER, Toronto.

GROCERY BUSINESS FOR SALE

In growing Alberta town, three thousand population. Annual turnover sixty thousand. Nicest trade in town, Exceptional opportunity for right man with about three thousand dollars.

Address: Box 384, Canadian Grocer, Toronto

Wanted—First-Class Traveller for Wholesale Grocery and Confectionery Trade, Toronto. Fine opportunity for good man. Replies confidential.

Confectionery,

c/o CANADIAN GROCER

English Brewed Ale and Stout

The most healthful drink of Old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.



CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St., Calgary; Royal Stores Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

Manufacturers and Shippers

of Eastern Canada, Europe and the U. S. A., who wish to get in right with the hustling, booming West, should avail themselves of the facilities and service we offer.

We have large track warehouses at the five main distributing points in Western Canada, and from these centres we cover the territory in an aggressive and thorough manner.

May we push the sale of your grocery lines in this territory? We have an unrivalled connection among the whole wholesale trade of Western Canada and enjoy the highest financial standing.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for Full Information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell 12 articles instead of one.

E D S

"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.



Made only by **E. D. Smith,** at his own Fruit Farms **Winona, Ont.**

Agents—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.

GUNNS QUALITY ROAST PORK WITH DRESSING

G

The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

Hot Weather

Indications are that Hot Weather will come in quickly and come in strong. Your customers will want

Smoked Sugar Cured Meats

and especially

COOKED HAMS

Send in your orders early, prices will be no lower this year.

ALL MEATS MADE UNDER GOVERNMENT INSPECTION.

F. W. Fearman Co. LIMITED

HAMILTON



The Babies Eat What is Given Them

The child cannot choose like the grown-ups. The choice of food for the infant rests with the parent. Give the babies

Reindeer Brand Condensed Milk

It it pure, sterilized and free from germ life—carries none of the infection liable through raw milk.

REINDEER LIMITED

TRURO, N.S. HUNTINGDON, P.Q.

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Lard is Easier and Eggs are Firmer

Increase in World's Lard Supply—Hogs This Year are Good Lard Producers—Eggs are Firmer at Most Centres—Provision Market is Unsettled—Hogs Lower in Toronto — Higher in Montreal—Butter is Firmer in Montreal, but Lower in Toronto—Prospects for Butter Production are Good.

Trade in pork products is reported fairly satisfactory for this season of the year, the warmer and fine weather being held accountable. The farmer during the cold weather is able to kill and use his own meat, but with the advent of the warmer weather this is not possible, and he has to purchase supplies. From now on there will be an increase in the sale of smoked and cooked meats, which reaches its height in the middle of the summer, and continues good until well into the fall.

Canadian live hog markets seem to be acting in direct opposition to one another this week. While the Toronto market has declined, Montreal has moved in the opposite direction, owing to short supplies and a keener demand on the part of the packers. United States markets are steady this week on account of only a normal delivery, but pretty liberal runs are expected.

Lard is seasier on most Canadian markets, with a ½ cent decline at Toronto and slightly lower quotations at Winnipeg. The world's visible supply of lard on May 1st was 214,370 tierces, compared with 192,236 tierces on Apr. 1st and 112,377 on May Ist of last year. Stocks in America are 85,370 tierces, compared with 72,736 on Apr. 1.

Just at present, there seems to be keen competition between dealers at different centres for supplies of eggs and prices are firmer, with slight advances at several points. The production on the whole seems to be heavier than at this time last year, and there are some dealers who do not expect the present steadiness to continue.

While Montreal butter rules firm this week, the Toronto market is from 1 to 2 cents lower, under heavy receipts, that at present exceed consumption. With the prospects excellent for an abundant production of butter, and with it conceded at many centres that the quantity of held butter is quite large, it does not look as if prices will go higher, at any rate, for a time.

MONTREAL.

PROVISIONS.—The provision market is rather unsettled. A fair demand is passing, especially in hams and bacon, for which the call is gradually increasing. Supplies in these lines are ample to fill present requirements. The demand for lard is a little slower, and the feeling is easier. Live hogs are firmer in tone, owing to short supplies and a keener demand on the part of some packers. Dressed stock is without change.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11½
" " " 5 " "	0 11½
" " " 3 " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10¾
Tubs, 50 lbs. net, per lb	0 11¼
Tierces, 375 lbs., per lb	0 11
One pound bricks	0 12
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10¼
" 5 " " " "	0 10¾
" 3 " " " "	0 10¾
Pails, wood, 20 lbs. net, per lb	0 10¼
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 10
Tierces, 375 lbs., per lb	0 09¾
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Boiled ham, small, skinned, boneless	0 21
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 12½
Medium sizes, 13 to 18 lbs., per lb	0 14
Extra small sizes, 10 to 13 lbs., per lb	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " small, 9 to 12 lbs., per lb	0 15
Breakfast bacon, English, boneless, per lb	0 14½
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	6 85
" dressed, per cwt	9 50 9 75
Country dressed hogs, per cwt	8 00 9 00

Butter.—Slightly advanced prices are noticeable this week in butter quotations. At country points, offerings for the finest new creamery were higher in tone, and locally the market showed sympathy with this movement. The production of cheese is heavy, daily and weekly returns showing an increase over the output a year ago. The market is apparently on a steady basis.

New milk creamery	0 23
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 20

Eggs.—The market is firmer this week and shows a slight advance in prices. An explanation of this fact is offered by reports of higher prices being paid at country points, and the keen competition between eastern and western shippers for supplies. The demand continues active and the market is steady just now. The production seems to be heavier than at this time last year.

New laids	0 19 0 20
Selects	0 22 0 23

Cheese.—The local cheese market is firm and interesting. Production is good and the price now offered is somewhat in advance of that which ruled a year ago. Exports of cheese for the season have already begun, the shipments from Montreal for the first week, ending last Saturday totaled 16,976 boxes, as against 16,791 for the corresponding week last year.

New make	0 13 0 14
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs.	0 14
Old cheese, large	0 16

TORONTO.

Provisions. — Another 25 cents has been lopped off live hog prices this week, being the result of another effort to get pork products down to an export basis, which move is said to be necessary before the provision market will be satisfactory.

"If the bacon market continues its present course," said one dealer, "it will soon be no compliment to be called a hog, which it was in a certain manner a year ago when prices were so high."

As a result of this further decline, the provision market exhibits an easier feeling, and another reduction of ½ cent has been made in lard, bringing the pure product in tierces down to 10 to 10¼ cents. Some time ago the opinion was expressed by more than one dealer that lard had reached the bottom, but still the easiness continues. One reason is that the class of hogs being marketed are good lard producers.

Long clear bacon, per lb	0 10½ 0 11
Smoked breakfast bacon, per lb	0 16 0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 17½ 0 18½
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	23 00 24 00
Lard, tierces, per lb	0 10 0 10¼
" tubs "	0 10½ 0 10¾
" pails "	0 10¾ 0 11
" compounds, per lb	0 09¾ 0 10¼
Live hogs, at country points	5 75
Live hogs, local	6 05
Pressed hogs	8 50 9 00

Butter.—Receipts of butter have continued heavy, and prices as expected in such a case have slumped further, and reductions ranging from 1 to 2 cents have been made down the whole list, and fresh creamery prints may now be had from 23 to 24 cents. Demand has kept at a fair volume, but not nearly large enough to take care of all arrivals, and hence the cause of reduction. With a continuance of heavy receipts, and the present stocks of butter held, there are dealers who fear that some further reductions will come.

	Per lb.
Fresh creamery print	0 23 0 24
Creamery solids	0 21 0 22
Farmers' separator butter	0 20
Dairy prints, choice	0 18 0 19
Fresh large rolls	0 18 0 18½
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 17

Eggs.—The situation in eggs is about the same as has existed for the past couple of weeks. Small supplies, and a good demand, with a resulting steadiness in the market, which has caused a slight advance in quotations, and 19 to 20 cents is now being asked.

New laid eggs	0 19 0 20

Cheese.—Trade in cheese is not particularly brisk at present, while quotations remain unchanged.

New cheese—		New twins	0 13½
Large	0 13	Stiltons	0 14½ 0 15
Old cheese	0 14 0 15		

Poultry.—The poultry trade is not large in volume, and is confined mostly to cold storage stocks. Any fresh offerings bring high prices.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 13		

WINNIPEG.

Provisions.—Further declines have taken place on the lard market. Chicago packers have been forcing the price of hogs down to such an extent on that market that they have been forced to lower the price of lard, which has resulted in a declining market prevailing over the entire North American continent. The price of live hogs on the local market has been holding steady at $6.75 per cwt. for the last three weeks. A few sales were made yesterday at $7 per cwt. Dealers state however, that in the face of lower markets east and south, the price cannot remain at that figure here. Other changes will be noticed in the price list.

Hams, large	0 13½	Tomato sausage per lb	0 10
Hams, medium	0 15½	Pork sausage	0 09
Breakfast bacon backs	0 16½	Beef sausage	0 07½
Shoulders	0 12	Lard, in tierces per lb	0 11½
Long rolls	0 18½	50-lb. tubs	5 75
Short rolls	0 17½	20-lb pails	2 35
Long, clear sides per lb	0 11½	10-lb. pails, cases	7 20
Boneless backs, per lb	0 15	5-lb pails, cases	7 80
Mess pork, bbl	25 00	3-lb. pails, cases	7 35
Mess pork, ½-bbl	13 00	Compound, 20-lb pails	2 30
		Steers, heifers, abattoir killed	0 10½

Eggs.—Supplies of eggs continue to arrive in large quanties from local points. Prices hold firm at 16½ cents delivered Winnipeg.

Cheese.—Slightly lower prices are prevailing for cheese. A steady trade is still continuing. New quotations are 13 to 13½ for Manitoba and 13½ to 14 cents for Manitoba twins. Eastern cheese is offered at 14¾c for ordinary, and 15 cents for twins.

Butter.—Considerable quantities of held-over stocks are now being offered. This is of very poor quality and can only be classed as inferior butter. Dealers are offering 8 cents per pound for this, but at even that figure they would rather not handle any. Creamery butter is down one cent per pound and dairy butter is also lower.

Creamery butter—		
Manitoba fresh-made creamery bricks		0 27
Eastern townships bricks		0 27
Manitoba	0 25	0 26
Dairy butter—		
Strictly No. 1, delivered Winnipeg	0 16	0 17
No. 2, delivered Winnipeg	0 12	0 13
No. 3, delivered Winnipeg	0 08	0 10

EGGS CUT TO FIVE CENTS.

Crazy Competition Pursued by Detroit Merchants.

Two Detroit grocers recently engaged in a price cutting contest that should be an example to those retailers who carry on this suicidal competition.

These two are located on opposite sides of the same street. One put out a big display sign advertising eggs at 24 cents. The other met it. Price-cutting continued on both sides till the price was reduced to 8 cents a dozen on the part of one store and 5 cents a dozen in the other.

As the grocer making this offer had frequently to replenish his stocks, other grocers of the vicinity soon found out what was going on and sent messengers to buy eggs at the low price. Each store therefore disposed of a great quantity to other grocers at a loss of from 10 to 20 cents a dozen.

It is very doubtful if any advertising advantages arose to either of the two merchants concerned in this competition. At any rate it was quite expensive advertising. Grocers would make more money if they would compete on the basis of quality and service than if they stake their whole reputation on the ability to sell goods cheap.

INVESTIGATING SUGAR.

Washington, May 11th.—The United States government is after any trusts that may exist. The American Sugar Refining Company is now to be investigated by Congress with a view of obtaining information as to possible violation of the anti-trust act. The committee is instructed to ascertain whether the operations of the trust have caused:

First, the restriction or destruction of competition among refiners of sugar.

Second, an increase in the price of sugar over the price prior to the organization of the trust.

Third, an increase in price of sugar in this country over the price paid in other countries.



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD., WARWICK, ENGLAND.

GILLETT'S CREAM TARTAR

We give our unqualified guarantee that these goods are chemically pure. This fact is verified beyond doubt by Bulletin No. 222 recently issued by Inland Revenue Department of the Dominion Government. It shows that Cream Tartar purchased from this Company by the Grocery trade contains a higher percentage of purity than that sold by any other concern.

It further shows that a larger percentage of good Cream Tartar is handled by the Grocery trade than by Druggists in Canada, and that the larger percentage of it is Gillett's Cream Tartar.

E. W. GILLETT COMPANY LIMITED
TORONTO, ONT.

Winnipeg Montreal

O.K. SAUCE

ENGLAND'S BEST

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents---DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

Macaroni
Vermicelli
Spaghetti

Why Pay Customs Duty?

Our Goods, Made in Canada, Are Better Than The Imported, Because:

1. Experiments made in **France** have proven that the **Canadian Flour** is **superior** to the best **Russian** quality.
2. We only use Canadian Semolma made from the rich hard wheat of Manitoba.
3. Our employees have all been brought from France and are thoroughly skilled.
4. Our machinery is of the very latest type and is worked on automatic principles.

WE WANT TO HEAR FROM YOU

L'ETOILE

"Cie Francaise des Pates Alimentaires"
6-9 Harmony Street, MONTREAL

CANADA: No better Country



MOTT'S: No better Chocolate.

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICES' BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG
AGENTS for British Columbia and Alberta:
DONNELLY, WATSON & BROWN, Vancouver & Calgary

Sell Mushrooms
There's Good Money in it

We are arranging with one leading grocer in each town to handle our mushrooms during the coming season.

As the supply of these dainties very seldom equals the great demand, the men who secure a local agency for our product are sure of big sales at extra good profits.

Better write us to-day for full particulars before your competitor closes for the exclusive rights in your locality.

WRITE US TO-DAY

Canadian Mushroom Growers
Limited
LINDSAY :: ONTARIO

MASON'S No. 1 SAUCE

Agents wanted where not represented

The Sauce for the epicure—

of delicious flavor and unequalled purity. Made according to the famous 'Mason' formula in our modern factory which is a model of sanitary care and cleanliness.

You can confidently recommend this well-known line and give it prominence.

Masons Limited,
25 Melinda Street, - Toronto

Flour and Rolled Oats are Both Firm

Under Higher Values in Raw Material—Wheat Shows Some Advancement Over a Week Ago—Has Been Some Talk of Advance in Flour—Domestic Trade is Fair—Export Inquiries are Out of Line—Oat Market Has Advanced — Good Foreign Demand.

In sympathy for the higher quotations for wheat, a much stronger feeling obtains in flour. There has been some talk of an advance in price but all millers have not agreed on this point and no announcement has been made. There are those millers who believe that wheat will drop below present prices and are inclined to wait to see how the wheat market acts before making any change. Those millers who have large contracts feel no need of advancing prices as they would have to deliver at contract prices anyway, while on the other hand those millers who are differently situated and who are buying wheat at present prices would welcome an advance.

While wheat values had a set back on Saturday last, the first part of this week brought them back to their old position. Some dealers believe that wheat values are being somewhat unduly inflated. One report from Chicago says: "According to the view of some conservative market men, the present May manipulation is a bold and daring coup with the chances against its ultimate success. These speculators may find themselves at the end of their deal with a corpse altogether too big to bury except in the graveyard of their own profits. They have been vainly trying to arouse apprehension because of the alleged lack of moisture in the Northwest, but although rain will be needed there during the month, it is far from time to worry as yet. Taking the situation from a general view point it seems difficult at this writing to predict other than disaster to the plans of those who are attempting to manipulate it."

While some dealers believe differently, it is for this reason that some millers believe that wheat may react.

The world's shipments of wheat last week amounted to 12,176,000 bushels compared with 11,088,000 the previous week and 9,168,000 for last week.

While domestic trade in flour continues normal, there is a scarcity of export orders. While there has been a fair inquiry from the English markets, bids were out of line with present quotations.

Oats are firmer again this week, under a good foreign demand, and prices are higher than those ruling a week ago. While No. 2 Canadian Western oats were quoted at 40 to 41 in Montreal last week, as high as 42½ cents is now being asked. In sympathy with the higher raw material, the rolled oats market is firm.

MONTREAL.

Flour.—There is a steady demand for flour but the market at present is rather uneventful. Prices are unchanged but there is a stronger feeling apparent although it may not result in advanced prices.

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" streng bakers	4 60
" second "	4 20

Cereals.—Rolled oats are firm in sympathy with the primary market and also because of a continued good demand. Prices remain unchanged.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Rolled cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 15
" barrels	4 60

TORONTO.

Flour.—Wheat has made some little advancement over a week ago and No. 1 Northern Manitoba is quoted at $1.00½. There is a much stronger feeling in flour in sympathy with the raw material. While there has been some talk of advancing prices, all the leading millers are not unanimous on this point, and as yet no change has been announced. Some millers are uncertain as to whether wheat will stay at the present price and are inclined to wait before taking action. Ontario wheat is strong at present also, No. 2 winter wheat quoted at 86 to 87 cents compared with 81 cents a few weeks ago.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—Under higher oat quotations, the rolled oats market rules firm. During the past week the oat market has advanced 1½ to 2 cents. Trade is satisfactory in the general lines of cereals.

Rolled oats, small lots, 90 lb. sacks	2 15
" " 25 bags to car lots	2 05
Standard and granulated oatmeal, 98 lb. sacks	2 35
Rolled wheat, small lots, 100 lb. brls.	2 75
" 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 70 1 80

Peterboro's Merchants' Association.

Peterboro, May 11.—The local branch of the Retail Merchants' Association promises to become a real live organization as a result of their meeting of the 5th inst., when the following officers were elected for the ensuing year:—President, Thos. Barrie; 1st Vice, T. H. Adams; 2nd Vice, Keith G. Leck; Treasurer, Jas. Connal; Secretary, H. V. Duggan. The meeting was addressed by E. M. Trowern, Dominion Secretary and H. A. Harrington, of Toronto.

Hamilton, Ont., grocers will likely again hold their annual picnic at Niagara Falls this year. The date will be July 19.

VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAPLEINE is now



Thoroughly Established in Public Favor as

The Flavor de Luxe

for

Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home.

Be sure that it is on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents

26 Front St. E., Toronto

Crescent Manufacturing Co., Seattle, Wash.

The Selling Tactics of Two Clerks

Striking Comparison of Methods Used by Two Salesmen in Selling Olive Oil and Jam Respectively—The Customer Who Talked and the Clerk Who Sold—Knowledge of Stock Essential if Good Results Are to be Secured.

It has been proven many times that a salesman can sell "just as good" goods. But in order to do so he must understand the article which he is substituting. A customer enters a store and asks for a certain brand of goods. The line is not carried but they have another which is equally as good. The salesman if he wishes to sell that customer, must thoroughly understand the article in question and its talking points if he would convince the purchaser of their equal quality.

A customer entered a grocery store the other day to purchase olive oil. He approached the clerk and said: "I want a bottle of olive oil."

Now the clerk did not know whether the olive oil they had was ——— or not. He walked to the place where the supply was kept and returned with a bottle saying, "I guess we don't keep ———." However, he had heard the boss recommend this one to a customer and he continued, "This is very good olive oil though."

"What brand is it?" asked the customer.

Picked Out Name.

The clerk again showed his lack of knowledge of his goods by having to look at the label to find out the name. "P-U-R-P-I-S, Purpis," he spelled out. Will you take a bottle of it."

"No." said the customer, "I want Pink's. It is the best olive oil sold. There are none of the others as good," and the clerk meekly replied, "Is that so?" and discontinued his attempt to sell.

How much better it would have been if he had understood his goods and been able to say, "No we don't keep ———, but I feel safe in saying that this is just as good, if not better. The government report describes it as pure olive oil and that should be as high a recommend as a person should want. Every customer we have sold it to, has been well pleased and I feel confident that if you try a bottle you will be pleased also."

In selling Jam.

In another store, the article under discussion was jam. In this the clerk exhibited full knowledge of his goods and complete faith in the article he was recommending with the result that he was able to make a sale.

The customer enquired for a jar of Blank's jam.

"We do not keep Blank's, madam, but we have one which is of equally good quality. It is ——— brand. I think you will find it very satisfactory."

"No," said the customer, "I have always heard that Blank's was the best."

"I believe, madam, that if you tried this you would change your opinion. That it is pure is shown in the government analysis which places it as high grade, while I, myself, having used it can vouch for its taste and therefore, I do not hesitate to recommend it to you."

A Customer Convinced.

"I believe then that I will try a couple of jars," the customer answered.

The difference in these two sales can easily be appreciated. In the one, the clerk allowed the customer to talk to him because he had no arguments in favor of his goods, while in the other case, the clerk had studied the points of the article and talked to the customer.

The latter clerk, picking up a package from the counter said "What about tapioca, Mrs. Customer? We have just put in stock this quick tapioca which requires no soaking and a pudding may be prepared from it in 15 minutes."

"What is it worth?" enquired the customer, and the clerk gave the price and launched into a talk on the splendid food values of tapioca.

A customer wants to be satisfied of getting full value for her money and the next question was "How much will it make?" The clerk showed his knowledge of the goods by telling how much it would make and finished up by selling her a package.

Should Prepare for the Holiday to Make a Profit

May 24th, Victoria Day should bring an increase in trade to the dealer who exerts himself to get it, sufficiently. In all parts of Canada the day is recognized as a holiday and excellent opportunities are presented to the grocer to make of it a tidy little profit. It is well that he plan far enough ahead that when the time comes, he will be fully prepared to get his share of the trade.

At this time of the year it is advisable to have a window trimmed in keeping with the day. Something that will bring the holiday more prominently before the public. It should be prepared early, say on Monday so as to put the people into the holiday spirit early in the week.

Some suggestions are here given for such a window. Being observed in remembrance of the late Queen, it is only fitting that you have a picture of her in the window. This should be placed back somewhat from the glass and trimmed with flags. In front of this in letters made of oranges the word "Victoria" or "Victoria Day" written out. Behind this at each side of the picture, a pyramid of oranges and farther out up the sides a row of pineapples. Behind the pyramids of oranges, a slightly raised platform on which you may show tomatoes, green goods, soft drinks or bon bons. Behind the picture bananas may be hung while a becoming background may be made with flags. This is a window which should attract some attention if carefully arranged.

As fruit and vegetables are good sellers around this holiday, they should be nicely arranged within the store also, and here further decorations for the day may be made if the merchant so wishes. Confectionery is another line which sells well at this time and to which the merchant should give some attention by a complete stock and a nicely arranged display.

Customers sometimes forget about the stores being closed on Victoria Day so that it would be well for the merchant to put up a sign: "Let us supply all your wants to-day. Stores are closed to-morrow." This may cause a customer to buy more than she otherwise would have and also saves them from disappointment in case they wanted something next day and could not get it.

PRINCE EDWARD ISLAND CROP.

Prince Edward Island has a population of about 100,000, and makes a good showing in the matter of production, the total value of the field crops of the Island in 1910 amounting to nearly $10,000,000. Hay leads in point of value, but the oats amounted to $2,250,000 and wheat amounting to $550,000 was also raised. Three million bushels of potatoes were produced on the Island with a value of $1,200,000.

THE DEADLY COMMON FLY

Oh, trader, swat that fly;
The common fly—
The pesky fly—
The maddening fly—
The buzzing fly—
The sticky fly—
The measly fly—
The dirty fly—
Disgusting fly—
The sickening fly—
Germ-laden fly—
The typhoid fly.

He hates to go;
But then, you know—
Alive or dead,
Blue, black or red—
He hurts your biz.,
And, therefore, his
Should straightway end
By your descending, swooping swat!
Your well-aimed swat!
Your crushing swat!

Be sure to kill;
He's had his fill
Of filthy feeding,
Of nuisance-breeding,
No mercy show,
But let him know
That you and he
Can never be
At peace again.

Now swear by hen—
Come rain or shine,
Bad luck or fine,
That sight of him
Or sound of him,
Will bring a swat!
A blighting swat!
A squashing swat!

By Royal Warrant



to H.M. The King

¶ The only original and genuine Worcestershire Sauce is made by **Lea & Perrins.**

. . . . . .

¶ Other Worcestershire Sauces are **imitations,** introduced many years after **Lea & Perrins** had made the name "Worcestershire" famous throughout the world.

ORDER

Lea & Perrins' Sauce

Definite System in Collecting Debts

British Columbia Dealer Pins His Faith to Follow-up System —Nova Scotian Merchant Outlines Set of Seven Letters which he says, Is Most Effective in Bringing Results—The Gradual Approach to Demand for Cash.

It will be well for the merchant at this time of the year to examine carefully the accounts on his books, and make an effort to reduce them to as small a total as possible. The merchant should no more have his books loaded down with old and long drawn out accounts than he should have his storehouse or space under the counter filled with goods which he does not really need.

Now is a good time for him to go carefully over his books and pick out all old and past-due accounts, also to determine upon a definite course of action in the collecting of them. In some manner clear the trouble up and banish this deadwood off the books. They are about useless there. If nothing better presents itself, get the customer who owes you to give you a promissory note. In this way you have to deal with that customer in the future in regard to that note only. In an account, the customer may dispute it item by item, but with the promissory note this is not possible.

A British Columbia grocer recently said, "At intervals I go over my books and take off all accounts that are past due and place them in a collection book. I then begin a systematic attempt to realize upon them. When an account has run for any length of time, a person cannot expect to collect it on first trial, so that it is necessary to have some follow-up system. I begin with a mild reminder and continue gradually until strongest point is reached when I literally demand the money.

A Nova Scotia merchant has the following follow-up system in sending out letters and he says they are very good if properly used:

(1) "We find a balance on our books of $11.43 against you. We have a large payment to make soon and if you could let us have this amount, it would greatly oblige."

(2) "We would like the payment of your account of $11.43, if you find it convenient."

(3) "We are clearing up our books for this quarter and would like you to call and settle your account."

(4) "We must ask you to let us have a payment on your account at once."

(5) "You have as yet neglected to let us have payment of your account. We have extended liberal terms and as it is far past due, we must ask you for a settlement."

(6) Our previous letters to you in reference to your account have not been answered. We cannot allow this to remain on our books any longer, and must ask you to call and settle the same within ten days."

(7) Unless your account of $11.43 is settled at once, we shall have to place it in the hands of our solicitor for collection. If you wish to save extra cost and trouble, please settle at once."

In this system the idea of gradually continuing up to the strongest point has been carried out. Of course it should be remembered that this exact system does not do for all collections. Circumstances alter cases. Judgment must be used in the wording of all letters.

However, the idea is that every dealer should have a spring house cleaning time on his books and furthermore that the only way to collect most old accounts is to get after them sharply, and not in a half-hearted way as if he did not expect to get them or was asking a favor of the debtor in requesting payment.

THE DELAYED INVOICE

Delayed invoices are a great source of inconvenience to the merchant, and he should when possible, urge upon the wholesaler the necessity of forwarding promptly. Not only do late invoices cause considerable worry to the dealer, but sometimes loss as well. Especially is this true with goods that fluctuate in price. Quite often a dealer is getting goods which he has not handled before.

The goods arrive but the invoice does not. Perhaps a customer enquires for one of the lines received, and the merchant, ignorant whether prices have changed, or not, sells at the old price. Perhaps when the invoice is received, it is found that the price of the goods has gone up, and that, consequently he had sold too low.

But it is not only the direct loss that annoys the merchant. If he unpacks them before the arrival of the invoice he must keep a careful note of the number received and check it off when the invoice arrives where, if he had it on hand, he could check them right up and dispose of the matter.

THE CO-OPERATIVE SOCIETY MOVEMENT

Ottawa, May 11.—A visitor, with a purpose missionary, to Ottawa, was William Maxwell, of Rothesay, Scotland, president of the International Co-operative Alliance. He is traveling through Canada under the auspices of the Alliance with the purpose of making the aims and objects of co-operation known throughout this country. The history of this commercial movement as outlined by this representative is as follows:—

"It began in Scotland in 1769, and there is one society in Glasgow now which was established in 1800. The principle of the movement, at first, was to enable the members of a co-operative society to obtain the necessities of life at first hand, that is to say, from the producer. There was a slight departure from the original idea in 1844. Instead of dividing the profits on capital it was thought better to divide them on purchases. This is known as the Rochdale plan. The man who buys the most gets the most profit, instead of the man who invests the most. In 1864 there was a federation of the societies. Capital was contributed by societies in their corporate capacity and not as individuals.

"At the present time there is one wholesale society in England and one in Scotland. They do a yearly business amounting to 34,000,000 pounds. The business of the English concern amounts to 24,000,000 pounds, and that of the Scotch company 10,000,000 pounds. The aim of these wholesale co-operative societies is to procure goods in different parts of the world for the various retail societies.

"Thirty-four years ago they placed a buyer in New York whose duty is to procure produce throughout the United States. Seventeen years ago I visited Montreal and recognizing it as an important distributing center, placed a buyer there for the whole of Canada. Six years ago a buyer was placed in Winnipeg, chiefly for the purpose of obtaining grain for the mills of Scotland. Last year $5,000,000 worth of Canadian products were sent to Great Britain.

"In 1880 a good sized surplus was found to exist in the exchequers of the co-operative societies, and they went in for manufacturing. There are now in England and Scotland eight co-operative flour mills, besides many soap works, shirt factories, boot and shoe factories, etc. Three or four ships are employed in carrying goods from Europe to England.

"In the wholesale houses no credit is given beyond a month. If accounts are settled within a month five per cent. is deducted, and if they are allowed to run beyond a month five per cent. is added. In the retail stores no credit is given beyond the amount invested in the society by the purchaser, so that the danger from losses is reduced to a minimum."

Mr. Maxwell's endeavor is to spread the gospel of this doctrine by giving an idea of its operation and success elsewhere. He expresses the idea that the germ of its movement is here, and all that is required to develop it is education.

Are You The Man Who Wants To Increase His Salary $5.00 A Week?

¶ If so, and you are reliable, we want you.

¶ During the past two months we added thirty new men to our circulation staff.

¶ We still have openings for forty men, to devote all or part time to handling the collections, new and renewal subscriptions of our thirteen publications.

¶ By applying now you will get exclusive territory and a more attractive opportunity.

MacLean Publishing Company, Ltd.

143-149 University Avenue, : : : Toronto, Ontario

Putting Credit Business on a Cash Basis

Easiest thing in the world! No chance to pick the wrong plan, since there's only ONE way to do it. Simply install

Allison Coupon Books

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

WILSON'S FLY PADS

All dealers in foodstuffs should commence using them early. Every fly killed now represents a host in July.



BY THE CARLOAD

We have now

BANANAS, TOMATOES, CABBAGE, and CELERY

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

Wholesale Fruit, Fish and Produce Commission Merchants, and dealers in Hides, Wool and Raw Furs.

Strawberries

Do not forget we are in position to fill your orders with best stock.

GET YOUR ORDERS IN EARLY FOR THE HOLIDAY.

ORANGES PINEAPPLES
BANANAS LEMONS
EARLY VEGETABLES, ETC.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Is This Lemon Weather?

WELL YES

Buy a few Boxes of

"ST. NICHOLAS"
"HOME GUARD"
"KICKING" or
"PUCK"

They sell like hot cakes in the winter.

J. J. McCABE

AGENT

TORONTO, ONT.

Fine Weather Helps the Fruit Trade

Higher Temperature Has Benefited Business Considerably—Navel Oranges Still Coming—California Valencias Will Soon be Ready and Big Crop Expected — Grapefruit is Higher—Lemons Enjoying Good Trade—Prices are Firm — Vegetable Trade Satisfactory—Potatoes Higher in Montreal.

Navel oranges are still coming along and while the crop is nearly all in, shipments will probably continue for another couple of weeks. Some Mediterranean Sweets are now being offered but supplies are not large. The Valencia crop in California will begin to move in the near future. It is reported to be a very large one and the quality is claimed to be the best ever produced. It is estimated that there will be close on 6,000 cars, which should mean quite reasonable prices, and a consequent large consumption of the fruit.

It is estimated by the best authorities that this season's citrus crop in California will amount to 48,000 cars. For all this tremendous output it is notable that there are fewer navels left in the state than there were at this time last year, but this season's crop having opened early is probably the cause of this.

Strawberries and pineapples under more plentiful supplies and slightly lower prices, are showing some improvement but are as yet too high for any extraordinary volume of trade. With the advent of cheaper strawberries and pineapples the orange trade will no doubt be affected. While grapefruit supplies are smaller, there are still some shipments from Florida, but at higher prices as was predicted. The quality is excellent, being much better than that received earlier in the season.

Spanish onions are about all cleaned up. Texas onions are somewhat easier under present large supplies. One report says that possibly 60 per cent. of the crop has been shipped and that it looks like a quick finish. The crop is not as large as was at first expected. Egyptian onions which were easier last week, are steady again at present prices.

Lemons keep their strong position with an excellent demand being experienced.

MONTREAL.

Green Fruit.—Fine weather has been of considerable encouragement to the fruit men during the past week. To begin with it was a lemonade temperature and fruits in general benefited in addition to lemons. The latter fruit is more in demand every day and while prices have not changed materially of late it is felt that higher prices will prevail. From one source it is reported that the Sicilian crop is short. Navel oranges are becoming scarce and the price is advancing proportionally. Strawberries are in good demand and are arriving rather freely. It is almost out of the question to quote prices as they are liable to changes almost daily, depending largely upon conditions of supply and demand.

Apples, bbl.	6 00	8 00	Oranges—		
Spies	7 00	8 00	Cal. navels	3 50	4 50
Bananas, bunch	1 50	1 75	Valencia	4 00	4 25
Cocoanuts, bags	4 25	4 75	Mexican	2 00	2 25
Grape fruit, Flo.	3 50	4 75	Tangerines		4 00
Lemons	2 50	3 00	Pineapples—		
Jamaicas	1 75	2 00	Floridas, case	4 00	4 50
Limes, a box		1 50	Strawberries, N. Carolina	0 17	0 25

Vegetables.—New beets, carrots and other early vegetables have recently arrived on this market and apart from the fact that they are bringing a nice price they are moving quite satisfactorily. Stocks of last year's Canadian vegetables are still carried but the interest is being centered in the new goods. Potatoes are up, the strength spoken of for weeks past having had a decided effect. Some of the quotations are as high as $1.40 per bag.

Likewise, tomatoes are high. The public's taste just now craves for vegetable and fruit dainties and high prices are not going to materially help sales. The scarcity of tomatoes has been dealt with before. Egyptian and Florida onions are new on the market.

Asparagus, boxes of 2 doz	12 00	13 00	Onions—		
Beans, hamper	5 50	6 00	Spanish, crate	3 00	3 50
Beets, doz		1 25	Egyptian, bag	3 00	3 25
Carrots, doz		1 25	Floridas, crate		3 50
Cabbage, crate	2 25	2 50	Potatoes, bag	1 25	1 40
Cucumbers, bas.	3 25	3 50	New Bermuda potatoes, bbl	6 25	6 50
Cukes		2 00	Sweet potatoes, hamper		3 00
Garlic, 2 bunches		0 25	Parsley, crate		2 00
Green Peppers, small basket		1 25	Parsnips, bag	1 00	1 25
Leeks, doz	1 75	2 00	Radishes, dozen bunches		0 50
Lettuce—			Spinach, bbl		1 75
Boston lettuce	2 75	3 00	Tomatoes, crate	3 50	4 00
			Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—The local fruit market, with the warmer weather of the past week, presents a scene of activity. Strawberries are cheaper at 20 to 22 cents and under the lower price are in better demand. The same is true to a certain extent of pineapples which are down to $3.50 per case. Bananas are going out freely at $1.00 to $1.75 per bunch. Florida grapefruit is getting in smaller supply but there is still some coming along at higher prices as we predicted last week. Apples are almost a thing of the past on this market. Tomatoes as expected are higher at $4.00 to $4.50 per case. Canadian rhubarb has made it's appearance at 75 cents per dozen. Lemons continue steady with a good demand.

Apples, bbl	3 50	8 00	Oranges—		
Apples, box	1 75	2 50	Med. sweets	3 00	3 50
Bananas	1 00	1 75	Navels, large	3 00	3 50
Cocoanuts, sack		4 75	Navels, small	3 25	3 75
Grape Fruit—			Pineapples crate		3 50
Florida, per case	4 25	5 00	Strawberries—		
Lemons—			Carolina, qt	0 20	0 [illegible]
California		3 50	Tomatoes, case of 6 baskets	4 00	4 50
Messina	2 50	3 00	Rhubarb, doz		0 [illegible]
Limes, box		1 25			

Vegetables.—A satisfactory amount of buisness is being done in vegetables. Spanish onions are completely cleaned up. Those from Texas are lower at

$2.50, while Egyptians which took an easier turn last week have reacted and are steady at present quotations. Florida celery is off the local market with the exception of perhaps a few cases. New potatoes are selling at $2.75 per bushel and Canadian asparagus at $1.25 to $1.50 per dozen. Potatoes are steady and the farmer being now busy at seeding the deliveries are not large while the West is also taking a considerable quantity.

Beets, Louisania doz		1 25	Lettuce, Canadian, head	0 20	0 40
Canadian beet, bag	0 60	0 75	Boston head lettuce, doz		1 50
Cabbage, old, pr bbl	1 25	1 50	Boston head lettuce, hamper	4 50	5 00
Cabbage, South Carolina	2 00	2 25	Onions—		
Carrots, Canadian, bag		0 50	Texas, case		2 50
Carrots, Louisania, doz		1 00	Egyptian, sack	3 50	3 75
Celery, Florida, case 3's, 6's, 4's		3 50	Potatoes, Ontario, bag	1 00	1 10
Cucumbers, hamper	3 00	3 25	Potatoes, new, bushel		2 75
Cucumbers, Boston, doz		1 50	Sweet, hamper		2 75
Endive, 12 heads		1 00	Parsley, per doz		0 75
Wax beans, hamper	3 00	3 50	Parsnips, bag	0 40	0 50
Green beans, hamper		4 50	New turnips, per 11-qt. basket		0 50
			Asparagus—		
			Canadian, doz		1 50
			Spinach—		
			Hamper		0 75
			Barrel		2 25

WINNIPEG.

Fresh Fruit. — A general advancing market has been prevailing during the week in fresh fruit. Florida grape fruit is quoted again from $5 to $6 per crate. Navel oranges have advanced from 25 cents to 50 cents per box. California lemons have also advanced 50 cents per crate. Louisiana strawberries have gone up 50 cents per crate, in spite of the fact that Arkansas berries are now on the market, and are being offered at $5.00 per 24-quart crate.

Washington box apples		3 00
Florida grape fruit, box	5 00	6 00
Bananas, bunch	2 75	3 75
Navel oranges	3 75	4 25
California lemons, crate		6 00
Messina lemons		5 00
Louisiana strawberries, case of 24 pints		3 50
Arkansas strawberries, 24 qt. crate		5 00

HEALTH BY-LAW IN LONDON.

London, Ont., May 11.—London Board of Health has been informed by the city solicitor that there is at present no by-law prohibiting grocers and fruit dealers from exposing vegetables and other edibles outside their stores. The board is likely to take steps to have such a by-law passed by the council, though definite action has not yet been taken.

24th May

Fruits and Vegetables

Entrust your business on this occasion with us and get the best the world produces.

WHITE & CO., Limited

HAMILTON TORONTO

Renowned for High-Class Goods.

HUGH WALKER & SON

You can always depend on getting good quality from the oldest fruit firm in Western Ontario.

PINEAPPLES,

NAVEL ORANGES,

LEMONS

Mail Orders are our Specialty. Send them along.

The House of Quality

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



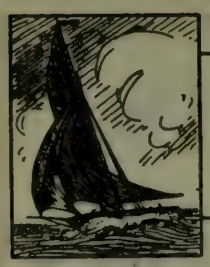


PROFIT is what you are in business for.

Do you think you can make as much money by selling Extracts, Compounds, or some substitute for lemons, as you can by selling Real Lemons? NO, most decidedly no. You satisfy your customers by giving them our lemons and they come back for more, in the happy come-back is where it counts.

Sell Our Lemons : : : : Buy Our Lemons

W. B. STRINGER, Sales Agent FOLLINA BROS., Packers



Fish - Oysters



Fish Trade Settles to Steady Basis

Satisfactory Steady Demand—Fresh Supplies Coming in Regularly—Brook Trout Expected to Come More Freely—Big Arrival of Fresh Fish at Halifax—Fishing Season is Under Way in Newfoundland—Codfish are Plentiful on South-west Coast.

Market conditions have not changed materially as far as fish is concerned. Business has settled to a steady basis with the demand steady. Fresh supplies are coming in regularly and prices generally are low. Halibut, haddock and cod are freely offered also pike. Whitefish and lake trout are welcome additions to the market and are quoted at a reasonable price. The brook trout season is open but owing to the thickness of the ice shipments have been light. Supplies are expected to come in more freely from now on.

QUEBEC.

Montreal.—Shad continue scarce and prices have been further advanced this week. Trout and whitefish are now offered on the local market since they began to arrive during the past week. Local dealers expect more liberal supplies of brook trout than have been received. Owing to the thickness of the ice shipments have been small. Halibut, haddock and cod are in good supply and are offered for sale.

FRESH

Alewives (shad herring) per 100 fish	2 00	Steak cod headless, per lb	0 05
Dressed perch, per lb	0 10	Halibut, express per lb	0 09
Dressed bullheads, per lb	0 10	Salmon, per lb	0 22
Haddock, per lb	0 04½ 0 05	Shad, buck, each	0 35
Haddock, fancy shore, per lb	0 05½ 0 06	Shad, roe, each	0 75
		Lake trout, lb	0 12
		Pike, per lb	0 07
		Whitefish, lb	0 10

FROZEN

Codfish	0 03 0 03½	Salmon, B.C., red	0 09 0 10
Haddock	0 03	Gaspe salmon, per lb	0 15
Halibut, per lb	0 09	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Gras pike	0 05	Whitefish, large, lb	0 07½ 0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, B.C., red, bbl	14 00
		" " pink, bbl	12 00
Labrador sea trout, half bbls	6 50	" Labrador, bbl	16 00
No. 1 mackerel, pail	2 00	" " ½ bbls	8 50
½ bbls	3 00	" " trcs., 300 lb	21 00
No. 1 pollock, bbl	4 00	Salt eels, per lb	0 07
Scotia herrings, No. 2, bbl		Scotch herring, keg	0 00
Lake trout, half bbl	6 00		1 00
Choice mackerel half pail	2 00	Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60

Solid meats—Standards, gal., $1.75; selects, gal., $2.

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00

ONTARIO.

Toronto.—The local fish market is rather uneventful. There is a good steady demand, with quite plentiful supplies. Some fish are being brought from the eastern coast, while Lakes Ontario and Erie are supplying their share of the fresh variety. Shrimps are quoted this week at $1.25 per gallon. Finnan Haddie are a shade firmer with 8 cents being asked.

FRESH CAUGHT FISH

Steak cod	0 06	Fresh trout	0 15
Fresh halibut	0 10	Fresh caught white	0 12
Perch	0 07	Fresh caught herring	0 07
		Haddock	0 06 0 07

FROZEN FISH

Goldeyes	0 05	White fish, winter caught	0 09
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 08
Shredded cod	2 25	Pickled lake herring, 100 lb. kegs	2 80
Cod, Imperial, per lb	0 06	Quail on toast, per lb	0 07
Fillets, per lb	0 12	Shrimps, per gal	1 25

NEW BRUNSWICK.

St. John.—Salt and dry fish stocks are pretty well cleaned up and while a future supply of fresh material is in sight, it is expected that what little there is on hand will probably work off at the high prices. Gaspereux have been taken quite plentifully but the supply is not up to last year, so far. They are being used almost exclusively for kippers and bloaters.

NOVA SCOTIA.

Halifax.—Enormous quantities of fresh fish were landed here this week, the receipts being the heaviest of the season. All bankers coming in from the fishing grounds had good catches and all dealers now have big stocks on hand. It is estimated that over one hundred thousand pounds of fresh fish were landed here this week, besides three thousand quintals of salt cod. Prices hold firm despite the heavy receipts; there is keen competition among the dealers. Halibut is very plentiful in Nova Scotia waters this season, one vessel arriving here this week with 20,000 pounds. The same vessel on a previous trip had 13,000 pounds. There is a good demand for fish, and the trade with Upper Canadian cities is increasing. It is stated that the high prices asked for meat is responsible in a certain measure for the largely increased consumption of fish and it is generally conceded that fish is a much more wholesome food. Only small lobsters are offered for sale on the local market. They are quoted at one dollar per dozen. All the large are shipped to the American market. During the week more than two thousand crates of live lobsters were shipped from Nova Scotia points to Boston, which is the distributing centre for the New England states and New York. Codfish are quoted at $8.00 per quintal.

NEWFOUNLAND.

St. John's.—The fishing season here is now well under way. The latest reports are that codfish are plentiful on the Burin Grounds and also along the South West coast but the East coast reports a scarcity of fish. Herrings are making their appearance everywhere, especially on the Eastern side. The warmer weather which was so badly needed has been welcomed. Some merchants on the south and west coasts have from 300 to 750 pounds of dried fish ready for shipment. The market here is quiet, as there are no fish arriving for sale. Tinned salmon is steady at the present quotation of $5.75 per case.

Codfish, large and medium merchantable, per qtl.	6 00
" small " "	5 00
" large Madeira "	6 00
" small " "	5 00
" large and medium West Indie	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock "	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	18 00
Salmon, per case 48 1-lb. tins	5 75
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" 48 1-lb. tins, per case	6 50
Cod Oil, hardwood casks, tun	105 00
" softwood " "	99 00
Cod Liver Oil, gallon	0 70

MANITOBA.

Fish.—A steady market continues in fresh and smoked fish. All lines of smoked are pretty scarce, and stocks are becoming low. Cod fish is practically off the market as are red herring, and none will be offered before the end of June and July. In the fresh fish, lake trout has been added to the list and is quoted at 12 cents per pound.

SMOKED FISH

Kippered herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring, per keg	68
Fillets of haddock	0 12
Smoked cod	0 12
Labrador herring, ½ barrels	4 25
Bloaters, per box	1 50
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08

FISH (FRESH)

Salmon, per lb	0 18
Halibut, per lb	0 11
Fresh lake trout, per lb	0 12

The grocers of Berlin, Ont., want the hour of closing on Saturday night extended from 10 o'clock as under the present by-law, to 10.30.

First As Usual

Deliveries are now being made
of

ICE CASTLE LOBSTERS

1911 Pack

All of our many customers will receive some goods on order within the next few days

Quality as Usual---Finest Obtainable

ICE CASTLE BRAND { **Kippered Herring** and **Herring in Tomato Sauce**

Have you ordered through your jobber?

New goods will be on market this month, and pack is well sold up.

J. W. WINDSOR

Packers and Dealers in

The Largest Variety of Canned Goods in Canada.

CANADIAN AGENTS:

TORONTO AND HAMILTON: A. E. Richards & Co.
KINGSTON: Jas. Craig.
LONDON: Geo. H. Gillespie.
WINNIPEG: W. H. Escott Co.
EDMONTON: Dominion Brokerage Co.
CALGARY: H Donkin & Co.
HALIFAX: A. B. Mitchell.
ST. JOHN, N.B.: W. S. Clawson.

A SHORT STORY FOR CLERKS

By Old Philosopher

This is a story dealing with the fruit of ambition, and the plucking of it.

There are two kinds of ambition, noble and ignoble; good and bad. The path of the first, if straightly followed leads towards a land that is full of honor and good reward; the course of the latter runs in a roundabout way to poverty and the ill will of the traveler's fellows. It is the noble and good sort that is first treated here.

People have said that ambition only applied to men in politics, in the professions, and in the higher walks of the business world. That is not so. It was a poor man who said once "a cat can look at a king." Probably the English language contains no better expression of the scope of ambition. By no power of transition could the cat become a king. Yet the feline, by the mere sight of Royalty, might be inspired to become a better cat and be an example among its fellows. So it is with man. In all walks of life, he who seeks TO KNOW, other, and mayhap better men, can find something in him that will improve himself, if he be but sincere in the seeking. Truly "a man is part of all that he has met."

So the grocery clerk, to whom the work is not mere drudgery, performed for a niggardly pittance, can better himself in life if he will but pattern himself after his more successful fellows in the trade. He can find in these shining examples of what he himself may become, if he but willing to work and learn. He can make that other man declare him dividends.

True Story of One Ambition.

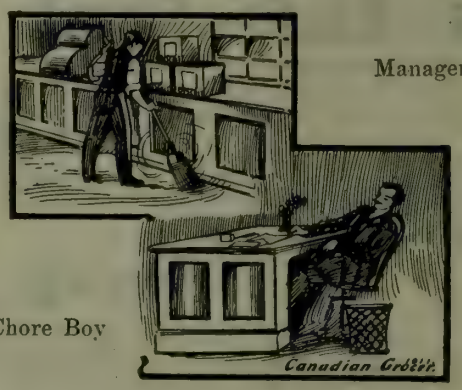
In a certain well-appointed grocery store in a certain Canadian centre eleven years ago, a certain young man engaged himself as a delivery boy. He thought then only of the day as it came. But he was a good boy. For some time he performed his work in a work way; did it all right, but in a routine way without thought or inspiration. In the course of a few months the spirit of the store began to enter into his soul. He looked about him in the breathing-times between deliveries and saw how everyone in the place was working hard for SOMETHING. He did not know what that something was, but he felt how nice it must be to stand behind a counter, talk to people and sell goods, because those who were doing it seemed to take so much pleasure in the doing of it. They never seemed to be weary or indifferent, as he was often, in the course of the day's work.

The New Inspiration.

Fired with this new desire he began to manifest more interest in his work. He commenced to take pride in his baskets and boxes and strove to have all the customers feel it was a pleasure as well as a duty to deliver the parcels to them in good condition, and to place them in their houses to save trouble on the part of his boss' patrons. He whistled about his work. The boss noticed him after awhile and set him down for promotion as soon as the chance presented itself. The chance came. One of the clerks who had achieved the ELUSIVE SOMETHING for which he had striven left the establishment and the delivery boy was put behind the counter. The surge of pleasure that went over him at the change told him there must be something tangible in the dreams he had formed. He had taken the first step up the ladder.

As a Clerk.

With the Boss' eye still upon him, and the Boss' interest in him more pronounced than ever, he went cheerfully to work. His observations, when as delivery boy he had furtively watched the tactics of the clerks, were now capital to him, and the Boss was heard to remark: "he takes naturally to the job." So he spoke to him encouragingly often and in leisure moments instructed him in the handling of customers and in methods of selling goods. Years went by and the boy was still there, though now transformed into a man. And with the transformation in stature there had come a transformation of ideals. His vision had been enlarged and he saw now the manager's chair, where the Boss, could be seen behind his desk listening to travelers, ordering goods and directing the conduct of his flourishing business. It was not a covetous gaze. He only knew that he would fit himself for the place by watching the Boss, so that he would be ready when the call came. He KNEW it would come, and it came.



As Manager.

Once there, his ambition, formed years before on his dreary and cold delivery trips, rested for a time. With all the energy that was in him, he went to his new work and endeavored, always to make the business greater than it was. And because of the compelling force he threw into the work the trade did grow, and rapidly. He conquered all the intricacies of the work. The Boss himself, now prosperous, saw that he could rest for a while from his labors. He did so, and the business went on and on as a smooth running piece of machinery.

Downfall of the Boss.

And now the gaze must be directed to the Boss himself if the end of the tale is to be told. In his hours of ease he found it good to forget all he knew about the trade which had made his ease possible. He grew lazy, but the money still poured into his coffers. And soon too, his good wife conceived the idea that she did not hold her proper place in society. She demanded that he move to a more fashionable locality. Alas! the transplanting was the beginning of the end. Released from the store surroundings which had held him as by a chain for so many years, the Boss began to spend more and more of his time down town in the haunts of boon companions. The wife grieved and sought the reason. She soon found the fault lay in the ABILITY of the manager of the store, their erstwhile delivery boy. So she brought pressure to bear upon the Boss to rid himself of his manager, and himself take up the reins of business.

But a Little While.

It came just before Christmas and iron entered into the soul of the ex-manager. He told himself all men were false and that there was no justice in the world. But destiny seeing all things, was guiding him aright. Now that he had time to look about him he saw that other men, once clerks, were prospering in business for themselves. He sought OPPORTUNITY, ambition once more strong within him, and soon he was located in a little store all his own! a Boss. The last I heard of him he was doing wonderfully well, and was casting about him for larger quarters and bigger trade.

That was noble, good ambition rightly served.

The old Boss, back in harness, found that the life he had lived had weakened his former shrewd instincts. His business failed, and soon he found himself a bankrupt, shorn of all his goods and the respect of his fellows. He had squandered the means of serving ambition and both become a failure. Opportunity comes to all.

NOTES.

Bananas are enjoying a large trade at all centres.

Watermelons have made their appearance in Chicago at high prices.

Canadian strawberries will not probably be ready until about the 15th or 20th of June.

The California lemon output this year is estimated at 7,000 cars, the largest in the history so far.

The first car of Florida peaches has been received in New York. They are selling at high prices.

On Friday, Apr. 28, a box of California cherries, the first of the season brought $1.00 in New York. On the next Monday two boxes averaged $7.25, a loss of $92.75 a box. On the basis of 2,200 boxes to the car, the drop in the cherry market within a week amounted to $205,905 per car.

NOT TO SELL RETAIL.

Calgary Wholesalers Meet Wishes of the Retail Body.

Calgary, Alta., May 11.—The retail section of the Calgary Board of Trade recently adopted a resolution, condemning the practice among wholesalers of selling to private parties, such as hotels, restaurants, hospitals, ranches and their own employees. It was decided to take the matter up with the wholesalers and ask their co-operation in removing the evils. As a result, already sixteen wholesalers have replied that they wish to protect the interests of the retail merchant and that they will not sell retail, as it is not their business and that they in so doing would violate the very principle for which the wholesale houses stand.

THE DEPARTMENT STORE.

One Consumer Gives Version of Why Trade Goes This Way.

"I have been looking into this large departmental store question of late," said a consumer recently "to see just what so many merchants are complaining about. I find that price is not the only magnet that attracts the trade to them. Their principal attractions are cleanliness, brightness, good service and good delivery coupled with plenty of proper advertising. But the big stores have no patent on these. Any merchant can have them."

These stores take particular care in the selection of their clerks, as well as their goods. They provide every service possible for customers while in the store. They are obliging. If a customer buys ten cents worth and hands a ten dollar bill to pay, they are not met with the curt remark: "Is that the smallest you have?" They make the change just as pleasantly as if the purchase had been nine dollars.

"They guarantee satisfaction. If goods purchased do not suit when taken home, the customer may exchange them. They have rest rooms and cooling drinks for the tired customer.

These are all things that are appreciated by the customer and which prove just as much of a drawing card as price. And as for their imaginary low prices, they consist more in the way the goods are advertised than in any real reduction from ordinary prices."

TO PUSH NEW NUTS.

The new crop of Brazil nuts have arrived on the market and now is the time for the dealer to push them instead of waiting until when they are old and staler. Brazil nuts, and nearly all nuts for that matter, have a food value that makes a good talking point for them and the fact that these are the first of the new crop can also be used in pushing their sales. Many grocers have the mistaken idea that nuts are a Christmas food only. Eggs are an Easter food, but that does not stop the dealer from pushing them day in and day out. It is the same with nuts. They should have a steady trade during the whole year.

The grocers in the east end of Hamilton will all close on Wednesday afternoons during the summer. Some of them would like to see this rule general the whole year around.

G. E. Springstead, Crown Point, Hamilton, has moved into new premises.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

GEORGE & BRNDAY
Established 1879
Shipping and Commission gents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
Established 1886
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

"Brunswick" Brand Pure Sea Foods



Sea Foods, owing to the greater care given to their selection and packing, are growing in popularity each season. Are YOU getting your share of this profitable trade? No line gives the same satisfaction as "BRUNSWICK BRAND"- the brand with the natural fish flavor.

Look to your stocks! The Profit is a "well-worth-while" one!

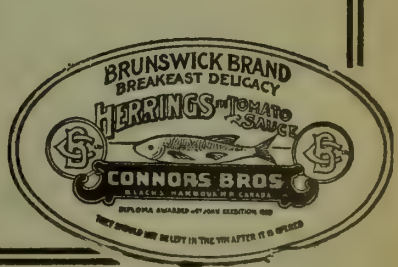
Here's the full line:—

¼ Oil Sardines	Kippered Herrings	Finnan Haddies
¾ Mustard Sardines	Herrings in Tomato Sauce	Clams, Scallops



CONNORS BROS., Limited
Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.: C.H.B. Hillcoat, Sydney, C B; J.L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec: Leonard Bros., Montreal; A.W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta,



The Grocer's Encyclopedia—The Raisin

A Few Points of General Interest in Connection With the Growth, Picking, Curing and Packing of This Most Popular Food Product—The Relative Food Value Compared With Apples, Bananas, Eggs, Fish and Other Lines.

Raisins undoubtedly possess a relatively high food value.

One pound of them are said to represent a food value equal to each of the following: Six pounds of apples; five pounds of bananas; four and one-fourth pounds of potatoes; one pound of bread; four pounds of milk; four and three-fourth pounds of fish; two pounds of eggs, and one and one-third pounds of beef. They also have an important medicinal value in their laxative effect.

Raisins are simply dried grapes and although there are hundreds of varities of table and wine grapes, there are only a few suitable for raisins. Those that are made into raisins are the fleshy varieties which develop abundant, saccharine matter.

Cultivated in Spain.

Raisin grapes are most extensively cultivated around Denia, in Spain. While in most producing countries, the raisins are dried in the sun, this cannot be done in Denia on account of the climatic changes, and the grapes are therefore dipped into hot lye, made by dissolving the alkali out of wood ashes and quicklime with water, and then adding a pint of olive oil and a handful of salt to each four gallons.

Raisins are also grown in Greece, Italy, Southern France, Turkey and Persia, while California produces over 150,000,000 pounds annually, an amount equal to one-third of the world's total output.

Californian Process.

The process of making raisins in California is very simple. The picking of the grapes commences the first of September and is done for the most part by hundreds of Japanese who are handled in crews by Japanese contractors. The gathering, drying and handling of the crop on trays is done for a stipulated sum per ton. The grape clusters, many of them weighing two pounds or more, are carefully cut from the vines and laid upon trays. These trays hold about twenty pounds of fresh fruit, which will make from seven to eight pounds of cured fruit.

Sunshine Only Agency.

After being filled, the trays are conveyed to the drying ground, consisting merely of a large vacant track, no appliances being necessary to the curing process. California's climatic conditions are such as to make it unnecessary to hurry the drying, and there is no other agency employed but sunshine. Since there are no dews in that section of the country the raisin trays are left out day and night until the curing is completed. They are then removed to the sweatroom which is built as air tight as possible. There they become equalized in the degree of dryness and are then ready for packing.

Manner of Packing.

While a large number are packed in bulk in boxes which generally contain about 28 pounds, a considerable percentage are seeded and sent out to the markets in this condition.

Raisin seeders are marvels of mechanical dexterity and the fruit passes between the spiked rollers and is relieved of its many seeds with a rapidity that is wonderful. The necessity of seeding raisins in the home was in former years one of the most serious drawbacks to the more general use of the fruit in culinary operations, but this is now done away with for the housewife who so wishes, although the sale of bulk unseeded raisins is still large.

Increasing Sales.

The information given here should be of great value to the merchant in the increasing of his sales in this line. The knowledge of their relative food value is one point that should be urged upon the customer, while even the information about their growth and curing may be made of use. The dealer who finds out some new methods by which raisins may be used should be able to use such recipes in making the sales of this fruit.

WHEN SYSTEM DRIVES.

Sometimes a merchant after a tiresome day's work feels like letting the compiling of the records for the day's business go. It is then that system seems a burden. But the wise man knows that it will pay him to keep his business and how it compares with other all times tell the standing of his business and how to compare it with other years.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
None equal. Insist upon McDougall's There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



"BANNER" 1911 Cold Blast Lantern

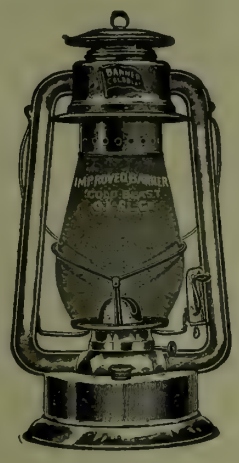
Have you seen it?

Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCY WANTED FOR TORONTO

The resident representative in Toronto of a leading corporation is in a position to handle an additional grocery line. Correspondence invited. Highest references. Address "Agency, Toronto," care CANADIAN GROCER.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MULTIPLE TYPEWRITING and real printing turned out by the Multigraph in your own office will get more business and reduce printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto, Ont.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

SITUATION WANTED.

SITUATION WANTED—With a systematic grocery merchant to learn the business thoroughly. A1 references and good business ability. W.P.B., Box 194, Uxbridge, Ont.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.

Borwick's Baking Powder — 5 GOLD MEDALS



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 8-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

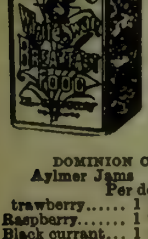
White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

	Per doz
Aylmer Jams	
trawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Peach	1 80
Pear	1 70
Jellies	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Greengage plum, stoneless	1 75
Gooseberry	1 75
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 15
London Pearl, per lb.	0 22

Special quotations on Cocoa in barrels, kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Supreme, ½'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
½-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and 50-lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80







ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground		0 30
" " 1 lb. tins, "	"	0 31
" " ½ lb. tins, "	"	0 32
Anchor Brand, 2 lb. tins	"	0 31
" " 1 lb. tins	"	0 32
German Dandelion, 1 lb. tins, ground		0 26
" " ½ lb. tins,	"	0 28
English breakfast, 1 lb. tins,	"	0 18
Grand Prix, 1 and 2 lb. tins.	"	0 30
Demi-Tasse, 1 and 2 lb. tins,	"	0 30
Flower Pot, 1 lb. pots,	"	0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.	
Mo-Ja, ½-lb. tins	30c. lb.
Mo-Ja, 1-lb. tins	28c lb.
Mo-Ja, 2-lb. tins	28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 3 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—	
In carbons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20. All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 15
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish and is, moreover, waterproof.
"2 in 1" is a popular favorite and sells all the time.

See to Your Stocks.

The F. F. Dalley Co., Ltd.
HAMILTON, ONT., and BUFFALO, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

ROYAL POLISHES

for every kind of metal surface are the polishes 'par excellence.'

They produce a brilliant, lasting shine that comes quickly and goes slowly, and are a profitable line to handle!

How's stock? Look into this TO-DAY.



ROYAL POLISHES COMPANY
MONTREAL

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited
206 Papineau Ave. - - Montreal

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3 talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Pou.	10 50
" " tins	½ kilo	100 tins	14 50
Extra Fins "	"	100 "	14 00
Tres Fins "	"	100 "	12 50
Fins "	"	100 "	11 00
Mi-Fins "	"	100 "	10 00
Moyens No. 1 "	¼ "	100 "	9 50
Moyens No. 2 "	¼ "	100 "	9 00
Moyens No. 3 "	¼ "	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 1 lb. bars	0 07½ lb.
" 12 lbs., 2 lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune," 65 per cent. Olive Oil	
Case 25 lbs., 1 lb. bars	0 07 lb.
" 12 lbs., 2 lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME. (Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE. (Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs	0 05½
300 lb. Barrels	0 05



QUICKSHINE STOVE POLISH.

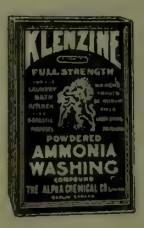
No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE (Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

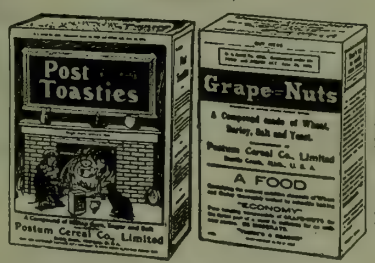
	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood box

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10. 75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" ½-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 10
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 10
20-lb. tins	2 00
Cases 31-lb	0 11
" 5-lb.	0 10
" 10-lb	0 10½

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 10
Tubs	0 10½
20-lb. pails	0 10½
20-lb. tins	0 10
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 11
1-lb. cartons	11½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 75
Duke, large cent sticks, 100 in box	....

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss— 1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch— Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



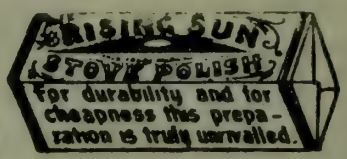
Case of 1-lb. containing 60 packages per box $3.00.
Case of ¼-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
No. 1, cases 60 1-lb. packages	1 case	$2 85
	5 "	2 75
No. 2, " 120 ½-lb. "	1 case	2 85
	5 "	2 75
No. 3, " 30 1-lb. "	1 case	2 85
" 60 ½-lb. "	5 "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.		
1 case		2 90
5 cases		2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ gra. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—				Per case
2 lb. tins, 2 doz. in case				2 50
5 "	1	"	"	2 85
10 "	½	"	"	2 75
20 "	¼	"	"	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

				Case
2 lb. tins, 2 doz in case				$3 50
5 "	1	"	"	4 10
10 "	½	"	"	3 95
20 "	¼	"	"	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case..... $5 00
Cases 4 doz. each ovals, per case..... 5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.



CANADA FIRST BRAND

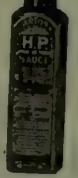
The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per doz
H.P Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

Tapioca.



Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

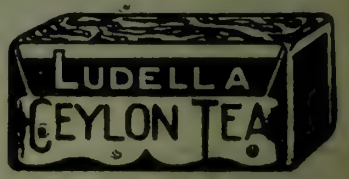
Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	41
Plug Smoking—Shamrock, 6s, plug or bar.	46
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	55
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s and ¼'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 25	0 30
Blue Label, 1's	0 30	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jelly Powders

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

WAR DECLARED

ON DIRTY HANDS

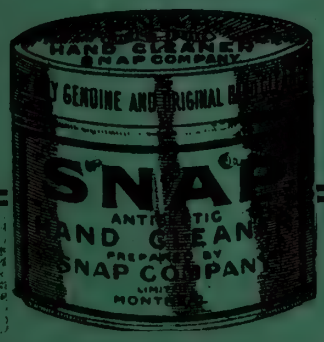
and SNAP wins all along the line in chasing paint, tar, stains or dirt of any kind.

SNAP

leaves the hands clean and smooth, and is beneficial to the skin. It has many imitators but no equal.

ORDER FROM YOUR JOBBER.

SNAP CO., Limited

Montreal,  Canada

WARNING!

Crescent BM&Co. TRADE MARK. Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

SALT

Full assortment.
Prompt attention.

Send for price list

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

A Trade Newspaper that is Read is the Only Valuable One to an Advertiser—

The Canadian Grocer is read from Coast to Coast. Read what a dealer on the Atlantic Coast says when renewing his subscription:

> "At the same time we take pleasure in saying that The Grocer is so good that we would not be without it at any price."

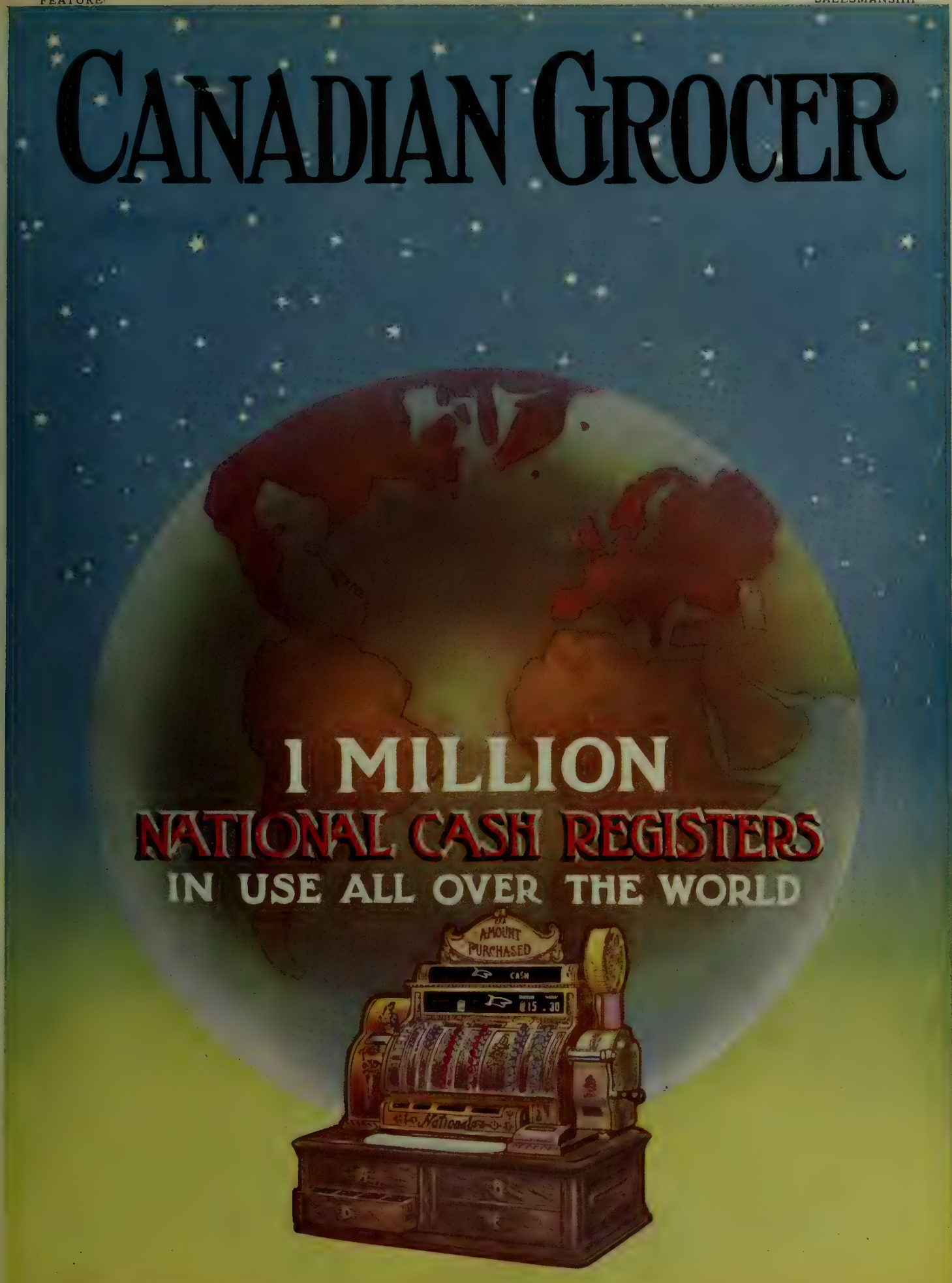
The writer of this letter was Share & Campbell, Halifax, N.S. We have similar testimonials from all Provinces of Canada.

SPRING AND EXPORT NUMBER

SPECIAL FEATURE

CONSTRUCTIVE SALESMANSHIP

CANADIAN GROCER



VOL. XXV MAY 19, 1911 No. 20

Your interests and your customers are closely allied. Give them the best quality you can in every line and it will pay you best in the long run.

St. Lawrence Sugar

is really the best sugar made either in Canada or elsewhere. The preserving season is near at hand. Give your customers sugar that can be relied on

ST. LAWRENCE GRANULATED

contains 100% of pure Cane Sugar.

The ST. LAWRENCE SUGAR REFINING CO., Limited

MONTREAL

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO MAY 19, 1911 No. 20

There's no disputing the fact that

KEEN'S 

OXFORD BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade; stock up with KEEN'S---it's always in demand.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada


"Crown Brand"

CORN SYRUP

made an extensive increase last year. This increase was due to three causes:

FIRST, Extensive advertising—the bill-boards from coast to coast are telling the people about "Crown Brand."

SECOND, the quality of "Crown Brand"—the user who once tries it comes back for more.

THIRD, (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; GET YOUR SHARE.

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL. Factory, CARDINAL. Branch, TORONTO



NOTHING BETTER

THE REASON MacLAREN'S IMPERIAL PRODUCTS have attained the position they have on the shelves of the wholesale and retail grocers and in the homes of the consumers is that in their production the quality has been always considered first.

Another reason is that their quality has never been stinted to meet the price, but on the other hand it has been the quality that has controlled the price and on this basis Imperial Products have held their high position as quality products and at the same time the price has been such that they can be sold at popular and profitable prices.

MacLAREN'S
IMPERIAL PRODUCTS

MacLAREN'S IMPERIAL CHEESE
MacLAREN'S ROQUEFORT CHEESE
MacLAREN'S PIMENTO CHEESE
MacLAREN'S CANADA CREAM CHEESE
MacLAREN'S IMPERIAL PEANUT BUTTER
MacLAREN'S IMPERIAL PREPARED MUSTARD
MacLAREN'S IMPERIAL OLIVES
MacLAREN'S IMPERIAL HONEY
IMPERIAL DESSERT JELLY

FOR SALE BY ALL JOBBERS

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Company, Ltd.

Offices: NEW YORK CHICAGO DETROIT MONTREAL TORONTO
Factories: WOODSTOCK, Ont. WELLESLEY, ONT. BANCROFT, MICH.

Did He Hypnotize You?

While ALL traveling salesmen are usually "good fellows" some are better than others—hats off, gentlemen, to the keen representative of our mutual interests !

But keep a tight grip on your pocketbook when that slickest one of all comes in, the "hypnotizer" who, for his personal gain persuasively urges "just a trial order."

Be guided by the name and the fame rather than by the looks and the crooks. Think of the fly-specked back numbers that you may have to take into inventory at the close of your business year and "Don't be hypnotized !"

Arthur P. Tippet & Co.
MONTREAL TORONTO

Codou's Macaroni

Sells on Its Merits

There is no blot on the pages in the Life Book of P. Codou ! Sterling merit and rugged honesty of purpose have guided this famous firm since its inception, years and years ago. Their Macaroni, Vermicelli and Fancy Pastes are as high above suspicion as the Alps above the clouds !

Cox's Gelatine

Needs No Argument

Nearly three-quarters of a century on the market without a slip in the cog of the business wheel ! A splendid record for maintained high quality, friend. Pure absolutely—sure in results—quick in attainment !

G. & S. Asparagus

The Connoisseur's Delight

It has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River. Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained you see—and all the delicacy of the fresh young stalks !

UPTON'S

Jams, Jellies, Orange Marmalade

LOOK

at it any way you choose, Upton's is the best proposition for you. You are selling the best fruit in the world—Canadian fruit—put up by Canadians who are experts in the business. Your customers get honest value, and you reap a sure profit that's "worth while." Upton's never "stick" on your shelves because our extensive consumer advertising has created a regular and increasing demand for these goods.

Upton's will assist to build up the best of reputations for you, because they are "quality" goods which never fail to satisfy.

ORDER UPTON'S
FROM YOUR JOBBER





The T. Upton Company, Ltd.

Hamilton, - Ontario

Tartan BRAND

SIGN OF PURITY

Buying stocks is a matter for serious consideration. You cannot improve on the grades we supply, you cannot get better service anywhere than we give.

Best of all, your customers recognize that Tartan Brand goods are the best grade that you can offer them, for they have tried the Tartan Brand goods and found them more than satisfactory.

"Tartan Brand"

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

EVERY PACKAGE OR TIN FULLY GUARANTEED BY

BALFOUR, SMYE & CO.

Importers, Packers, Wholesale Grocers

HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED.

Phone 596 FREE TO BUYERS

THE DEMAND FOR

Mathieu's Nervine Powders

is greater in the Spring and Summer than at other times.

The best "something" for headaches, sleeplessness and neuralgia is

MATHIEU'S NERVINE POWDERS

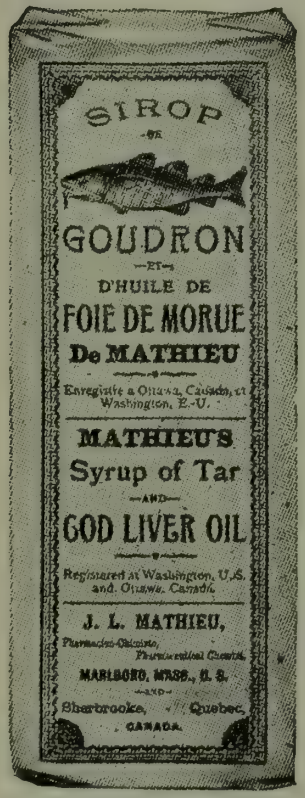
They are absolutely dependable, so that every dealer can recommend them.



They are absolutely safe, so that every sufferer can use them.

Mathieu's Nervine Powders 25 cts. a Box





Mathieu's Syrup of Tar and Cod Liver Oil. Large Bottle, 35 cts.

The dealer will find that they bring return trade, give a good profit and have a continuous demand.

Mathieu's Nervine Powders, taken in connection with Mathieu's Syrup of Tar and Cod Liver Oil in case of colds inducing fever with pains, remove the pains.

MATHIEU'S SYRUP
OF TAR AND COD LIVER OIL

has become so thoroughly established that dealers who do NOT carry it are losing the advantage of a persistent steady sale to customers who know just how good it is for colds and their train of evils—grippe, pneumonia, etc.

These two remedies are sold all over Canada—they are known everywhere—testimonials are pouring in from all parts of the Dominion, both from customers who benefited by them and from dealers whose sales have been exceptionally large.

How is Your Supply?

J. L. Mathieu Co., Props.
SHERBROOKE, P.Q.

FOLEY BROS., LARSON & CO., Wholesale Grocers and Confectioners, Winnipeg, Edmonton and Vancouver, Distributors for Western Canada.

L. CHAPUT, FILS & CIE., Wholesale Depot, Montreal

Montreal
Quebec

American Can Company

Hamilton
Ontario

Tin Cans of all kinds for all purposes

Fruit and Vegetable Cans,
Syrup and Oil Cans,
Baking Powder Cans,
Spice Cans, Coffee Cans,
Meat Cans, Tea Cans,
Lard Pails, Jam Pails,
Etc., Etc.

Plain Tin or Decorated Tin.

Our two factories (formerly Acme Can Works of Montreal and Norton Manufacturing Co. of Hamilton) have been re-equipped with the latest and most modern machinery and are now prepared to turn out in large volume any and all kinds of tin containers for food products, as well as for other lines of trade.

Correspond with factory nearest you.



THERE are very few articles that look more alike than two cakes of laundry soap. The wrappers, the shape, the size and even the weight of each may be the same, and when you look at them together you wonder why one sells well and the other doesn't. Same way with men. You see a man who has made a million and has the confidence of the whole country, and in most ways he looks as much like the ordinary individual as two cakes of soap. But you've got to cut his head open to see where the difference lies, and you've got to put SURPRISE in the wash tub to see why it holds its present place among Canadian consumers. Once you do this the whole thing is clear to your mind; for while it looks like other soap, the distinction is in the QUALITY.

The ST. CROIX SOAP MANUFACTURING CO.
ST. STEPHEN, N. B.

Mr. Grocer:—

We do not pack the only brand of First Class Fruits and Vegetables, but we do pack goods of **QUALITY.**

ESSEX BRAND

will stand test, comparison, competition, and come out a winner. Never mind the reasons, it might take pages to convince you and we would much rather demonstrate than boast. Your "Can Opener" is our best Sales Agent. If you doubt us, let him prove it. **Write us** for samples and quotations when the new pack begins and we will leave the rest with you.

The Essex Canning & Preserving Company, Limited

ESSEX - - - - ONTARIO

Fabrique Internationale de Conserves Alimentaries

LE SOLEIL

Société Anonymie

Taken Gold Medals at the following Expositions:

Chicago, Bruxelles, Paris, Liége

PEAS—To arrive in June:

Moyune No. 1, Moyune No. 2,
Mi Fin, Fin, Tres Fins, Extra Fins.

HARICOTS VERTS

Fins, Extra Fins. Extra Fins Glass Jars.

MACEDOINES

Fin, No. 1 Extra Fin. No. 1 Extra Fin Glass Jars.

FLAGEOLETS

Extra Fin. Extra Fin Glass Jars.

SPINACH

½ Gall. 1 Gall. Tins.

Place your orders early for these goods to avoid disappointment as the demand always exceeds supply.

Prices on Application.

DISTRIBUTORS FOR ONTARIO AND WESTERN CANADA:

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS OF GROCERS' SPECIALTIES

TORONTO and MONTREAL

Three Specialties of Unusual Merit



Your best interests are served by handling our goods. Their quality and purity are known and proven. When you stock them you find an already established confidence among your customers and will build up a good trade without missionary work. When ordering from your wholesaler specify these well-known brands—"Club House" Olives, "Forest City" Baking Powder, "Rideau Hall" Coffee.



"Club House" Brand

Spanish Olives

are a superior line that you will be well advised to handle—because of our care in selecting and packing only the very finest Sevilla olives and the exceptional skill and cleanliness with which they are packed—the brine for "Club House" Brand being made from our own pure Artesian water—make possible our guarantee of absolute satisfaction.

"Club House" Brand Olives are attractively packed, and yield you a good profit.

"Forest City" Baking Powder

The Standard for 25 Years

Every box helps to create further demand. "Forest City" Brand is pure and wholesome--makes pastry light and healthful.

"Rideau Hall" Coffee

Perfection is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect coffee. We have it in "Rideau Hall" Brand—our latest triumph in perfect blending and roasting; your customers demand the best. "Rideau Hall" will satisfy their demand—In **one pound** and 25c. tins only.



GORMAN, ECKERT & CO.

London and Winnipeg, Canada - Limited



A FOOD FOR THE FAMILY

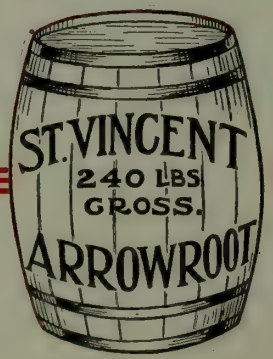
St. Vincent Arrowroot

has made a place for itself in the diet kitchen, at the dinner table, and everywhere where a delicate, wholesome flavoring or a strength-giving food is required.

In the nursery arrowroot is indispensable, once used. It makes up into dainty dishes that appeal to the youngsters. For the invalid and aged people, arrowroot is a blessing ; strengthening and easily digested. All of which will appeal to your customers when they have given it a trial. For particulars and prices address The Secretary,

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASSOCIATION

Kingstown, St. Vincent, B.W.I.



SUPERIOR GRADE

Both in material and in processes of manufacture are the explanation of the wonderful popularity of

Sterling BRAND

FOOD PRODUCTS



For Business Building there are no Rivals for

"STERLING" Lime Juice, Sweet Pickles,
Jams, Marmalade,
Mixed Pickles, Catsup,
Crushed Fruits and Fountain Supplies, Jellies and Flavouring Extracts, Sauces and Relishes.

O-EAT-A PICKLES and "S.B." SAUCE.





THE T. A. LYTLE CO., LIMITED

STERLING ROAD, TORONTO

The W. H. ESCOTT Company

WHOLESALE GROCERY BROKERS
COMMISSION MERCHANTS and
MANUFACTURERS' AGE



OFFICE AND TRACK WAREHOUSE
at
137 Bannatyne Avenue, East
WINNIPEG - - CANADA

Covering the three Prairie Provinces

WRITE US



The gum that is good all through

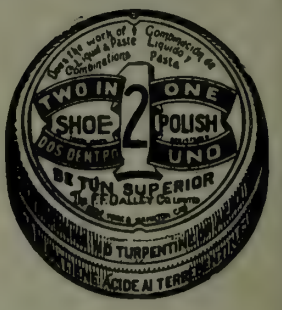
SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

2 in 1 Shoe Polish

Creates New Business

For the Grocer

As a rapid selling preparation 2 in 1 is ahead of all others. The general use and popular approval of 2 in 1 have firmly established it as



The World's Best Shoe Polish

2

The demand for 2 in 1 is active all seasons of the year, and it is the most extensively advertised shoe polish on the market.



No Turpentine in this

OR OTHER INGREDIENT THAT WILL INJURE LEATHER

2



The quick, brilliant shine that is given by 2 in 1 makes it an immediate favorite with new users. Old friends are fast friends, because 2 in 1 never rots the leather nor leaves a disagreeable odor on the shoes.

The F. F. Dalley Co., Limited

Buffalo, U.S.A. - - Hamilton, Canada

London, England, Branch: 42 Bloomsbury Square, W.C.

GIVE THE TOMATO A CHANCE

Pack your Tomatoes in the Tomato Can made for Tomatoes.



Adapt the OPENING to the size of the TOMATO, not the TOMATO to the size of the OPENING.

Pack WHOLE TOMATOES, not Crushed Fruit.

Sanitary Can Co., Limited

Niagara Falls, Ontario

WINDSOR TABLE SALT



Have you ever had a customer ask, by name, for any other brand of table salt but Windsor?

We venture to say you have not.

But every grocer knows scores of women who ask for, and insist on getting, Windsor Table Salt.

Because Windsor Salt is pure salt—all salt—that never cakes or hardens—that shows no trace of grit or bitterness—it has come to be the only salt used in nine out of every ten Canadian homes.

WINDSOR DAIRY SALT

Countless tests have proved it—scores of Fairs have demonstrated it—that to make the best butter Windsor Dairy Salt must be used.

Practically every butter prize awarded at the Fairs last Fall went to those who used Windsor Dairy Salt.

The cheese-makers who understand their business best have settled, almost to a man, on Windsor Cheese Salt.

They say it dissolves slowly, salts the curd evenly, and makes a smooth, rich cheese that will "keep."

Are you catering to this steady and insistent demand for WINDSOR Salt?

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

WINDSOR CHEESE SALT

ONE PACKAGE MAKES SIX FULL QUARTS

REQUIRES NO SOAKING



MAKES DELICIOUS DESSERT

AN OLD STANDBY IN NEW FORM

ORDER FROM YOUR JOBBER

MINUTE TAPIOCA is a rapid seller and appeals to your customers all the year round. Order

MINUTE TAPIOCA

at once.

By no means least among the reasons for its great popularity are the speed and ease with which it is prepared for the table. It requires no soaking. In fifteen minutes you can produce a pudding, that in flavor, nutriment and appetizing appearance would suit the most exacting taste.

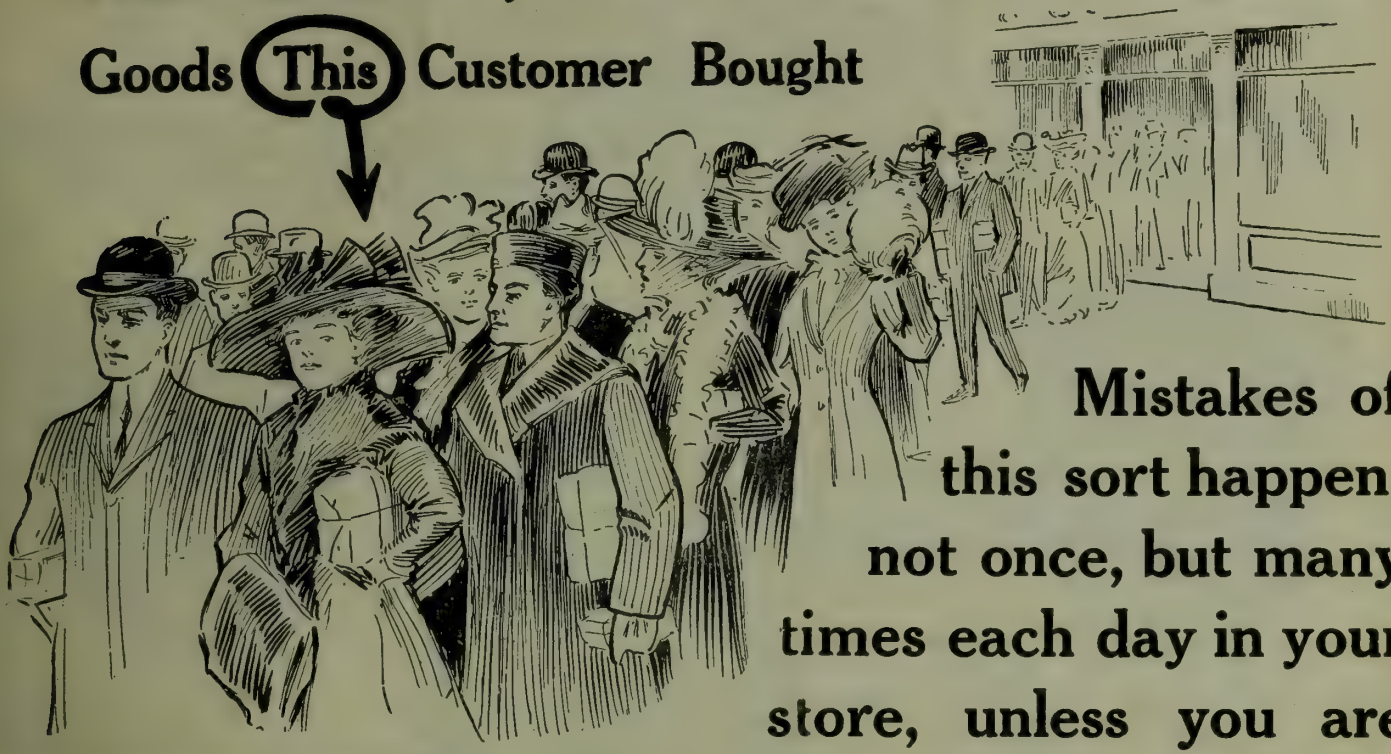
MINUTE TAPIOCA is made in a factory where it is given unequalled attention to see that it comes to you absolutely pure.

MINUTE TAPIOCA is economical and decidedly good value in every way. Put up in attractive packages for grocers who cater to a gilt-edged trade. To your women customers be sure and speak of the delicious dessert to be made in fifteen minutes.

Canadian Representative:—Can-dian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co. St. John, N.B.

MINUTE TAPIOCA CO., ORANGE, MASS.

Some Clerk May Have Forgotten to Charge the Goods This Customer Bought



Mistakes of this sort happen, not once, but many times each day in your store, unless you are using a National Cash Register.

Successful Merchants

Put a Receipt in Every Parcel

because it is the only way to

Protect the Merchant

Protect the Clerk, and

Protect the Customer

against the mistakes, carelessness, forgetfulness, or dishonesty which cause constant disputes, loss of trade, loss of profits and all round dissatisfaction.

The only method of issuing a receipt that cannot be altered, automatically as each sale is recorded, is with the National Cash Register.

YOU go to considerable expense to draw customers, maintain an attractive store and hire clerks. Each sale you make represents an actual profit to you---it is placed right within your grasp---no your counter. And then it may be turned into a **dead loss** in one second!

You can prevent that---you can be sure that you get every cent that belongs to you, and hold and protect it when once it is in your hands with a National Cash Register.

The National Cash Register will also tell you at a glance at any time exactly how many sales have been made up to the minute, the actual money received, the number of charge accounts and the amount charged. It will tell you which of your clerks makes the most sales---which clerks make mistakes, so that you make them all more careful and useful.

A National Cash Register is as Necessary to You as Your Bank

For each protects the money, the profits you have worked so hard to get. A million storekeepers who are using National Cash Registers tell us that they would not do business without them--could not in fact. A National Cash Register combines the ever watchful eye of the proprietor with machine-like accuracy in attending to details. It will help you to serve more customers in less time and do away with the delays that sap profits.

WRITE FOR BOOKLET AND NEW PRICE LIST 123

The National Cash Register Co.

Head Office and Factory for Canada at Toronto. F. E. MUTTON, Canadian Mgr.



We manufacture Cash Registers in various styles and prices to suit every pocket and every business from $13 to $870.
We guarantee to supply a better Cash Register for less money than any other concern in the world.

NEW CROP
Maple Syrup and Maple Sugar



from the

SUGAR ORCHARDS

of the

Eastern Townships

Put up in Attractive Packages, Hermetically Sealed Tins and Bottles. Ready for immediate delivery under the following well-known brands.



MAPLE SYRUP

SILVER SHEAF BRAND, DIAMOND BRAND, SHANTY BRAND assure you satisfied customers and repeat business.

TWIN BLOCK MAPLE SUGAR

We are the originators of this Attractive Line. We have numerous imitators, who imitate the shape of the block, but they cannot imitate the quality of the goods. NEW CROP TWIN BLOCKS are guaranteed PURE. They are bright color, rich flavor. Packed 48 blocks to case, price per case $3.60.

OTHER FAST SELLING SPECIALTIES

MAPLE CREAM BLOCKS. WALNUTINE BLOCKS.

Packed 30 blocks to the case, price $2.00 per case.

MAPLE HEARTS.

Packed 17 lbs. to pail, price per pail $2.25.

MAPLE BUTTONS.

Packed 20 lbs. to pail, price per pail $2.40

The New Winner—CRYSTALLIZED MAPLE "GEMS."

The Dainty Delicious Maple Confection with the Real Sap flavor, packed 17 lbs. to pail with appropriate lithographed Price Card in each pail, price per pail $2.70.



Send your jobber a trial order for Drop Shipment of FRESH GOODS DIRECT FROM OUR FACTORY TO YOUR STORE.

We prepay freight on orders of 5 cases or pails to all points were the freight rate does not exceed 40c. per 100 lbs

SUGARS and CANNERS

MONTREAL Limited



By Special Appointment



To His Majesty King George V

ESTABLISHED 1817.

Macfarlane Lang & Co's

Biscuits

The High-class Biscuits of this old-established and widely known Scotch firm are now being regularly imported, and can be supplied in all parts of the Dominion. Special attention is directed to the following outstanding lines :—

"Granola Digestive" (Regd.)
"Rich Tea" (Made in two shapes, Round and Oval)
"Playmate" (Regd.)
"Large Water" (In Round Canisters)

Samples and full particulars from

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto
MASON & HICKEY, 287, Stanley Street, Winnipeg.
THE STANDARD BROKERAGE CO., 852/864, Cambie St., Vancouver, B.C.



SMOOTH AS A KITTEN'S WRIST

McCallum's PERFECTION Scotch Whisky has that mellowness which can be acquired by age alone. There is none of that smoky taste common to ordinary Scotch. Are YOU selling McCallum's PERFECTION? It's a profitable line.

TWO PROFITABLE INVESTMENTS



Will slice boiled ham and bacon down to the last ounce.

The BERKEL MEAT SLICER is equipped with an automatic sharpening device, making it possible to keep the knife always sharp. Our Patent Knife Guard prevents the operator getting his hands against the circular knife.

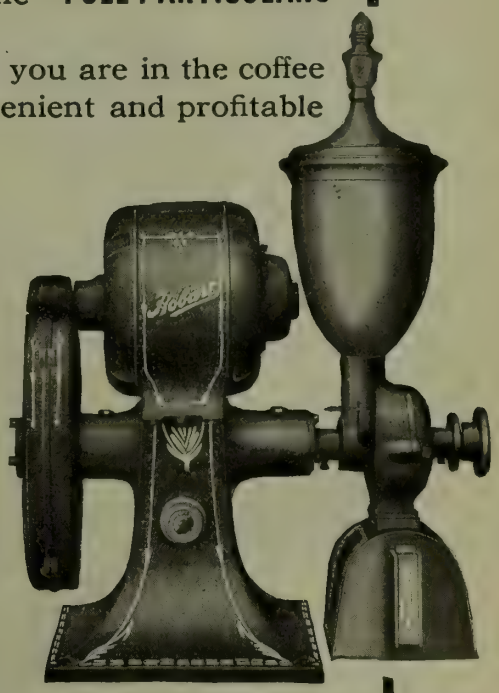
Nothing so adds to your reputation as the installation of modern devices for handling your goods.

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts bacon and ham. Incidentally it will increase your sales of boned meats and will prove a very attractive ornament on your provision counter. By the use of this slicer it is possible to cut twice as much meat as with a knife. It will pay you to investigate the merits of this machine—**FULL PARTICULARS SENT UPON REQUEST.**

If you wish to impress people with the idea that you are in the coffee business right, you would find it much more convenient and profitable to install a

HOBART ELECTRIC COFFEE MILL



A great convenience, a time and labor saver, handsome exterior, beautifully enamelled and nickeled, adds wonderfully to the appearance of any grocery store. The motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

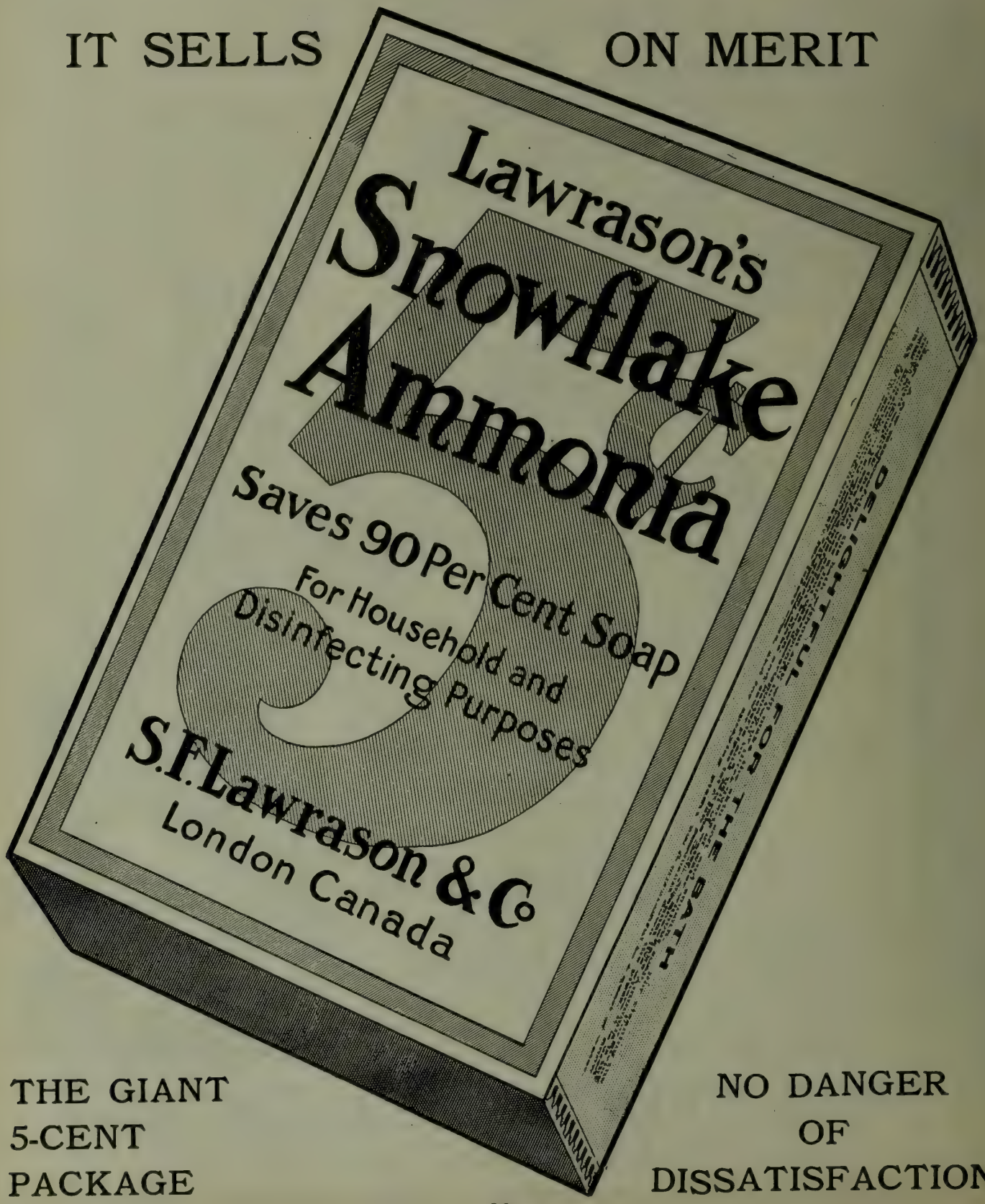
Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc.—**Communicate with us for further particulars and prices.**

W. A. FREEMAN CO., LIMITED
HAMILTON, ONT.

HANDLED BY

PROGRESSIVE GROCERS

IT SELLS ON MERIT



THE GIANT 5-CENT PACKAGE

NO DANGER OF DISSATISFACTION



When Our Grandfather Started Business in 1834 there were 30,000 People in Montreal. To-Day there are 600,000.

This indicates the wonderful growth of the City.

Our Business has Developed Likewise

We are here to-day to supply you with the best in groceries, from chemically pure Cream Tartar to Canned Goods by the carload, and you can count on us to deliver the goods when you want them. Everything but Liquor and Tobacco.

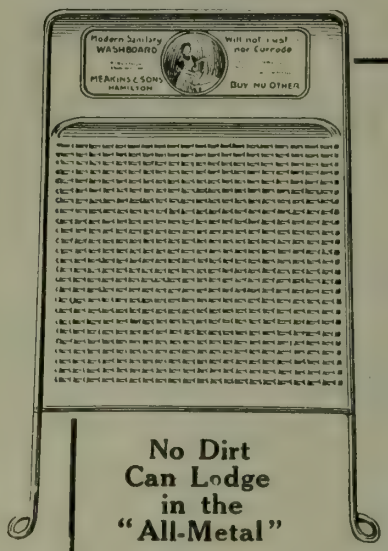
The stability of a long established house, coupled with progressive modern methods, enables us to serve you satisfactorily.

Send a trial order to

Mathewson's Sons - Montreal

Wholesale Grocers and Importers
Owners of Quaker Brand Salmon
Quaker Baking Powder

P.O. Box 1570



No Dirt Can Lodge in the "All-Metal"

No Wood to Warp—
—No Joints to Come Apart

SANITARY WASHBOARDS

ARE OF SANITARY, ALL-METAL CONSTRUCTION

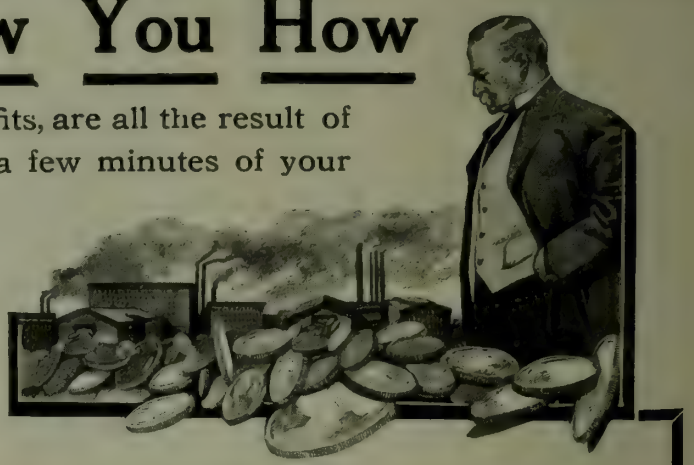
They sell on sight. Because of their many excellent features, they appeal strongly to every woman who has used the old style.

No nails or worn edged metal facing. It's all in one piece.

Write for particulars and prices.

Meakins & Sons, Hamilton, Ont.

Sheldon Will Show You How



More money, bigger salaries, bigger profits, are all the result of better salesmanship. If you will spend a few minutes of your spare time with Sheldon to master the fundamental principles of how to sell your product or your services to best advantage in the best market, you can immediately put yourself on the way to more money.

Salesmanship is the Secret

Sheldon wants to point the way for you to a better understanding of business laws—he wants to send you a FREE copy of The Sheldon Book if you will agree to read it. This book is a key to the Sheldon Courses in Salesmanship, Business Building and Man Building. You can place yourself in reach of a copy merely by a request. Make it now and learn about a royal road to more money. **Write to-day for your FREE copy.**

The Sheldon School, 1152 Republic Building, Chicago, Illinois

Mason & Hickey

MANUFACTURERS' AGENTS

WE ARE OPEN TO REPRESENT LINES THAT DO NOT COMPETE WITH THE FOLLOWING:

Dominion Sugar Company
Wallaceburg, : : Ont.
Granulated, Powdered, Icing and Paris Lumps.

Borden's Condensed Milk Co.
New York, : : : U.S.A.
Eagle, Gold Seal and Challenge Milk, and Peerless Cream.

Gorman, Eckert & Co.
London, : : : Ont.
The largest packers of Olives in the British Empire, Spices, Extracts, Etc.

E. D. SMITH
Winona, : : : Ont.
Jams, Jellies, Catsup, Grape Juice, Raspberry Vinegar, Canned Goods.

Ingersoll Packing Co.
Ingersoll, : : : Ont.
Bacon, Backs, Hams, Cream Cheese and large Royal Oxfords.

MacFarlane, Lang & Co.
Glasgow, : : : Scotland
Famous Scotch Biscuits and Cakes.

WM. ROGERS
Denia, : : : : Spain
Packers of the famous Caraval brand of Valencia Raisins

Foster, Holtermann & Co.
Brantford, : : : Ont.
Ontario Honey.

J. H. Wethey & Co.
St. Catharines, : : Ont.
Manufacturers of bulk and package Mince Meat.

Samuel Hanson & Co.
London, : : : England
Teas, Coffee and Spices.

Crescent Manufacturing Co.
Seattle, : : : Washington
Mapleine Extracts.

Nicholson & Brock
Toronto, : : : Ont.
Bird Seed and Bird Gravel.

W. H. Dunn & Co.
Montreal, : : : Quebec
Pyramid Fly Catchers.

SUCHARD'S COCOA
Neufchatel

Geo. T. Mickle
Ridgetown, : : : Ont.
White Beans.

F. D. LEA CO.
Simcoe, : : : Ont.
Manufacturers of Salad Cream Mustard.

Mason & Hickey

287 Stanley Street, - - - Winnipeg, Canada

The Grocer's Standby

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence, you retain them and you get new customers.

SOCLEAN

THE DUSTLESS
SWEEPING COMPOUND

Can be recommended without any hesitation whatever. It is the **Dustless**, the **Germless** and the **Scientific** way of cleaning up the home. Stock "Soclean," display it, talk it, sell it and watch repeat orders.

Get supplies from your Wholesaler or write direct.

SOCLEAN LIMITED

444 King St. West **TORONTO** **Phone M. 6735**



SOCLEAN

KILLS GERMS
DESTROYS MOTHS
BRIGHTENS RUGS
PREVENTS DUST
AND IT
INCREASES BUSINESS

ECONOMY IN STORE FIXTURES

The problem of economically preserving, yet displaying attractively, every description of perishable merchandise has been solved by the merchant who is using

THE HADLEY SILENT SALESMAN REFRIGERATOR

Keeps cool and clean : Meats, Vegetables, Butter, Etc. Does not cloud up. Handsomely and substantially made. This refrigerator will be an addition not only to your fittings but to your selling force. With plate-glass outside and 26-oz. glass inside; air-tight space between; metal ice space with drip to bottom of case beneath floor.

ICE PAN REMOVABLE IN WINTER
To use case as Silent Salesman

Polished plate-glass shelves; mirrors in doors; bottom of case and ice door lined with improved sanitary metal tile, in small white squares; made with bevel glass or polished marble top.

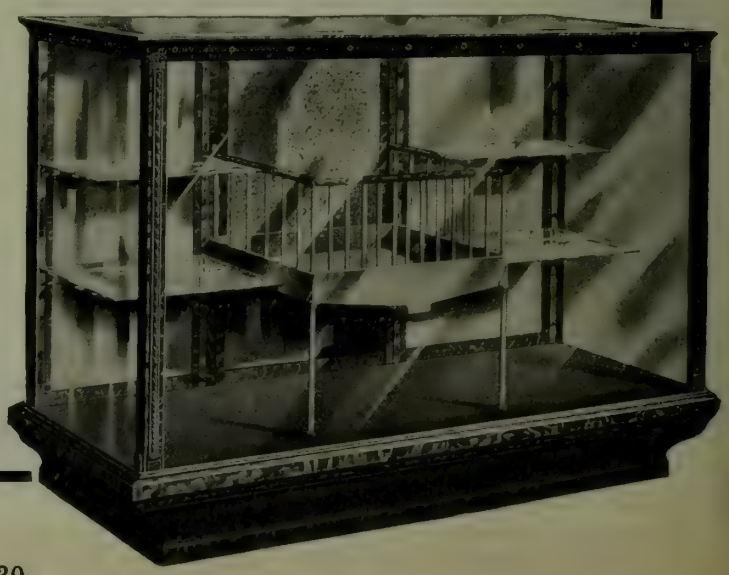
Sold on easy terms or liberal cash discount

SEND FOR ILLUSTRATED FOLDER AND FULL INFORMATION

The S. Hadley Lumber Co., Ltd.

CHATHAM, - ONTARIO

Manufacturers Show Cases and Specialties





By Royal Warrant **to H.M. The King**

¶ The only original and genuine Worcestershire Sauce is made by **Lea & Perrins.**

. . . . . .

¶ Other Worcestershire Sauces are **imitations,** introduced many years after **Lea & Perrins** had made the name "Worcestershire" famous throughout the world.

ORDER

Lea & Perrins' Sauce

Canadian Agents: J. M. DOUGLAS & CO., MONTREAL.

A House old enough to have a reputation, young enough to be abreast of the times.

Packer's

Celebrated

Chocolates

New Goods, New Packages, New Centres specially manufactured for the Canadian Trade.

Our Mr. J. P. Wright will be at the HOTEL VANCOUVER, VANCOUVER, in a few days, with a full set of samples of the latest productions.

PACKER & CO., Chocolate Manufacturers, BRISTOL, England



For Direct Current, - - $65.00
For Alternating Current, - $75.00

INVESTIGATE

THE MERITS OF

COLES COFFEE MILLS

which are made in all sizes and styles for all purposes. We manufacture a complete line of hand mills—mills for coffee wasters and electrically driven mills, **at reasonable prices.**

All prices are F.O.B. Phila., Pa.

Coles Manufacturing Co.

1625 North 23rd Street,
PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

HOW DOES YOUR PRODUCT REACH THE CONSIGNEE?

Do you wish it to reach your customer in a broken, splintered case, battered and bruised?

Do you want the first impression to be a bad one?

Are you fond of negotiations over replacement of damaged goods, and return freight charges?

Or do you wish your product to arrive as clean and fresh as when it was packed—a condition to invite further trade?

Don't you want your printed label on the package to be thoroughly legible, and the consignee's name to be clear and readable? Then use

"H and D"
Corrugated Fibre Board Boxes

They will surely protect your shipment against water, damp and damage, and will save on each shipment the unnecessary freight expense of wood.

No matter what you have for shipment, we can design a better, cheaper and more satisfactory packingcase than you are now using—a case that will save from 10% to 87% in freight charges, 25% to 50% in packers' time, and 90% of your storage space.

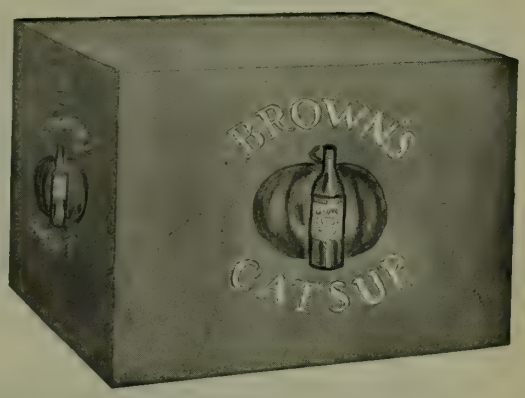


A request to have us design a specimen case specially suited to your needs, will put you under no OBLIGATION. We will be only too glad to do so! Write us what you ship, and ask for free booklet

"HOW TO PACK IT."

The Hinde and Dauch Paper Co., Limited

TORONTO, CANADA



"BANNER" COLD BLAST LANTERNS, 1911!

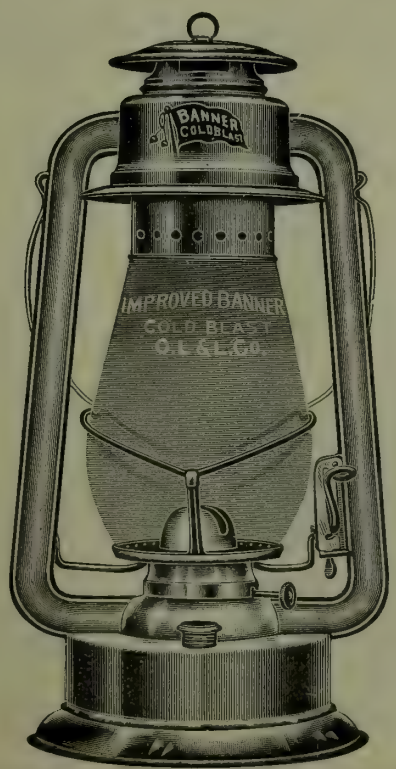
Why go farther and fare worse?

You cannot do better!

Just compare ours with any other.

And they cost no more than inferior Lanterns!!

For sale by all Jobbers.



We are consistently advertising to the consumer.

This must help your sales!

Burns 15 hours longer than others.

Patent well cannot leak!!

Guaranteed Wind-proof.

Ontario Lantern & Lamp Co.

HAMILTON ONTARIO

STORAGE IN OTTAWA

Two Warehouses

No. 1, G.T.R. No. 2, C.P.R.

Modern Warehouses. Fireproof. Largest Business in Ottawa Valley. Low Insurance Rates.

Direct Connection all Railways. Tracks to the Door.

Convenient to Steamers. Centrally Located.

EXCISE BOND FREE

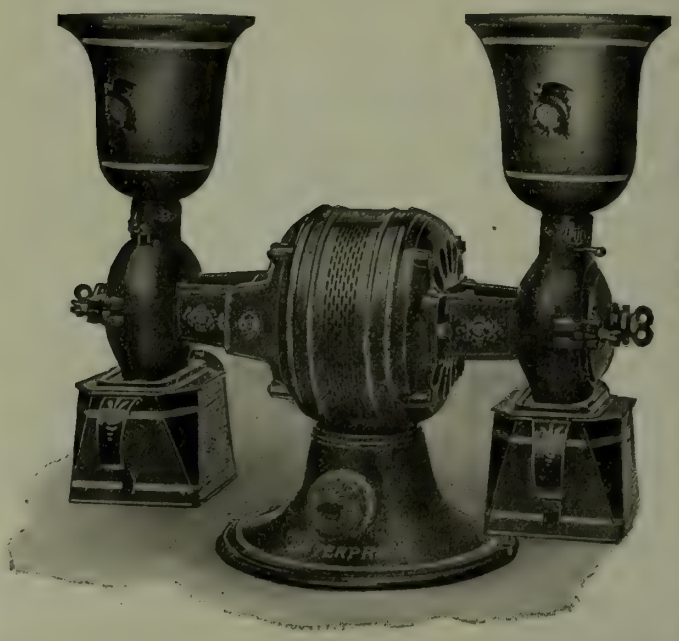
WRITE FOR LOW RATES

Dominion Warehousing Co., Ltd.

46-52 Nicholas Street, OTTAWA - - - J. R. Routh, Manager

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

OUR SUCCESS IS YOUR SUCCESS

Are you handling our SPECIALTIES? If you are, your chances of Success are assured. If not, you are missing the benefit of our Experience and Concentration on the Highest Grade Goods of their kind.

A Few Money Making Specials

H.P. Sauce and Pickles
Lion Brand Macaroni
Crossed Fish Brand Sardines
Acme Brand Belgium Peas
French Mushrooms and Vegetables
Pure Olive Oil, bottles and tins
Bromley's Coffee Essence
Shelled Nuts of Every Description
Clarnico Grocery Specialties

These are a few of the Leading Lines that you require for your Summer trade. Every Brand the Standard of its kind.

W. G. PATRICK & COMPANY

DIRECT IMPORTERS

Toronto **Montreal** **Winnipeg** **Vancouver**

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENT IN CANADA FOR

CHARTREUX MONKS	.... Tarragona	.... GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	.... Tarragona	.... MASS WINES and other Tarragona Wines.
ARCHAMBEAUD FRERES	.... Bordeaux	.... Jockey-Club Brandies, Diamant and White Ball Rums.
BOUTELLEAU & CO.	.... Barbezieux	.... Cognac Brandies,
A. PERODEAU & CO	.... Cognac....	.... Sanator Medicinal Brandy and 15-Year Old Brandy.
NUYENS & CO.	.... Bordeaux	.... French Liqueurs and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	.... Vichy	.... VICHY-GENEREUSE.
VIOLET FRERES	.... Thuir	.... Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	.... Amsterdam	.... Holland Gin.
WRIGHT & GREIG, LTD.	.... Glasgow	.... Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley....	.... Scotch Jams, Jellies and Marmalades.
TALBOT FRERES	.... Bordeaux	.... Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	.... Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	.... New York	.... BON AMI.



AGENTS IN PROVINCE OF QUEBEC FOR

STAVANGER PRESERVING CO., Norway .... Crossed Fish Sardines.

H. J. HEINZ CO..... .... Pittsburg .... Food Products, " 57 " Varieties.

Spring is the Cleaning Season

BON AMI

Is the Best Cleaner

Bon Ami

Will do 50% more work, or last 50% longer than an equal weight of any other cleanser or polisher.

It is the cheapest.

Get One Case Now from Your Wholesaler

CAN BE HAD FROM ANY WHOLESALER
FROM OCEAN TO OCEAN

Cases of 3 doz. $1.19 per doz., or $14.28 per gross

F.O.B. wholesaler's shipping point

Lots of 5 gross $13.40 per gross

Delivered to any railway station from
Halifax to Vancouver

Terms: Net 30 Days

HUDON, HEBERT & CO., Limited

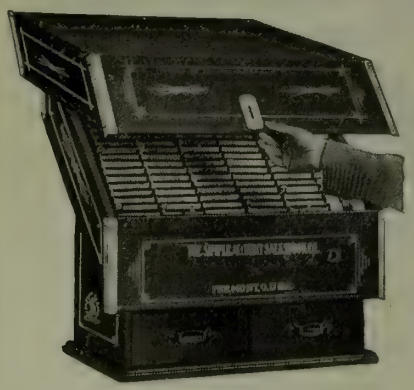
MONTREAL

Established A.D. 1839

WHOLESALE GROCERS AND WINE MERCHANTS.

The Most Liberally Managed House in Canada

1911 MODEL
KEITH ACCOUNT SYSTEM



AS CONVENIENT TO OPERATE
AS A ROLL-TOP DESK.

A Fire

usually occurs when it is least expected. That is the reason why sound business men have their stores and stocks of goods protected by fire insurance. If you knew you would never have a fire or if you knew just when you would have a fire you wouldn't need any fire insurance, but you don't know and that's the reason you consider it good business to pay a small amount each year for fire insurance.

Listen Now



SELF-INDEXING, ONE-WRITING,
FIRE-PROOF

Before it is too late protect your accounts—your most valuable assets—through the Keith Fire-proof System.

No guess work about the fire-proof feature.
Here is the evidence—

AFFIDAVIT.

STATE OF OHIO,
COUNTY OF HENRY, } *SS.*
VILLAGE OF LIBERTY CENTER.

Liberty Center, O.,

Before me D. S. Mires *Notary Public in and for said County and State, personally appeared* D. D. Bowers *who being by me duly sworn in form of law, doth depose and say, that he is a resident of said village of Liberty Center and was on March 31st of this year; that he had been for several years and was up to the date above mentioned conducting a retail grocery in a part of what was known as the Liberty Hotel building and in said business used for the keeping of his accounts the Keith Credit System; that said building with said grocery store in it was completely destroyed by fire on March 31, 1909; that said fire was discovered at about 2:30 A. M. on the date aforesaid, and that at about 10:30 A. M. following, the said system was removed from the debris; that at about 2:30 P. M. of the same date he unlocked the hood and took it off of the cabinet and that his accounts were all in good legible form.*

Sworn to and subscribed before me this 8th *day of* May *A. D. 1909*

In testimony Whereof; I have hereunto set my hand and seal the day and year aforesaid.

D. S. Mires
Notary Public.

D. D. Bowers

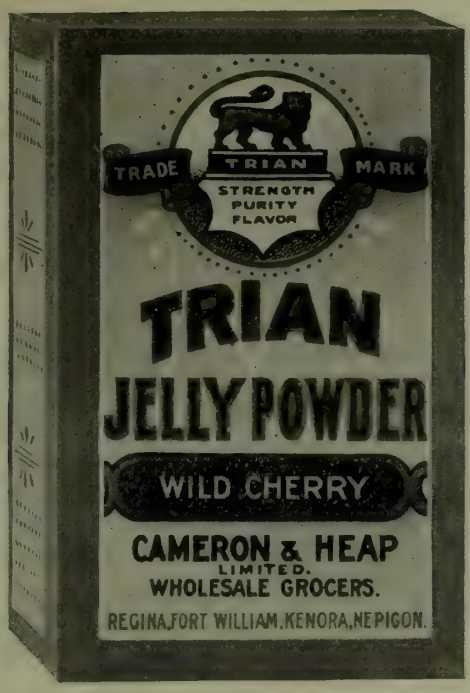
Bear in mind also this fire-protection won't cost you one cent—BECAUSE

1. The Keith System saves you money and does not cause you **expense.**
2. On account of the **Numbering feature**, it stops **forgotten charges.**
3. On account of the Total-forwarding feature it keeps your **collections up** and your **bad accounts down.**
4. On account of the **Self-indexing feature**, any number of clerks can work over the register at the same time with different customers, and your credit transactions will be taken care of just as quickly and with greater accuracy than cash transactions through a cash register. If you want to learn how to increase your profits by the use of a Keith System, ask us for catalog "G"—it will show you.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces; Sydney McKeever, Box 843, Brockville, Ont.



ABSOLUTELY PURE

PERFECTLY DELICIOUS

Jelly Powder must be of first quality. You cannot take chances with it. If you do, you will lose customers. Look for the trade-mark and be assured you are securing the purest and best for your trade.

Trian Jelly Powders
Salmon and
Flavoring Extracts

meet the popular favor wherever used---and help to convert your transient trade into new and permanent customers.

Under this well-known label we import and pack the products of the best known firms in Canada, and the geographical positions of our various branches enable us to save you largely in freight charges.

Moreover, we can always give you the benefit of car-load rates.

Prompt Attention ***Courteous Treatment***

Correspondence Invited

CAMERON & HEAP

Limited

Regina, Sask, **Kenora, Ont.**

Fort William, Ont. **Prince Albert, Sask.**

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

A GREAT SELLER

LEA'S

New Vacuum Tumblers

PREPARED

ENGLISH MUSTARD

"With the Flavor"

We could not improve the Mustard
so we improved the package.

We also pack:—

OLIVES
KETCHUP
PRESERVES
VINEGAR
SWEET PICKLES

LEA'S Limited, Simcoe, Can.

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

"Absolute Purity"



There's a Guarantee of Purity to Pass on to Your Customers—

Ours are brands made in the maple groves, right where the sap runs from the trees—pure, and lots of it. So we use it, *only*. No temptation to adulterate.

Our sap is supplied by members of our Association composed of farmers owning maple groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

We have a reputation to maintain—we will ever keep that fact before us.

You can always freely recommend, for purity, maple syrup and maple sugar branded

"PRIDE OF CANADA."



Innumerable Government tests have proved our claims. Never has a sample of our brand been found adulterated.

Quality always uniformly good.



The Maple Tree Producers' Association

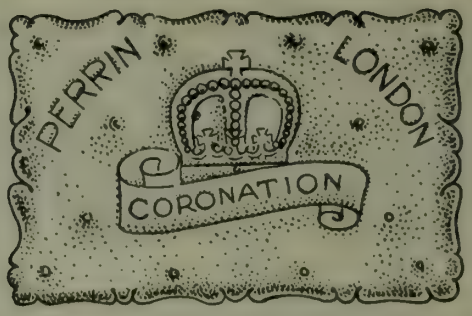
LIMITED

WATERLOO, QUEBEC

Montreal Office: 58 Wellington St. **Toronto Office: 512 Dundas St.**

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISGUIT



GROCERS CAN SAVE MONEY IF WISE

You Eastern Township Grocers can buy from us at same prices as in larger cities, and

WE SAVE YOU FREIGHT

How are you supplied in seed grains?

Timothy, Clovers, Oats, Barley, Wheat, Tares, Ensilage Corn, Dwarf Essex Rape, German Millet, Speltz, Peas, Yellow and Red Onion Sets, Sugar Corn

We also handle a full line of Groceries, Flour and Feed

Write for Samples and Prices

C. O. Genest & Fils
Sherbrooke, Que.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

Kops Ale & Kops Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE.



CANADIAN AGENTS—Hudson's Bay Co., Vancouver, B.C. W. L. Mackenzie, & Co., 306 Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Building, Montreal. W. L. Mackenie & Co., 606a Center Street, Calgary. Royal Stores, Limited, St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

S. T. Nishimura & Co. and T. Furuya & Co.

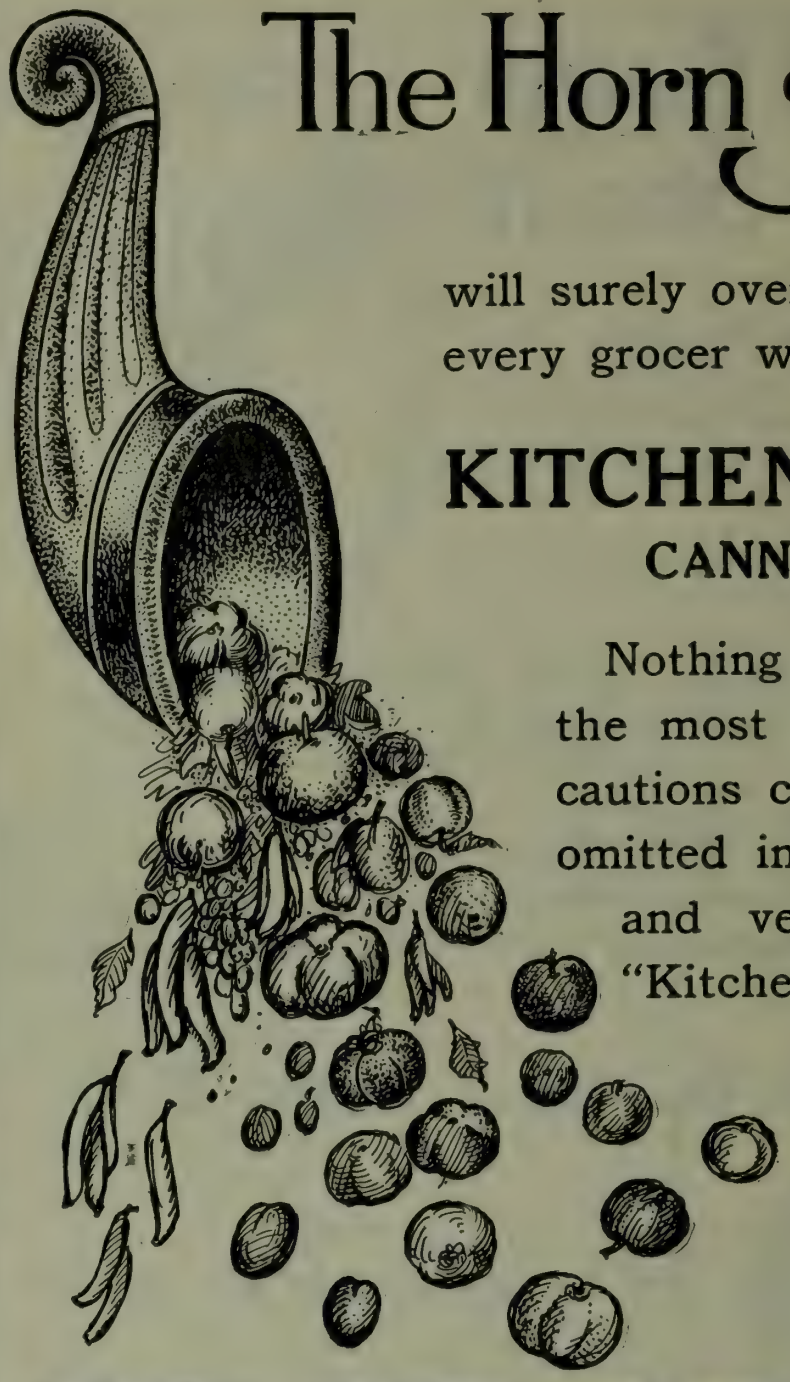
Amalgamated May 1st and the style of firm will henceforth be

FURUYA & NISHIMURA

Montreal Office: same address, 55 St. Francois Xavier Street.

also NEW YORK and CHICAGO

The Horn of Plenty



will surely overflow into the lap of every grocer who features

KITCHENER BRAND
CANNED GOODS

Nothing that care, skill and the most minute sanitary precautions can suggest, has been omitted in the canning of fruit and vegetables under the "Kitchener" Label, and nothing but the choicest and freshest fruits are employed in our processes.

This is a line, Mr. Grocer, that gives all-round satisfaction, and leaves a really "worthwhile" profit for the retailer.

Write to-day for details and prices



THE "KITCHENER" BRAND

Oshawa Canning Co., Limited

OSHAWA, - - - - - ONTARIO

TEAS CROP 1911 TEAS

We are now booking orders for
our celebrated registered brands

OWL CHOP and BEAVER

No value yet in Japan Teas has equalled these brands.

We are again in the market this year with the quality pure uncolored SUN-DRIED JAPAN TEAS.

According to latest advices from Mikado's Government, importation of artificially colored teas are prohibited.

Brands of reputation for cup quality such as

OWL CHOP and BEAVER

will be in favor.

Ask for OWL CHOP JAPAN TEAS, uncolored, absolutely pure, not sold for appearance, but for cup and quality. Samples sent on application.

THE ACME OF QUALITY
Greenbank Goods

1000 Packages "GREENBANK" Concentrated, Solid and Powdered LYE

1000 Packages "GREENBANK" CHLORIDE OF LIME, in sealed tins and drums

NOTHING BETTER. NOTHING PURER.

Samples and prices sent with pleasure.

L. CHAPUT, FILS & CIE.

WHOLESALE IMPORTERS, MONTREAL

AGENTS

Established in 1842

The West India Co., Ltd.

ST. NICHOLAS BUILDING

MONTREAL

THE CANADIAN HOUSE OF

SANDBACH, TINNE & CO., - LIVERPOOL, ENG.
SANDBACH, PARKER & CO., - DEMERARA, B.G.

AND WITH AGENTS AND CORRESPONDENTS IN ALL BRITISH WEST INDIA ISLANDS

WE SOLICIT ORDERS AND ENQUIRIES FOR ALL DESCRIPTIONS OF WEST INDIA PRODUCE.

Sugars	Molasses	Cattle Food
Cocoa	Coffee	Arrowroot
Pimento	Ginger	Nutmegs

Etc., Etc., Etc.

Prices furnished on application. We shall be glad at all times to furnish complete information regarding exports and imports, freight rates, customs duties, etc., etc.

We shall also be pleased to consider proposals *re* representing Canadian firms in the West Indies and Demerara. If you have anything to sell in these colonies our services are at your disposal.

Our Demerara firm has for many years been doing considerable trade with Canada. They are agents for the Pickford & Black line of Canadian Mail Steamers, and also for Elder, Dempster & Co.'s Steamers, and are paraticularly well placed for the handling of Canadian business.

Your Correspondence Will Be Promptly Attended To.

WEST INDIA CO., LTD.



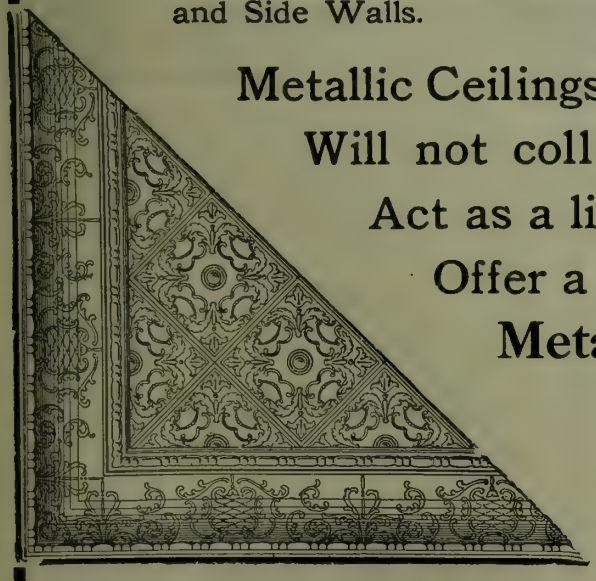
Appearance Brings Confidence And Confidence—Trade

Have you ever considered the ceiling of your store? Is it in keeping with your tidy shelves and fittings?

THE METALLIC ROOFING COMPANY'S

metallic ceilings will add to the attractions of your store wonderfully. It's a chance for decorative treatment that should not lie neglected, and metal ceilings are fire retarding.

A multitude of grocers throughout Canada have had their store ceilings and side walls covered with these artistic metallic plates. You will be interested, Mr. Grocer, in our catalogue showing interior views of many stores, showing how they have been made bright, handsome and attractive through installing Metallic Ceilings and Side Walls.



Metallic Ceilings are sanitary and wholesome.

Will not collect dust.

Act as a light reflector.

Offer a full range of designs.

Metallic Ceilings add 50% to the Light of a Store.

THE

METALLIC ROOFING COMPANY

Manufacturers LIMITED

Toronto and Winnipeg

Wonderful Soap

A Household Favorite on Wash Day



'Tis said that the housewife's work is never done, but any article that will lessen the labors of washday is a welcome guest in any household.

Wonderful Soap

is unequalled for rapid and thorough cleansing of soiled clothes. Wonderful Soap does not injure the finest fabrics---its good value is maintained until the cake is finished.

We sell the good article and offer **no premiums.**

Its attractive labelling and packing assist in effecting a rapid sale, while its sterling qualities are your guarantee of repeat orders.

In selecting your staple lines place Wonderful Soap first. The profit for you will reward you for your effort.

THE GUELPH SOAP COMPANY

GUELPH, ONTARIO



A WINNER

MEADOW-SWEET CHEESE

is an easy seller and guarantees repeat orders because its delicious creamy flavor and freshness appeal to one and all.

A DAINTY 10c. PACKAGE

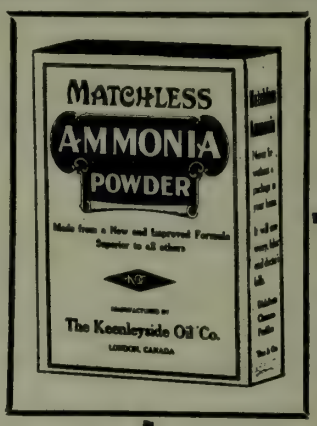
that ornaments but does not remain long on the shelf.

Hundreds a Week

are sold by many grocers.

GET IN TOUCH WITH US.

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal



Matchless Ammonia Powder

Is in a class by itself—because it is made from an improved formula superior to all others. It is powdered fine as flour—unlike so many brands on on the market which are so lumpy.

Costs no more than the inferior powders.

Pin your faith to MATCHLESS.

MATCHLESS never fails you.

MATCHLESS is put up in a big five-cent package. Also a ten-cent one.

Get in line and order MATCHLESS—if you are not already pushing it—once used, your customers will want MATCHLESS. Do it to-day.

MADE BY

THE KEENLEYSIDE OIL CO.
LONDON, ONTARIO

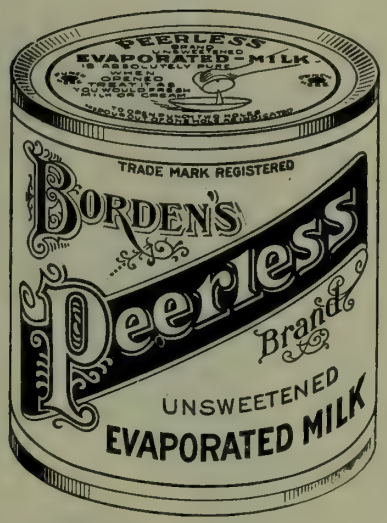
Satisfaction to the Consumer Establishes Your Reputation



Borden's Brands

Give Perfect Satisfaction

Consequently the Name



Borden's is a Strong Guarantee in the Sale of **Milk Products**

BORDEN'S CONDENSED MILK CO., Established 1857. "Leaders of Quality."

SELLING REPRESENTATIVES:

WILLIAM H. DUNN - - Montreal, Toronto and Vancouver
MASON & HICKEY - - Winnipeg, Calgary and Edmonton



BRAND'S A 1 SAUCE

WITH THE INTERNATIONAL REPUTATION

Make generous provision on your shelves for Brand's "A1 Sauce"—the connoisseur's preference. In mansion or cottage alike for almost a hundred years it has been delighting the palate, and is still giving a relish and zest to fish, flesh and fowl.

Now is the season to give Brand's "A1 Sauce" special prominence. But first, try a bottle on your own table—you will then be able to recommend it with enthusiasm.

We also make a full line of Meat Essences, Meat Extracts, Potted Meats, Chutney, &c.

A special shipment to hand of Rolled Ox Tongues in Glass

BRAND & CO., LIMITED Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

T. O. BAXTER, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

A GENUINE TRADE BUILDER

There is no finer Worcestershire Sauce on the market, and you are handling an article that will give your customers pleasure and satisfaction.



LOOK FOR THIS LABEL

MASON'S No. 1 SAUCE

With its delicious flavor, is delightful used with steaks, chops, fish, soups, etc. Bottled in our modern and sanitary factories. You can confidently recommend this line and give it prominence. It shows clean profits.

WRITE TO YOUR JOBBERS FOR SAMPLES AND QUOTATIONS

Masons Limited

25 MELINDA STREET

TORONTO

AT THE GATEWAY OF NORTHERN ONTARIO

Mr. Merchant of the North :

Do you appreciate what an advantage it is to you to have an up-to-date, generously stocked wholesaler within reach when you need supplies?

We can not only save you freight, but can get the goods to you promptly, both of which are important economies where groceries and provisions are concerned.

Our Customers Stick Because Our Service is Good

THE YOUNG COMPANY

LIMITED

Wholesale Grocers and Provision Merchants

NORTH BAY and SUDBURY

MELAGAMA

TEA and COFFEE

The fact that our business has increased 700% during the past five years should be sufficient guarantee that we have the goods the people want.



With our large and well assorted stock of **Bulk Teas** and **Coffees** we can satisfy you in both quality and price.

Give Us a Trial

MINTO BROS.

TORONTO





Woodside
XXX
Granulated

THE ACADIA SUGAR REFINING COMPANY

LIMITED

HALIFAX, NOVA SCOTIA

MANUFACTURERS OF ALL GRADES OF

REFINED SUGAR

This Granulated is made solely from West Indian Cane Sugar, and it cannot be excelled in Quality.

Richmond
XXX
Granulated

FOR ABSOLUTE PURITY
AND HIGHEST QUALITY

WHITE SWAN BRAND OF SPICES

ARE KNOWN EVERYWHERE.

For Your Protection

and the satisfaction of your customers we place the following Government Approved Form of Warranty on every tin, package, pail, box and barrel we ship.

WARRANTY

We hereby warrant the contents of this package as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

WHITE SWAN SPICES & CEREALS, Limited.
TORONTO, CANADA.

DO YOU REALIZE WHAT THIS INSURANCE MEANS TO YOU?

White Swan Spices & Cereals, Ltd.
TORONTO

Why Substitute?

The Wise Buyer looks for his reputation in each purchase. Every unsatisfactory article that he sells lessens his Reputation

FROU-FROU

The Famous Dutch Wafer

is a Reputation Builder. Always of uniform quality. It makes friends of every Customer.

There is only one FROU-FROU
BEWARE OF SIMILAR SHAPED IMITATIONS

Taste the taste of FROU-FROU by sending for Free Samples.

Canadian Distributors:

MacGreegor Specialty Co.

Importers of good things to eat.
TORONTO.



Stimpson No. 75, Weighs and Computes to 100 lbs.

THOUSANDS OF CANADIAN MERCHANTS ARE USING

Stimpson Computing Scales

The STIMPSON AUTOMATIC SCALE is made in many styles and capacities, ranging in price up from $50.00. There is a STIMPSON adapted to the needs of every grocer, butcher, general merchant and confectioner.

We have the only automatic counter scale of ONE HUNDRED POUNDS CAPACITY and our No. 75, shown herewith, is the only one in existence that WEIGHS AND COMPUTES ONE HUNDRED POUNDS.

Among recent purchasers may be mentioned

LAPORTE, MARTIN & CO., Montreal.
GUNN, LANGLOIS CO., Montreal, Toronto and St. John.
W. H. STONE CO., Winnipeg.

Sold for cash or upon easy monthly payments. Allowances made for old computing scales of any make in part payment.

OVER FIFTEEN YEARS ON THE MARKET

Stimpson Computing Scale Co.

MONTREAL TORONTO ST. JOHN WINNIPEG
WOODSTOCK VANCOUVER Factory: DETROIT, MICH., U.S.A.



RESPONSIBILITY IS EASILY CARRIED BY THE MAN WHO OWNS A

McCASKEY-GRAVITY ACCOUNT REGISTER

You can take a day off when your old-fashioned competitors are slaving over their accounts, trying to find out the status of their accounts.

You can keep accurate tab on every charge-customer with the McCaskey Register, and by its aid keep the slow pay people in mind, and the prompt ones in good shape.

You are free to devote all your attention to the selling end of your business.

Our system is well-nigh infallible.

The initial cost is moderate, and the savings are immense.

Our booklet will give you light on your problems, and help in their solution.

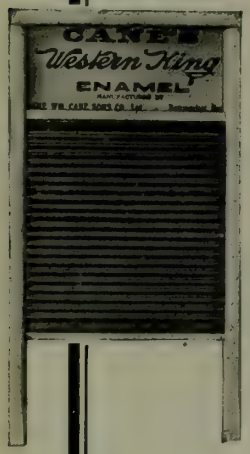
Dominion Register Co., Ltd.

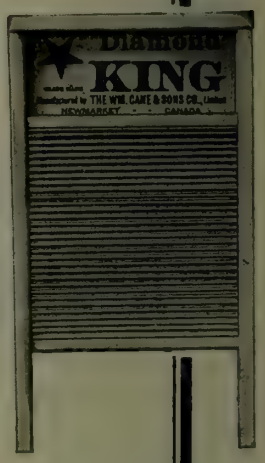
TORONTO, CANADA

519-521 Corn and Produce Exchange, MANCHESTER, ENGLAND

CANE'S WASHDAY WOODENWARE

leads all other lines as the Grocer's best all-year-round seller. They easily lead all other boards for quality and price, and nothing but the best-seasoned materials are employed in their manufacture. Cuts illustrate a few of our leading lines which will prove real business-getters. We make a very wide range, which will be found to meet every requirement of your trade.

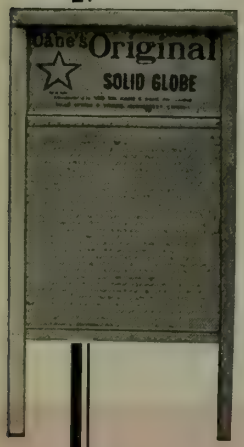


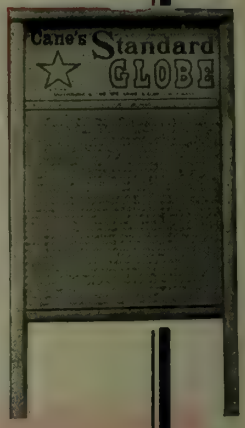


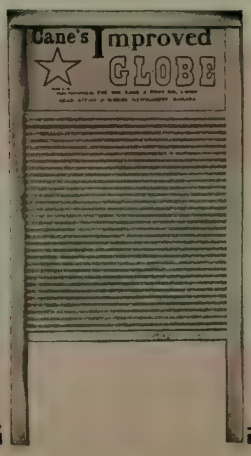
CANE'S WASHBOARDS

are very attractive in appearance, and the glass, zinc and enamel rubbing surfaces give long wear and effective service.

Are you getting **your** share of the trade offering? Specify **Cane's** when giving your next jobbing order.







The
Wm. Cane & Sons Co.
Limited

Newmarket
Ontario

RICHARDS

EVERY BAR YOU SELL SELLS ANOTHER FOR EVERY WOMAN YOU SELL TELLS ANOTHER



PURE SOAPS AT THE LOWEST PRICES DIRECT OR FROM ANY WHOLE-SALER IN CANADA

RICHARDS



"KING OSCAR" SARDINES

The Sardine that made Stavanger famous.

Are known and enjoyed by the most fastidious people. They are a staple with the masses as well. Hence sell rapidly to a large variety of customers.

NO OTHER CAN RIVAL THEM

No bones, no scales, solderless can, finest pure olive oil, uniform size and attractively packed—all tend to make them sell well.

KING OSCAR SARDINES ARE VERY PROFITABLE

John W. Bickle & Greening, HAMILTON ONTARIO

(J. A. HENDERSON, Canadian Agents)

BJELLAND'S SMOKED HERRING IN BOUILLON

Put up by Chr. Bjelland & Co., the largest canners in Norway, also packers of the "KING OSCAR" SARDINES.

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Smoked Herring in Bouillon is a wholesome and delicious combination, tasty and appetizing, and leaves a splendid profit when retailing for **10 CENTS A TIN.**

Ask Your Wholesaler.



John W. Bickle & Greening

(J. A. HENDERSON, Canadian Agents)

HAMILTON ONTARIO

'Tis Ever Increasing——

The volume of the sales of our "GOLD MEDAL COFFEE" each month shows marked increase over the preceding month. There must be some good reason for it. We can show you good reasons why you should push the sale of

WHOLE OR GROUND

"GOLD MEDAL" COFFEE

1 and 2-lb. Sealed Tins Only.

PACKED IN AIRTIGHT TINS—making a convenient package to handle. It reaches the consumer with all its aroma, strength and delicacy of flavor unimpaired.

It pays you a handsome margin, and with its steadily-increasing sale is the most profitable coffee on the market.

Our name is on every tin—a guarantee of unequalled quality.

A CARD WILL BRING YOU A SAMPLE, QUOTATIONS AND FULL PARTICULARS.

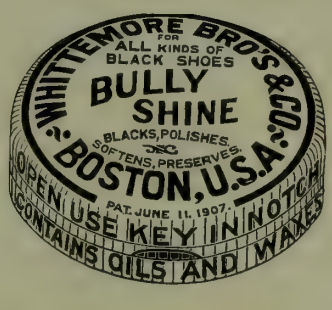
EBY-BLAIN, LIMITED - WHOLESALE GROCERS *TORONTO*

WHITTEMORE'S POLISHES

Finest in Quality
Largest in Variety









Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE." Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for *all* kinds of black shoes and *old* rubbers. Blacks, polishes, softens and preserves. Contain *oils* and *waxes* to *polish* and *preserve* the leather. Also, **Russet Bully Shine** for tan leathers. *Large* tin boxes. Boxes open with a key. Retails 10c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown, or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c. size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c. size). **"ELITE" PASTE** in 5 sizes.

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form so can be quickly and easily applied. A sponge in every package, so always Ready for use. Two sizes. Retails at 10c. and 25c.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 10c.

Send for circulars, giving full particulars of our other Polishes, to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.

For sale by ALL Wholesale Grocers

BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST



ROWAT'S Pickles and Olives

Co-operation is the secret of the success that has always attended the handling of our well-known brands. Our part is to keep the quality high and the deliveries prompt, yours to reap the benefit in constantly increased trade and the appreciation of your customers.

PATERSON'S WORCESTERSHIRE SAUCE

The most piquant of appetizers, needs no recommendation to the grocer who handles the best. If you have not stocked it, you will find Paterson's Worcester Stock a winning item on your list.

Ask your wholesaler about it

CANADIAN DISTRIBUTORS: Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St John, N.B.; C E. Jarvis & Co., Vancouver, B.C.

FOR

ROWAT & CO.

Glasgow, Scotland

YOUR WHOLESALER WILL SUPPLY THEM





A Real Vanilla Extract

of exceptional flavor, bouquet and strength is Shirriff's True Vanilla—Selling this high-class flavoring adds prestige to your store. And it's a big seller. A profitable line to handle. More than 90 other Shirriff's flavorings.

Shirriff's True Vanilla

A Big Selling Line

of Marmalade is undoubtedly Shirriff's Scotch Marmalade The demand is steady and always increasing. Has that zestful and appetizing flavor that makes every one-trial buyer a permanent user.



Shirriff's Scotch Marmalade



Popular Wherever Used

Shirriff's Jelly Powders are a very superior line. They make sparkling jellies, that stand up nice and stiff, and are beautifully transparent. True fruit flavors—very delicious.

Shirriff's Jelly Powder

IMPERIAL EXTRACT CO., Toronto

Ontario Representative, R. B. Neil; Western Representative, H. F. Ritchie
Montreal and Maritime Representative, W. H. Lyne-Usher
Quebec City Representative, Albert Dunn

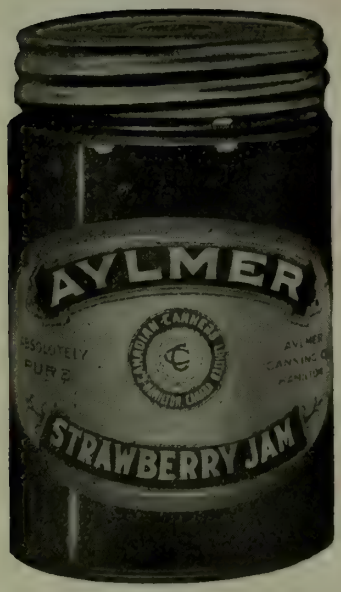
ONLY A FEW OF OU

The Natural Col









GROCERS UNDERSTAND FOOD VALUES

FROM YEARS OF EXPERIENCE WITH OUR VARIED PRODUCTS GROCERS HAVE COME TO PLACE THEM ABOVE ALL OTHERS.



DOMINION CA

HAMILTON

ANY FINE PRODUCTS

ich

nd Flavor is Retained



YOU CAN ALWAYS TRUST OUR

Jams, Jellies, Preserves, Catsups, Canned Fruits and Vegetables

OF ALL KINDS TO BACK UP EVERY CLAIM YOU CAN MAKE FOR THEM. BY CONCENTRATION AND STANDARDIZATION WE HAVE MADE QUALITY CERTAIN, WHILE REDUCING COST TO A MINIMUM.

IT PAYS TO HANDLE

The "Quality Guaranteed" Brands, such as Aylmer, Delhi, Little Chief, Simcoe and many others—

THE RECOGNIZED LEADERS

Write us for any information you may desire.



Without a Rival



ERS, LIMITED

CANADA

PURE FOOD LITSTER'S

EXTRACTS
JELLY POWDERS
PUDDINGS
ICINGS



SPICES
BAKING POWDERS
COFFEES
SALAD DRESSING POWDER

The Good Luck Sign for Grocer and Consumer

For BOTH the rare quality of our products, their purity, and the care used in packing them, all combine to render LITSTER'S PURE FOODS the ideal stocks. Not only will the customers buy more readily this brand of known quality, but they will buy more freely. Good stocks mean steady increase in trade.

BE THE BEST GROCER IN YOUR TOWN.
WRITE FOR LISTS AND QUOTATIONS.

THE LITSTER PURE FOOD CO., LIMITED

1297-1301 QUEEN ST. WEST — TORONTO, ONTARIO

H. H. Livingstone, Montreal, Manager Eastern Agencies. — Donnelly, Watson & Brown, Ltd., Calgary

AN ALL-YEAR-ROUND SUCCESS

WITHOUT A RIVAL

There's a constant demand in every household for a good soda biscuit—the kind that reaches your customers in a crisp and fresh condition.

MEADOW CREAM SODAS



Attractively packed in cartoons bearing this registered label. Accept no substitutes.

Meadow Cream Sodas are particularly light, only pure ingredients being used in their manufacture. In the factory cleanliness is first thought. The package of fifty biscuits weighing one pound is the largest on the market for the price.

In the manufacture of Crothers' Fancy Biscuits and Confectionery a careful watchfulness for quality obtains throughout.

STOCK THESE LINES—YOU WILL
FIND A READY SALE FOR THEM

The W. J. CROTHERS CO.

KINGSTON, ONTARIO

FANCY BISCUITS AND CONFECTIONERY

One Aim In Life

The Packers of the "Thistle" Brand of Fish aim only to produce the best there is in Canned Fish.

Canned Where Caught

The "Thistle" Brand of Canned Haddies, Lobsters, Kippered Herring, and Herring and Tomato Sauce, are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE!

But that is not all, because Captain Austin has the unequalled skill of a lifetime of experience. THERE IS NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "Thistle" Brand. BUY IT AND YOU BUY THE BEST.

"Thistle" Brand Fish

Arthur P. Tippet & Co., Agents
MONTREAL



Confectionery Specialties

Unique Distinctive Lines



TRADE WINNERS

GROSS GOODS 98c. per gross	PAIL GOODS	Price per pail
Old-fashioned Chocolates	Mikado Mixed Candy,	32-lb. pails—$2.20
Vanilla Moss M.M., Pink and White	Nutty Creams,	17-lb. pails—$2.25
Cocoa Moss M.M.	Fruitty Creams,	17-lb. pails—$2.25
Buster M.M. Sticks	Mint Buttons,	17-lb. pails—$2.00
Chocolate Walnut M.M. Squares	Butter Beans,	12½-lb. pails—$1.75
M.M. Jewel Squares		
Chocolate M.M. Bars		
Maple Squares		
Maple Walnut Fudge		
Cocoa Balls		
Peppermint Rock		
Jelly Roll		
Peanut Roll		
Boston Baked Beans		
8 1/2 GROSS BOXES CONSTITUTE ONE CASE	NO CHARGE FOR PAILS	

Make up a five-case (or pail) order, and send it to your jobber. The goods will be shipped fresh from our factory to your store, freight prepaid to all points in Ontario, Quebec, and the Maritime Provimces.

SUGARS & CANNERS, LIMITED,
MONTREAL



The Brantford Automatic Computing SCALE

has new and up-to-date features which make it the

Most Sensitive, Most Accurate and Longest Lived Scale Made. No Springs, No Loose Weights.

Will last a business lifetime.

Made especially for the Grocer and Confectioner

In 3 Styles

Write us for a colored cut and full description showing you why you need it and how to get it with a very small investment.

MANUFACTURED BY

The Brantford Scale Co., Ltd.

Brantford, Canada.

GOVERNMENT ANALYSIS

proves absolute purity. It shows highest percentage butterfat and solids considerably in excess of legal standard and an extremely high percentage of genuine food value.



"CANADA FIRST" EVAPORATED MILK

LEADS ALL OTHERS

The grocer who handles the CANADA FIRST popular line will daily increase his sales and gain new customers.

Our prices will show good profits.

Ask Your Wholesaler for Samples.

AYLMER CONDENSED MILK CO. LIMITED

Aylmer, Ontario

HEAD OFFICES, HAMILTON, ONTARIO

CASTOLS CASTOLS

Have You Ever Heard the Story

of the grocer who read about a line which would assuredly bring him new customers, allowing him even sixty per cent. profit, but who had not the common sense to make enquiries about it? **HE'S DEAD!**

You're Alive! Ask Your Wholesaler

CASTOLS
CHOCOLATE
CANDY

The Mother's Help.
No More Castor Oil.
The Children's Delight.

Facsimile of the Handsome ½ Gross Display Tin



$2.25 per ½ Gross

$3.60 retail = 5c. per Block

$2.70 Profit per Gross

or

60% Profit

If Your Wholesaler is not here, Write us Direct. Our Agents:

Howe, McIntyre Co., Montreal; Hudon, Hebert & Cie.. Ltd., Montreal; Laporte, Martin & Cie., Ltd., Montreal; J. B. Renaud & Cie., Reg., Quebec; The Denault Grain & Provision Co., Sherbrooke; J. G. Whyte & Son, Ottawa; S. J. Major, Ltd., Ottawa; W. G. Craig & Co., Kingston; Warren Bros. & Co., Ltd., Toronto; Geo E Bristol & Co., Hamilton; Maycock & Toms, Winnipeg; Cameron & Heap, Ltd., Regina, Sask.; The Codville Co., Ltd., Saskatoon, Sask.; The A. Macdonald Co., Edmonton, Alta ; G. F. & J. Galt, Ltd., Calgary, Alta.: The National Drug and Chemical Co. of Canada, Ltd., Montreal; Lymans, Ltd., Montreal; Lyman-Knox Co., Ltd., Montreal; A. M. Smith Co., London.

SNOWDON & EBBITT

325 Coristine Building :: MONTREAL

CASTOLS CASTOLS

TIMELY GOODS

We Offer for Immediate Delivery at Special Prices:

1 Car of MILLER HIGH LIFE LAGER and MILLER MALT EXTRACT

200 Cases Duffy & Co. APPLE JUICE

50 Cases Duffy & Co. APPLE CHAMPAGNE

50 Cases Duffy & Co. APPLE VINEGAR

200 Cases Duffy & Co. GRAPE JUICE

200 Cases Imported GINGER ALE (**"TRAYDER Brand"**)

1,000 Cases VICHY WATER
From ST. NICHOLAS SPRINGS
"NEPTUNE" SPRINGS
"CAPITALE" SPRINGS
"SANITAS" (Sparkling)

800 Cases VICHY LEMONADES
"LA SAVOUREUSE"
"ST. NICHOLAS"

225 Cases "BACCHUS" APPERITIVE TONIC WINE
From the firm of Sarrasin & Javilliers of Dijon (France)

350 Cases BARTISSOL BANYULS TONIC WINE
From Banyuls-by-the-Sea.

350 Cases MINERVA TABLE OLIVE OIL
Guaranteed pure by the Municipal Laboratory of Marseilles

725 Cases HERMAN JANSEN GOLD FINCH GIN
Each bottle bears a certificate of purity from the City of Schiedam

For all Information, Quotations, Write, Phone or Wire at Our Expense.

LAPORTE, MARTIN & CO., LIMITED

Wholesale Groceries, Wines and Liquors :: MONTREAL

Brands of High Standing

We fully recommend the following lines of goods and brands as the produce of firms whose reputation is world wide, the superior quality of which we guarantee.

Kunkelman & Co.	Reims	PIPER-HEIDSIECK Champagne
Union Champenoise	Reims	C. A. Cardinal, Champagne
Union Champenoise	Reims	Duc d'Origny
Bouvet Ladubay	St. Hilaire, St. Florent	Duc de la Grange Champagne
Ph. Richard et Cie.	Cognac	Brandies
Mitchell Brothers	Glasgow	Scotch Whiskies
Mitchell & Co., Ltd.	Belfast	Irish Whiskies
J. P. Wiser & Sons	Prescott	Canadian Whiskies
Herman Jansen	Schiedam	Gin and Liquors
G. Pims & Co.	London	Old Tom Gin
Jules Pernod	Avignon	Absinthe and Kirsch
Diez Hermanos	Jerez de la Frontera	Sherry Wines
Vigneau et Cambours	Bordeaux	Clarets and Sauternes
Morin Pere et Fils	Beaune	Burgundy Wines
Companhia Vinicola Del Norte	Spain	Claret Wines
A. Sarrazin et Javilliers	Dijon	Tonic Wines "Bacchus"
Frederick Krote	Coblenz	Rhine and Moselle Wines
Garrett & Co.	Malaga	Malaga Wines
E. Bartissol	Portugal	Port Wines
Real Companhia Vinicola	Portugal	Port Wines
Societe des Vins de Banyuls	Banyuls sur Mer	Banyuls Wines
Cazalis et Pratt	Marseilles	French Vermouth
Gondran et Fils	Marseilles	French Vermouth
P. Garnier	Enghien les Bains	Liquors and Cordials
Miller Brewing Co.	Milwaukee	High Life Lager
Miller Brewing Co.	Milwaukee	Extract of Malt
W. E. Johnson & Co.	Liverpool	Beer, Bass' Ale
W. E. Johnson & Co.	Liverpool	Porter, Guinness' Stout
Belfast Mineral Water	Belfast, Ireland	Imported Ginger Ale
Chateau Rene Robert	St. Yorre near Vichy	Robert Soda Vichy
Chateau Rene Robert	St. Yorre near Vichy	Vichy Lemonade, Savoureuse
Source La Neptune	St. Yorre near Vichy	Natural Vichy Water
Source St. Nicholas	St. Yorre near Vichy	Natural Vichy Water
Source St. Nicholas	St. Yorre near Vichy	St. Nicholas Lemonade
Source La Sanitas	St. Yorre near Vichy	Natural Vichy Water
Source La Capitale	St. Yorre near Vichy	Natural Vichy Water
Duffy & Co.	Rochester, N.Y.	Apple Juice
Duffy & Co.	Rochester, N.Y.	Grape Juice
Duffy & Co.	Rochester, N.Y.	Apple Champagne
Blanc et Fils	Valence sur Rhone	Alimentary Pastes
H. E. Boulle et Cie.	Marseilles	Minerva Olive Oil
Societe Anonyme "Le Soleil"	Malines	Canned Vegetables
La Savonnerie "Le Soleil"	Marseilles	Castille Soap
A. et L. Lehucher	Paris	"Lecourt" Mushrooms
Societes des Usines Remy	Louvain	Famous Remy Rice Starch
Soc. Franc. du Bassin de Vichy	St. Yorre near Vichy	Digestive Tablets
Fenech Artell et Cie	Tarragona	Mass Wines
Sanctuaire Brand		Vatican Brand

GENERAL DISTRIBUTORS:

LAPORTE, MARTIN & CO., LIMITED

Wholesale Groceries, Wines and Liquors :: MONTREAL

ESTABLISHED 1890

WILLIAM H. DUNN

BROKER

AND COMMISSION MERCHANT

21 YEARS AT SAME ADDRESS

396 St. Paul St., MONTREAL

Branch, 27 Front St. East, TORONTO
Branch, 402 Mercantile Bldg., VANCOUVER
Agencies at Winnipeg and Calgary

Our facilities are the best; *our salesmen* cover *all* large *Markets* in Canada.

REFERENCES:

A dozen large Manufacturers of high-grade Grocery Specialties whom we have represented for ten to twenty-one years, also—

The Merchants Bank of Canada
Dun's and Bradstreet's Agencies

We solicit accounts of progressive Manufacturers wanting live representation.

WILLIAM H. DUNN

Selling Representative for
Borden's Condensed Milk Co.

MONTREAL TORONTO and VANCOUVER

Vancouver and Toronto Agencies:

BORDEN'S CONDENSED MILK CO.
AND'W MELROSE & CO., TEAS
PURITY BRAND PRODUCTS
B. T. BABBITT, INC., SOAPS
PYRAMID FLY-CATCHERS
ENAMELINE STOVE POLISH

Montreal

PURE GOLD MFG. CO., SPICES
C. B. KNOX'S GELATINE.
F. W. FEARMAN'S MEATS
E. D. SMITH'S JAMS
COTTAM'S BIRD SEED
POSTUM CEREAL CO.
BENSDORP'S COCOA
ROYAL CROWN SOAP CO.
GEO. LUEDERS & CO., N.Y.
NATIONAL LICORICE CO.
CURTICE'S "BLUE LABEL"
CARR & CO., BISCUITS
GILLARD & CO., PICKLES
MOREL & CO., SARDINES.
CODE PORTWOOD CANNING CO.
CASTLE & CO., DRIED FRUITS
ROGER'S VALENCIA RAISINS
BALDJI & CO., SMYRNA FIGS
HAMBURGER & CO., CURRANTS

WARNING

The Original and Genuine

Pyramid Fly-Catcher

is guaranteed to give entire satisfaction.

BEWARE OF IMITATIONS

If you order **Pyramids** and receive a device similar in appearance, but not labelled as such—send them back,

"Pyramids" have a long and wide permanently sticky coating of paste, prepared from a secret formula; the paste could be imitated by a cheap varnish preparation, but it would quickly dry out and make the article useless as a fly catcher.

By insisting upon having **"Pyramids"** you will help to maintain your reputation of handling only goods with recognized merit.

We handle the entire output for Canada of the Pyramid Fly Catcher Factory. They make no other similar device.



Millions sold in Canada.

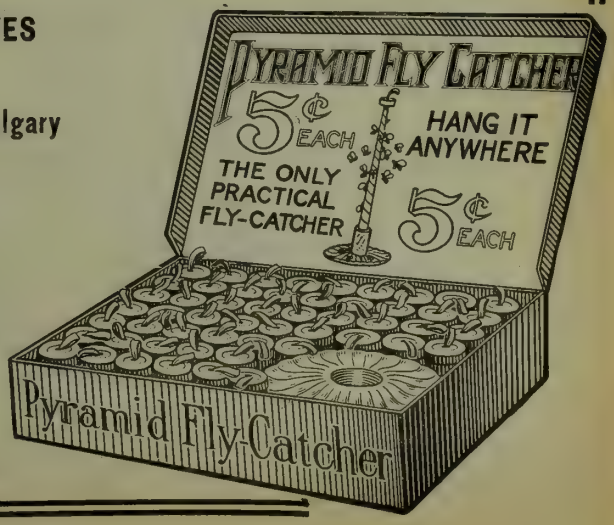
SELLING REPRESENTATIVES

Mason & Hickey—Winnipeg
Donnelly, Watson & Brown – Calgary
Andrews & Nunn – Vancouver
A. Francois Turcotte—Quebec

SOLE IMPORTER

William H. Dunn

MONTREAL TORONTO and VANCOUVER



The Best Quality



A Pleasing Taste

"E.D.S." Brand

Jams, Jellies, Grape Juice and Catsup

There is no other brand on the market with a higher reputation for absolute purity of materials and delicious flavors than the E.D.S. brand possesses.

Seconding Our Claims. The Government Inspector of Foods has approved them as BEST BY ALL TESTS and absolutely unadulterated.

A well advertised article is generally a good seller. No product can be persistently advertised if the goods themselves are not salable and absolutely as represented.

Our Goods Bring Results for the Grocer. Their quality is published in very expensive advertising to the consumer, making the demands heavier and continuous.

E.D.S. Goods are Quick Sellers

If you are not handling them—write to us for information. The effort is small and the results depend only on how largely you avail yourself of the opportunities.

E. D. SMITH

WINONA :: :: ONTARIO



KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good"; make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "No Broken Eggs" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

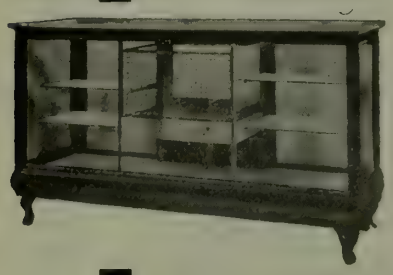
"ARCTIC" Refrigerators

Pay for Themselves in the Ice They Save!



Our patent "Arctic" Ice Chamber is guaranteed to produce the maximum current of cold, dry air with the minimum waste of ice—you'll be surprised at the length of time your ice lasts. Every day sees more discerning grocers proving for themselves the truth of these statements. Your name and address on a post card will bring complete information to you.

"Arctic" Refrigerators are ABSOLUTELY SANITARY. Lined with 1/16 white opal glass, all corners neatly cemented glass to glass, and floor is of inlaid white tile. Impossible to crack or chip off and can be flushed or scrubbed without fear of rust or corrosion. Outside cases of solidly and lightly framed oak, richly finished, mounted on extra strong ball bearing steel castors. Trimmings are of plain brass, well polished.



This is the famous "ARCTIC" Silent Salesman Refrigerator

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air. Moderately priced.

REPRESENTATIVES IN WEST:
RYAN BROS., 147 BANNATYNE AVE., WINNIPEG, MAN:
DONNELLY, WATSON & BROWN, CALGARY, ALTA.

WRITE AT ONCE FOR CATALOGUE AND DETAILS

John Hillock & Co., Limited, Toronto

YOU CAN SELL GOODS IN NEWFOUNDLAND

MR. MANUFACTURER, HAVE YOU CONSIDERED THIS FIELD?

This territory is large and not always appreciated by exporters in Canada, United States and Europe, simply because they do not realize the opportunity there is for establishing a paying trade. Manufacturers properly represented can do a fine business because the colony imports largely from these countries.

Write us about your line. Our many years' experience here, and exceptional facilities for introducing your goods, make us your logical representatives.

T. A. Macnab & Company

Manufacturers' Agents, Commission Merchants, Importers and Exporters.

Cable Address: "Macnab," St. John's. Office and Sample Rooms: Cabot Buildings. ST. JOHN'S, NEWFOUNDLAND Codes used: A.B.C. 4th and 5th Eds. and Private. Warehouse: Tessier's Wharf.

H. P. PENNOCK & CO., Limited

WHOLESALE GROCERY BROKERS AND COMMISSION MERCHANTS

WINNIPEG

Windsor Salt,
Teas and Coffees,
Dried Fruits,
Spices.

We Handle Only The Best

Molasses,
Salmon,
Herring,
Etc., Etc.

WHOLESALE TRADE VISITED DAILY
(Morning and Afternoon)

Correspondence Solicited.

OFFICES:
BANK OF TORONTO BLDG.

Suggest to Your Customers to Try Some of

Clark's Good Things to Eat

They will be pleased

and it

WILL PAY YOU

A LARGE ASSORTMENT TO CHOOSE FROM

Some Specialties

Ready Lunch Beef	Sliced Smoked Beef
English Brawn	Tongue, Ham and Veal Pate
Boneless Pigs' Feet	Mince Meat
Ready Lunch Loaf	Chateau Brand Soups, 12 kinds
Geneva Sausage	Pork and Beans, Plain with Tomato or Chili Sauce
Roast Beef	Potted Meats
Jellied Veal	Devilled Meats
Stewed Ox Tail	Lunch Ham
Minced Collops	Cooked Tripe
Corned Beef Hash	Compressed Corned Beef
Beefsteak and Onions	Cambridge Sausage
Stewed Kidney	
Irish Stew	

Ask your Jobber to send you an assorted shipment.

W. CLARK, - MONTREAL

MANUFACTURER

HIGH GRADE FOOD SPECIALTIES



MAKES IT POSSIBLE

For every grocer to build up and maintain a large and profitable tea trade.

To dispense with at once the necessity of carrying a large stock of tea, deteriorating in quality and eating its head off in interest.

To secure a speedy, actual and protected profit on all sales and to put the tea peddler out of business.

To serve your customers with the finest tea grown, fresh and fragrant from the tea-gardens of Ceylon.

ANNUAL SALE OVER 23,000,000 PACKETS

TORONTO MONTREAL



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Quality, Steady Advertising and "Good Measure" have combined to make KNOX GELATINE the best seller. Our advertising is constantly sending customers to you, and, once you sell them KNOX GELATINE, it keeps them coming back again and again.

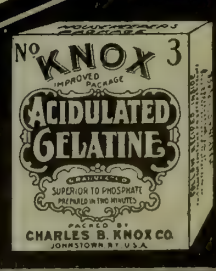
KNOX GELATINE makes two full quarts of jelly to the package. KNOX ACIDULATED GELATINE is a good leader—each package contains an extra envelope of pure fruit acid, which saves your customers the trouble and expense of preparing the fruits.

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y.

Branch Factory:
Montreal, Canada

BEST



CANADIAN GROCER



Special Feature : Constructive Salesmanship

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - - President

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CONSTRUCTIVE SALESMANSHIP — ITS DEFINITION.

This is a Constructive Salesmanship number. When it was first conceived, months ago, there was born at that moment the desire on the part of The Canadian Grocer to have representative dealers from every province in Canada—men who are daily creating demand in customers for goods that return a good fair margin of profit—set down their methods in black and white, in the hope that somewhere a retailer or two might see and profit thereby. This thing has been done. Some thirty-five good counter men, situated in all parts of the Dominion met the appeal half-way, and sent in their ideas. The following pages will show why nine men have been awarded nine medals for excelling in this. The culling process was not easy, and it is only fair to say of those to whom no reward was given that there was little separating the winners from the losers. It is a pleasure indeed to be able to say this.

Sheldon has defined salesmanship as "the art of inducing people to buy product at a profit." It did not take Sheldon long to state his definition; it does not take long to write it; but it DOES take long to KNOW it. There are a great many grocers in Canada to-day who are adepts at retailing staples, but to whom the finer arts of selling other goods at a profit is as unknown as is the writing on an Egyptian tomb.

Constructive Salesmanship is beyond all this again. As the name implies, it is the constructing of all the conditions that go to make salesmanship possible into a perfect structure. It is the compelling of one essential to have a definite relation to the one next in line. It demands that the window shall attract and entice people into the store and to the counters to learn more; it insists that when the prospective customer crosses the threshold the displays and arrangements within must please the eye and promote a feeling of security; it compels that the clerks be able to explain without effort or causing annoyance, all about the goods there to be sold.

Literally, it means that all these things must be arranged to make the customer feel that "here is not a place where money is taken, but given voluntarily, in return for courteous treatment and painstaking service." It is the solidifying of the many little things into the one perfect whole." That is constructive salesmanship, and it is that which has been sought for in all the replies sent to the competition. When it has been done, it is always seen that reward has followed effort, and the men who have won to that position have achieved something as important in their eyes as the throwing out of a twin line of steel is in the eyes of the constructive railway genius.

TRADE WITH THE BRITISH WEST INDIES.

The Royal commission on trade relations between Canada and the British West Indies does not seem to have had the effect of inducing any considerable volume of new business between these two sections of the British Empire. It is a pity. This Dominion of Canada has much that could be used in the Islands, and those little tropical centres have many lines that should be welcomed in this country. Molasses from Barbadoes comes in, it's true, but there are comparatively few other products handled regularly, into Canadian ports. Some fruit is shipped to maritime centres on the boats plying between the countries, but even in this there have been men who have objected, because it did not always arrive in first-class condition.

It has been stated repeatedly that West Indies were standing with open arms to welcome trade with Canada. Canadians who spend some of their time in the delightful climate that is theirs, in our winter season, come back dilating on the intense patriotism of the people there. And yet nothing seems to come of it all.

The United States is surely and steadily gaining control of the islands in a commercial way. They are so close, and we so far away. The fruits and tropical products shipped to the ports of the neighboring republic have not the time to spoil, and bring good prices on their markets.

THE PASSING OF THE STREET STANDS?

It is reported that one of the Solons in the Toronto city council intends introducing at the next business session of that body an amendment to the civic by-law, designed to prevent retailers from displaying goods on the sidewalk.

As only the bare fact is contained in the notice of motion it is not possible to know the real reason behind the move, but two things are to be assumed. The first of these is that in the past dealers have been inclined to abuse the privilege by blocking the thoroughfares with goods for hours at a time. The second is that the aldermen have become imbued with the idea that the health of the citizens who purchased the goods displayed outside was endangered by the flying dust and microbes supposed to be present in every city street.

On the face of things this proposed amendment would appear altogether too drastic, and just another piece of municipal legislation provoked by the sins of the few to the detriment of the many who place on their stands on the sidewalk only such goods as dust cannot affect to any extent. But if it is discussed, it will probably have the effect of having the sinners "take thought on their ways," and undoubtedly will cause those merchants who make a literal junk shop of the pavement to work a change in that policy.

SELLING LILIES AS A SIDELINE.

A splendid example of salesmanship, entailing the faculty of recognizing and grasping opportunities, came to light in one of the large Canadian cities at Easter time.

This was a case of a grocer who became for the time being a florist. His place of business is located on one of the high-class residential streets of this particular city, and there was no florist's shop within striking distance of his establishment. That is how he came to observe his opportunity, and this is how he worked it out.

He made an arrangement with one of the large florists to supply him as demanded, with supplies of Easter lilies. Of the first consignment he made a pleasing window display, so that all his fashionable customers could see how he could supply their wants, and awaited developments. They came. The residents of the neighborhood knew the danger attendant upon the bringing of these delicate plants from downtown stores, and went to him to have their wants supplied.

He had expected to fill a few orders — probably thought he would be able to clear out the original supply and a repeat, but by the time the selling was over, he made the startling discovery that he had sold exactly ONE THOUSAND PLANTS. That WAS Salesmanship.

EDITORIAL NOTE.

There must be helpful hints in this spring number for every reader of Canadian Grocer. It should not be discarded until it has been fully inspected.

There was once a man who boasted that he thought of everything. He failed in business, and it is to be supposed he even thought of that.

Millers have advanced rolled oats again by twenty cents a barrel. This is the second increase in a month, and is attributed to the strength of the oat market. But it would appear at the moment that the export demand for this cereal had fallen off a little, with a consequent weakening of prices.

An effort has been made in the compilation of this issue to print only such articles as are calculated to be of benefit to Canadian Grocer readers in every department of business. It is a big number, and is profusely illustrated, and, we think, is well worth the trouble of keeping on file for ready reference. Henry Johnson, Jr., has contributed two articles dealing with two sides of business management. Other men from all sections of the country have sent in their views on the running of establishments that will surely be of help to other merchants in some measure, no matter where they may happen to be located.

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The Canadian Grocer's *Gold Medal Competition*



The Award for the Best Methods of Creating Business

The Winners

Class A—
Centres up to 2,500 Pop.

1 Arthur Hopwood, New Michel, B.C.
2 F. C. Williams, Ridgeville, Ont.
3 J. Forsyth, Jr., Dartmouth, N.S.

Class B—
Centres from 2,500 to 20,000 Pop.

1 N. B. Good, Lethbridge, Alta.
2 R. J. E. McCrea, Guelph, Ont.
3 James J. Freed, Ft. William, Ont.

Class C—
Centres from 20,000 up

1 D. M. Fraser, Winnipeg, Man.
2 J. W. Cantin, Quebec, Que.
3 John H. Wilson, St. John, N.B.

Judges—Nine of the Editors of
The MacLean Publishing Co.

Salesmanship is the Power to Persuade People to Purchase Product at a Profit—Sheldon

CONSTRUCTIVE SALESMANSHIP

D. M. FRASER : WINNIPEG

GOLD MEDALIST IN CLASS "C."

Loyalty, Integrity and Ability—Recognition of the Selling Values of His Windows, and also of Interior Display—Capacity to Sell Goods that Have Not Been Asked For—Tendency to be Always Anxious to Learn

FROM one of the spacious business establishments located on Main street, in Winnipeg, comes the following, illustrative of the methods of D. M. Fraser, a clerk in the store of J. A. McKerchar. As might be assumed from the name, he is evidently a product of Auld Scotia, and the sterling interpretation of loyalty he places upon his position as well as the sturdy determination to both add to the business of his "master," and to his own standing as well, runs all through his story. It contributed not a little to his being granted the gold medal for the big cities.

Believes in the Window.

Mr. Fraser believes in the power of the window as a selling agent. He says that during Easter week they had a special display of hams and bacon attractively laid out there and also a quantity of fresh-churned creamery butter. This was surrounded by some splendid lilies which added a charm to the provisions in being appropriate to the season. The sales in these two lines were increased considerably as a result of that arrangement.

He has also displayed new goods never before offered to the public with a large portion of success as a reward. He cites a particular instance in pointing out how until recently one special breakfast food enjoyed a large sale in Winnipeg. A new line was brought to the attention of his "boss" in common with other grocers of the city. He was enthusiastic about the proposition because of its benefits to himself and to his patrons for this was a domestic product and as the duty was saved it meant considerable difference to the housewife. The window was well prepared. A few attractive bills were placed at the top corners of the display so as not to detract from the arrangement, and this prominence along with personal recommendation quickly boosted the new line into popular favor with the customers of the store. Now it is in steady demand.

Non-Advertised Goods.

His window has also been used to sell goods never advertised by the manufacturer to any of their customers.

In illustrating this he recalls a case of a cleaning preparation which entered the market not long ago, and allowed the retailers a fair margin of profit. They handled two lines of cleaners, and the one last introduced was the best one from the proprietor's point of view. So this was given a display. The stuff was tastefully arranged, a color scheme was worked in, and drew attention to the store. Enquiries came rapidly as to the nature of the new product, and on its claims and price being explained, a good demand for it was soon created, and still holds good.

Values Show Cards.

The window is dressed every week usually and twice during the fruit season, and Mr. Fraser is a firm believer in show cards and price tickets. He holds that goods are displayed in the window that they may be sold.

"If a price is not stated," said he, "it is not just to the man who takes care and interest in displaying the goods nor profitable to the proprietor of the store. People who are not customers will daily pass a window that does not shout out its message. It is the housewife that looks at a window more than any other person, and consequently prices attract her more than anything else. She perhaps does not appreciate display as much as that which deals with her purse. Care should be taken not to put in tickets that are too large or too many of them. Every article to which attention is to be directed is to be clearly marked as to price and also description given if this is necessary."

Introducing Specialties.

This Winnipeg clerk also is stronly convinced that systematic interior display pays. As he puts it, the shelves contain the goods in every day demand, and they use as much counter space as convient for displaying new lines, believing this to be the best possible medium for introducing specialities. The customer sees the goods; she probably examines them, and desires to be informed about them. When the counter is the only thing that divides customer and salesman on such an occasion, sales are easily made," he says.

"Sometimes," he continues, "when the counter space is all taken up, and there are several lines I want to treat in this way, I find it good policy to have these goods placed out of the way but near at hand. So, while speaking with a customer I await the opportunity to mention these and just put my hand down and bring out a package."

He says that it only takes a few words to be able to secure the customer's favorable attention, and for that reason considers it important to be able to place his hand on what he wants to talk about at the right time. But as sometimes clerks forget that goods are placed there for that purpose, and he thinks it a good policy to have the men constantly reminded that the goods are there.

Interior Display.

Mr. Fraser believes in displaying goods near the front door and tries to have the variety so shown as large as possible. To do this he builds attractive packages on glass shelves, has revolving china stands, and encased frame work for displaying dried fruits. He also has has wire stands for vegetables and fresh fruits, and wicker work baskets for exhibiting eggs. He believes in the efficiency of biscuit show cases, and has one showing a variety of eighteen kinds of confections. Many lines of goods are sold by these mediums, he considers, that otherwise would not have been known at all, nor asked for.

In his store they always ask customers to buy goods that are not asked for. He has found that it is easy to sell a manufactured article that is highly advertised when he wants to, and it has also been his experience that he can sell a similar non-advertised article should he desire to do so, if it produces a better profit to the establishment.

Creating Demand.

Demonstrating this, he mentions one particular food stuff in the establishment, of which they keep two brands.

On one of these, competition compelled the sale at such a price that merely a nominal profit resulted. In the case of the other, a good article which went out under their own name, a good profit was provided.

"A lady came in," Mr. Fraser relates, "and asked what brands of this particular food stuff we had in stock. I brought over a packet of our own brand, simply remarking that it was of the best possible quality, and naming the price. She wanted to know if that was the only line we had, and enquired for the other brand. I replied that we had that brand, but pointed out that most of the customers of the establishment bought the one I had first introduced. She had confidence in my selling talk, and took the package home to test it."

Using the Telephone.

In this Winnipeg store there is of course a telephone, and it is used as a means of increasing sales, Mr. Fraser telling how. Only the best clerks are allowed to take orders on a telephone. The greatest possible attention is given. "This is made necessary," he thinks, "because the telephone is used to bring before the customer the latest arrival in all new goods. Care is taken to serve her just in the same manner as if she were in the store, and an endeavor is also made to give her the advantages of any special price prevailing."

Much additional business also comes the way of the store, Mr. Fraser says, through their suggesting to customers goods that have not been asked for. It is his opinion that many customers think a grocer's stock is confined to certain definite lines of goods. "Often," he says, "in looking aver orders from regular customers, I notice that they never give my store a chance to supply certain lines of things. I knew they required them, and by drawing their attention to the fact that the lines were carried in the store, we were enabled to secure their order in full, and not in part as before." They use no newspaper space for advertising, nor do they issue circulars. The only method they use to bring their goods to the attention of the public is personal appeal and salesmanship.

Believes in Equipment.

He believes in the power of equipment to facilitate the handling of customers. They have installed a ham and bacon slicer, electric coffee grinder, computing scales, cash register, cheese cutter, display racks, biscuit cases, fruit stands, confectionery cases, cases for fancy boxes of chocolates and novelties.

He believes that all these innovations work for regularity, accuracy, the saving of time and thrift, and the increase of sales.

Their delivery is effected by horse and wagon. There are three deliveries per day to each district, and these are made at stipulated hours. An effort is made to adhere to these schedules as much as possible. There are, of course, special deliveries besides for express orders.

They have for their bookkeeping double entry system. The best features of it, Mr. Fraser says, are exactness and clearness. They are enabled to secure a full account of a customer's standing at a glance.

Reads Trade Journal.

The profits are figured on sales, because Mr. Fraser says, they can only arrive at a true profit after deducting general expenses, salaries, cost of deliveries, and all other details that have a bearing on the goods sold.

He is always seeking to add to his knowledge by studying the articles running in the trade magazines and in books. He reads the editorial and advertising sections of The Canadian Grocer for selling information. Anything dealing with the power of personality or salesmanship he has always found to have been of great benefit to him.

"I have always been able to sell goods recommended to my customers because I always made it a point that all my recommendations bear the hall-mark of genuiness," said he. "My customers depend on my word, and in good faith give them a fair and unprejudiced trial. I draw the attention of customers to new lines and include a demonstration of them. I would also allow a customer to experiment in her home with these goods. I always try to show her peculiar advantages and the saving in cost of each."

A sharp lookout they always keep for newcomers to the district.



INTERIOR VIEW OF THE STORE WHERE D. M. FRASER IS EMPLOYED.

CONSTRUCTIVE SALESMANSHIP

N. B. GOOD, LETHBRIDGE, ALTA.

GOLD MEDALIST IN CLASS "B."

Business Vision and the Necessary Faith and Capacity to carry it through—Personal Salesmanship—Ability to Forecast Markets—Knack as an Advertiser—Knowledge when Buying

OUT in Lethbridge, in sunny Alberta, N. B. Good, of the Good Co., has been transacting business in such a systematic manner that he has been deemed by the judges well worthy a position of honor in this contest. As retailer he has given a most comprehensive survey of the methods he has used in building up trade in both sections. All his ideas are clear-cut and it is quite evident that he has believed in them sufficiently to risk a considerable amount of money on their well-working or otherwise. There may be some of these with which other of our readers will not agree. The Good Co., however, has proved the efficiency of them and for that reason their survey at least will work harm to no one.

Selling Oranges.

Mr. Good certainly believes in the use of his window in displaying goods. He thinks it is a great business getter, and in naming an instance in substantiation of this he said that on one Saturday his firm sold twenty cases of oranges by having the window filled properly with these southern fruits. He adds that a large price ticket was used in conjunction with the display. He has also displayed new goods in that window never before offered to the public.

Introducing New Line.

Success has followed every effort. To put it into his own wards: "Our firm were enabled to secure the sole agency for a line of canned goods which had never been offered to the public before in the Lethbridge district. We filled the window with these goods and advertised them extensively in the Lethbridge evening paper and we have sold more canned goods this year than ever before. So marked was the effect of this sale, that people come in now of their own volition, and ask for that particular line of goods. The manufacturer had never advertised in this section."

For Interior Display.

He dresses his windows usually once a week, and he believes that show cards and price tickets are the proper thing to have in the window if the best results are to be obtained.

He also reposes implicit confidence in the value of systematic interior display. This is what he says: "On counters and shelves we place goods known to be of good value for the price, taking into consideration the fact that the margin of profit is fair. We also, where we can, give the preference to goods of which we have the sole agency for the district." And as opposed to this policy of display of goods he wants to sell, he outlines the policy he follows when seeking to avoid selling goods upon which competition has forced down the margin of profit to a level where he considers the money to be derived from handling is not sufficient.

Hides the Goods.

Speaking in this connection, Mr. Good says: "When any of our competitors cut the prices on a certain line of goods so that there is no legitimate profit left we simply hide all the goods we have of that line until the price cutting ceases."

Methods for playing up certain lines of goods near the front of the store are the subject of much thought in the management of this firm. Silent salesman for confectionery, bread and cakes, fancy mahogany stand for biscuits, a display stand, that can be raised and lowered, for fancy bottled goods, also a counter show case for displaying any new goods—all these go into service close to the street door. And while these things are considered of great value in drawing people on to ask questions, the element of salesmanship is always kept behind that the fullest advantage can be taken of this showing.

Buy Displayed Goods.

It has been the experience of Mr. Good that customers buy many goods they see displayed in the store, and especially of that class which is given prominent position on the counter show case or display stand.

He has installed dust-proof bin fixtures throughout the store to give the goods always a neat appearance, and in the provision department there is a curved, marble-top counter and two large oak finished refrigerators for the proper care of butter, eggs and cheese, lard and cured meats.

Personal Salesmanship.

Customers in that store are generally asked to buy goods not ordered by themselves. Mr. Good says that a manufactured article highly advertised can be disposed of more easily than another if they want to push it. But he adds that a similar non-advertised article can be readily sold if properly advocated which is done when it produces a better profit, and is of as good or better quality. "To do this well," he says, "the customer must have fullest confidence in the grocer. Then the goods can be sold, otherwise I would say that it would not be as easy."

In his case his customers evidently repose the greatest confidence in him because he goes on to recite a case in which he did sell goods that were not advertised, against goods that were.

Line Against Line.

He says: "This year Canadian canned peas were scarce and high in price, so with an eye to the future, we investigated a line of English goods and closed a deal early calling for ten cases of one hundred tins each. These cost us $1.15 a dozen, while early Junes were 25c a dozen more. One lady came in and asked us for early June peas, but when I showed her the two tins and explained to her the circumstances, she purchased the English line and now buys nothing else. We have had to order more of these."

Telephone Sales.

This Lethbridge man has a telephone of course, and increases his sales by means of it. He doesn't wait for his customers to call up, but when anything special develops in the store, he rings them up and tells them about it. Usually it is something for that particular day. One Saturday afternoon not long ago he bought fifteen cases of Oregon

strawberries from the Express Company at $2 a case. To sell them that day it was necessary that the people know they had them, so personally Mr. Good became busy at the telephone and in an hour he had these strawberries all sold. Incidentally in that turnover he made the neat profit of $27.

He uses this incident to show that it is always possible to suggest goods to a customer with good results, provided the said customer has confidence in the dealer. He also believes that this policy of suggestion should be carefully followed out because often in talking of different lines the customer may be reminded of something she wanted to get but had temporarily forgotten.

How Advertising Pays Him.

He is an advertiser, but in nothing else but the newspaper. In speaking of this he tells of obtaining direct results from one of his ads. One day he anticipated in the newspaper the arrival of a shipment of corn on the cob, and he says that the next day his profits on these goods alone were three times the cost of the advertisement.

In another instance one hundred cases of cherries arrived at the store, and he placed an advertisement in the evening paper. Next day the cherries were cleared with a net profit of $30 or just thirty times the cost of the advertisement.

They tried circulars two or three times, but found them unsatisfactory; the city was too big. But Mr. Good is of the opinion that in smaller places where there are no daily papers this class of publicity would bring results. Out there though, the people take it for granted that a store using a circular was a cheap place and accordingly take no notice of it.

The Best Publicity.

"The best of all advertising," he says, "is to treat the customer the same as you would want to be treated yourself. We always give them the privilege of returning anything not satisfactory to them. We never misrepresent anything and by so doing I believe have made friends. They will tell their other friends which creates more new business."

Another thing he relies on is the power for good of having a special line or two that will bring customers, for that alone. His specialties are fruits and vegetables, and he thinks they are quite a drawing card in his part of the country. He would not tolerate advertising on hotel registers, bill boards and such like. To him publicity by the medium of the widest-circulated daily papers secures the best results for the money spent. Of course he changes the ads. daily.

Store Equipment.

Now as to store equipment and fixtures, the Good store is evidently dressed better than many. He says they have a meat slicer, an electric coffee mill, three computing scales, cash register, cheese cutter, a self measuring oil tank, electric wall and window fans, vegetable fountain in the window, three silent salesman, a grocery display stand, and dust-proof fixtures throughout. In speaking of the chief value of these he elaborates on the manner in which the meat slicer cuts in uniform size, thick or thin or medium slices, as preferred by the customer. The electric coffee mill, he has found, will grind a hundred pounds of coffee in about two hours. Formerly it used to take one man a whole day to do this, because it appears that the grinding of a hundred pounds of coffee is not an uncommon thing in this store. But now he points out the saving of time and mentions that the man can go about doing other things in the store, while the grinder is doing its work automatically. His computing scales, he says, have paid for themselves through the giving of accurate weights. The cash register has been of inestimable value for referring to in case of error or dispute. As to the dust-bin fixtures, Mr. Good believes that anyone who has ever used them will agree that they give a neat appearance to the store and insure the people absolutely clean groceries.

Regular Delivery.

The Good company have regular hours for delivery. They have two waggons. One leaves the store, say, at nine in the morning and the next at ten, and so on through the day. In that way they cover the entire city. To look after the accounts they use a loose leaf system. The best features of this which they mention are monthly statements in making out accounts as posted from the daily slips, synoptic for all daily transactions giving a complete record of everything that has taken place during the day.

Figuring Profits.

"As to profits we figure both ways, that is on cost gnd sale," explains Mr. Good, in speaking of his method of estimating in this line. "It makes no difference, for instance, whether you figure 20 per cent. profit on the selling price or 25 on the cost price. To my mind percentage should always be figured on the cost price, because then you would be working on the actual money laid out, not on the money received."

The average per cent. profit the Good Company aims to secure is 20 per cent. on the selling price, or 25 on the cost. They usually carry a stock valued at $6,000, without fixtures. They turn over this stock eleven and one half times a year, which totals up to a business verging on $70,000.

Tests Goods at Home.

His methods of learning more about goods in the store, or rather as much as he possibly can learn, is also quite effective. Said he: "Every time we get a new article in I open and test the goods personally, in most cases taking a sample home and having it properly tested there, before recommending it to the customers. All the clerks are notified of the outcome so that they may be able to speak intelligently about the goods they are selling."

He reads the editorial and adverising sections of The Canadian Grocer for selling information, and he says that among the benefits derived are the hints for the dressing of windows, treatment of customers, the talks on the value of system, and the information for advertising.

Extending Business.

Of the methods he uses for increasing sales, he says that if word reaches

We have a carload of Potatoes arriving some time this week from Shelburne, Ontario

This is known to be the finest part of Ontario for raising dry, mealy potatoes. They are mostly white stock, guaranteed a nice average size, and all put up in (90) ninety pound sacks. Price per sack - - $2.00

THE GOOD COMPANY

MAIN STORE ROUND ST. PHONE - - 525

HIGH CLASS GROCERS ICE CREAM FRUIT AND CONFECTIONERY WHOLESALE & RETAIL

DUFFERIN ST. BRANCH PHONE - - 827

them of any new people coming to the city or district, he personally goes to see them. Especially is this the case if the newcomers are large buyers, and then he gets acquainted with the buyer. So also with a large concern of any kind. He sets forth the advantages these folks are sure to receive by dealing with them, and he says that in many cases the firms has gained good customers through following that method. He also makes it a point to be first if possible of all the stores in the district to handle fresh fruits and vegetables.

Buying Goods.

Describing the methods he uses in buying goods, he says: "All the buying is done by myself. I keep a complete record of the markets so as to be able to know whether goods are likely to go up or down in price, thereby in some instances saving many dollars. I might say that last year I was studying the markets on canned goods and from all the information I could get from trade papers and wholesalers, I came to the conclusion that canned goods would be from 15 to 20 p.c. higher in price in the fall than they were in the spring. Having an opportunity in June last to get the sole agency for the district, of a line of canned goods, and at a price almost as good as the others were giving the year previous, I closed a deal for 1,100 cases.

Satisfied as to Quality.

"I might further state," he adds, "that I had first satisfied myself that these goods were equal in quality to anything that the others put out, in fact to our idea they were better. We saved on this purchase alone about $500 which was a nice little profit in itself.

"I might also say that price book is kept where all the prices of everything we handle are set out for reference of anyone in the store. In this book we have the initial cost, the laid down cost, the jobbing price to people buying in large quantities, and the retail price so that anyone in the store can see in this book what we have in stock, the price in small quantities and the price in large quantities."

Handle in Car Lots.

"In fruit and produce we handle nearly everything in car lots, importing a lot of goods from the states of Washington, Oregon and Idaho, also from British Columbia and Ontario. This puts us on a level with the wholesaler and we always manage to sell enough out of the car to our competitors, so that on our own goods which we retail we get both the wholesaler's and the retailer's profit. We never cut the price to our customers, always keeping on a level with the rest of the retailers, for we sell a lot of goods to the retailer as well as to the consumer, and in order to do so we have to allow him a legitimate profit on the goods.

How the Printer and the Grocer Stand

Two Reasons Why Dealer an d Newspaper Proprietor in Small Towns and Villages Sho uld Stand Together to Combat The Mail Order Grievance—Va lue of the Local Newspaper, and The Power of Local Advertising.

THE merchant and the printer in the small town should be partners standing together in the effort to offset the damaging workings of the mail order houses in the large cities.

In this way they not only benefit themselves but are also working for the good of the town in which they live, for it is undoubtedly true that while the mail order houses are a direct drawback to the merchant in the small town and village, they also constitute a detriment to the town from which the citizens send their money away to enrich their coffers. Therefore, both the merchant and the printer have two excellent reasons for endeavoring to combat the mail order house. First, because of the benefit it will be to themselves; secondly, the benefit it will give to the town. If the regard which they have for their town will not put them into a fighting spirit, surely their own interests will.

It is found that the editor of the local paper is generally very greatly concerned over the welfare of the town in which he resides and that he stands ready to co-operate with the merchant in anything that is for the benefit of their town. In the smaller towns and villages, the local newspaper is the best advertising medium that the merchant can use, and the one that he should work in the effort to keep trade at home. Other branches of advertising may be good but should not be used, until you believe you are working the local newspaper for all it is worth. Therefore let the merchant and printer join forces in the effort to keep trade at home.

People read the newspaper for more than the news which it contains. They also look for the advertisements and generally read them very closely. When you pick up your trade paper, don't you look through the advertisements and scan them very carefully too, for you undoubtedly believe that there might be something there of value to you. It is for the same reason that the newspaper reader looks over the advertisements.

The fact that advertisements are considered as valuable by the reader is generally conceded. It is a safe bet that if a paper contained no advertisements that it would have no women subscribers, and remember the women are the chief buyers.

Of course, it is necessary that you have good advertisements in order to have them read, but that is not the point. The main object is to get the spirit awakened so that you will put forth your best efforts in this necessary work.

A store than cannot develop a good business with proper newspaper advertising lacks in some of the other essentials of business success.

DID THEY GET THEM?

A southern grocer who advertised a special sale of fruits ended with "Come early and avoid the rush. Remember that the early bird gets the worms."

WARNING FROM ENGLAND.

Here is a letter sent on from Norwich in England, calling upon The Canadian Grocer to warn its readers against the evils of co-operation:

"Editor Canadian Grocer:

"I don't know if it is true that you have no Co-operative Stores in Canada. I was talking to the president of a local Society some little while back, about a cousin of his out there who keeps a store. I said: 'He hasn't got any Co-operation to fight against.' He said: 'I don't think they have any there.'

"I hope that is true. I can assure you they have proved the ruin of thousands of honest, hard-working traders here in England and Scotland. I have just read in the Standard of Empire, a brief account of an address given at the Canadian Club at Halifax by a Mr. Maxwell, of the Scottish Co-operation Society. As this advocate of the high Christian principle of elimination of the individual trader may be stumping the country, sowing the poisonous seed of one of the greatest evils that ever cursed the old country, see that your people are not fooled as we have been in the old country. The evils we have here are the Co-operative Stores and the huge Limited Companies. May Canada never be cursed with either of them.

"H. N. Rymer.

"Norwich, Apl. 24, 11."

CONSTRUCTIVE SALESMANSHIP

ARTHUR HOPWOOD : NEW MICHEL, B.C.

GOLD MEDALIST IN CLASS "A."

Ability to Start Out in a Small Place and Make Everything Work to His Advantage—Ingenuity in Thinking Out Original Advertising Schemes — Salesmanship of First Quality.

ARTHUR HOPWOOD, whose selling methods are given in this story is established in the little village of New Michel, in B.C. It is because of the ability shown in such a small place that he has been awarded the premier honor in class "A."

He was formerly window and stand dresser and order man to Trites, Wood Co., Ltd., of Michel, and probably for that reason he is an absolute believer in the value of his window for displaying goods. He is of the opinion that, in every way, a smart clean window appeals to the public and that a man who has his window dressed often and tastefully with seasonable goods draws the people to the store.

"The next thing you know," he says, "they are asking for some article they have seen there, and soon you have a nice little order."

This, especially when the interior display is in keeping with the arrangement made in the window. He gives one instance in a display of fruit. He put a sign card pointing out the healthful qualities of the goods and says that splendid results followed. He dresses his window once a week, and twice on special occasions, but he never crowds it at any time.

Likes Show Cards.

Show cards he believes in. He thinks that an artistic card devoted to some article he needs to push or which he thinks appeals to the public at the time, is a good thing. But he seldom puts a price ticket in the window on an article he thinks appears good to a customer.

"When that is the case," he says, "it is not long before they are inside asking the price where it can be courteously explained, and the good points of the line outlined to them."

He considers that his windows are to entice people inside. He looks upon them as a fisherman does the fly on his hook. He only prices an article when he needs to clear them.

For Interior Display.

He also is a believer in systematic interior display. On his counters and shelves he changes his goods as the seasons come round. When this letter was sent in he was featuring canned fruits and vegetables, soups, cocoa, etc. This month, he says, salmon, sardines, lunch tongues, ham loaves,—things the fisherman or picnicer want, will be given preference.

And there are times when lines go out of sight beneath the counter. He does this, he says, because he considers himself there to sell goods for a living profit. These he keeps to the front and in a handy place.

Pushes the Other Line.

As for the others he keeps them but if there is another article with a better profit, and of similar quality that he can honestly recommend, he does so. And moreover he endeavors to push it until it becomes a standard article.

All kinds of small tables, racks, steps and small slabs of marble for cream and cheese he uses for displaying near the front of his store. His vegetable racks he changes as often as he has time, usually three or four times a week. And he is a believer in plenty of clean oilcloth and white paper. "People buy the goods they see displayed in the store," he says.

Personal Salesmanship Foundation.

But it is on lines of personal salesmanship that Mr. Hopwood hopes to build up his business. He is not averse to asking a customer to buy any line of goods they may not have asked him for. He can sell a manufactured article that happens to be highly advertised more easily than the other when he wants to. But he says that when the margin of profit on such line dwindles down until it is almost out of sight, he can unearth some line of similar quality, but returning a larger profit and induce his customers to buy.

The Friendly Talk.

In this connection, he says: "I solicit every day and if a customer orders a certain line of tea or any other article, and I think that by a friendly talk I can sell her an article more beneficial to both of us I have no hesitation in doing so. I cannot call to mind any particular case, but I am following this procedure constantly. I am on good business terms with my customers, and I never hesitate. They place their confidence in me and I respect the same always, considering myself a public servant."

Uses the Telephone.

Although New Michel is but a small village Mr. Hopwood has a telephone which he has been able to use to good advantage. In this connection he says:

"Generally I make use of the 'phone when I want to land a good hotel or boarding house order, or for that matter any time I think I can place some goods direct from the car. It saves labor in hauling and storing, especially with potatoes and such lines."

He continually suggests to customers the advisability of purchasing goods not asked for, and finds that it saves them many a trip when they are busy. Also very tritely he remarks that "if he didn't jog their memory his competitor would before him."

Advertisement in Rooms.

This man does not believe in newspaper advertising, but only because the town happens to be too small. He uses circulars, however, and finds them to go well. Sometimes, he says, the china and the glass circular produces good results. And he also issues one twice a month announcing specials or seasonable goods or anything that happens to be moving slowly.

But he has a more novel scheme than that. It is a standing advertisement in the hotels. He considers this the only way available to induce business in such a town as where he happens to be located. He finds that it helps a lot. In one hotel he has an ad. attractively framed and placed in every room, and he says he is always getting trade through it. This is something that might well be copied in other small centres of the country.

His Store Equipment.

Now Mr. Hopwood, so strongly convinced of the merits of display in both window and interior, is also a believer in the use of all equipment calculated to save time and money in the store. He has had installed a ham and bacon

slicer, coffee grinder with dynamo, computing scales, totalling cash register, open cheese cutter, sliding bin fixtures, and electric light. "These are," he said, "all absolutely essential to any store run on up-to-date and economic lines." He also has a bill carrier wire system.

The Delivery System.

His goods are all delivered by teams. Every parcel is counted and the number of them is on the bill, also sacks, if any, and a delivery book with all particulars is handed to the driver who has to sign the same before starting out. Accordingly he checks his load by it.

He uses a loose leaf bookkeeping and turns his stock over twice in a year.

In seeking to learn more about the goods he handles he diligently reads the Canadian Grocer, and also studies a number of technical books dealing with practical work in his business. Also, whenever a traveler who happens to know all about the article he is selling, drops in, he always tries to glean as much information from him as possible. In The Grocer he finds particularly interesting the talks with clerks and different articles and illustrations. He looks forward to it every week, and says: "Every issue teaches me something."

Wears White Coat.

Coming back to the personal salesmanship department, Mr. Hopwood says that he can sell goods he recommends to his customers. He has been, enabled to do this because they have placed their confidence in him and know that he never pushes an expensive article on anyone who cannot afford the same.

He adds: "Of course they would often buy, but it is poor policy to induce people to purchase what you know at the end of the week or month they cannot pay for. Besides, if they leave a balance they shun you and go elsewhere with their ready cash. Cut your garment according to the cloth, and do the same with a customer."

In seeking to develop his trade this man wears a clean coat and apron always, and keeps himself well shaven.

Here also is another bit of business philosophy: "Never pass a customer on the sidewalk without a pleasant smile, and raise your hat always. Be kind to the children and take an interest in everything local as far as you are able. Be one of the town's people at all times, and do this with all of them whether they are rich or poor."

Shut the Door Againt Rush of Trade

Manager of Quebec Store Tells of Splendid Results That Followed Newspaper Advertisement at Christmas Time—TheWindow Where Eggs Were Laid to Order—System of Learning Everything Possible About Merchandise When Buying—Method in Keeping Touch With Customers in Their Summer Homes.

J. W. Cantin, Quebec, Que.
Silver Medalist, Class C.

J. W. CANTIN, the manager of the grocery department of Myrand & Pouliot, in the ancient city of Quebec, has contributed an interesting reply to this competition. He, however, submitted his manuscript in French, and in consequence it may be that some of his ideas have been lost in the translation.

Monsieur Cantin is nothing if not frank, and his views on the methods for obtaining the best results in handling a business in such a city as is Quebec will undoubtedly attract considerable interest. There are several points on which he differs very materially from most of the other contestants. But in these there is no difference in the quality of salesmanship shown. It is only in the value placed upon the ultimate result of salesmanship effort that causes this Quebec manager to look upon the whole subject from another standpoint.

As will be seen by a glance at the photograph given here the store in which he is employed is of no mean order. When it is known that the stock carried is valued at $24,000 this will only impress itself more vividly on the mind of the reader.

Eggs While You Wait.

In window dressing and in the appreciation of it as a selling force Mon. Cantin is quite abreast of the other successful competitors. In naming an instance where his window has caused an extension of the sales of the store, he relates how he placed in a large basket in the window a quantity of eggs. There were also a number of chickens. On a card in a corner there was inscribed the invitation: "Eggs laid while you wait," giving the price. Through this window he says he was able to sell nine cases of eggs of thirty dozens each at a profit of 5½ cents per dozen. The chickens attracted the attention of the customers, and this fact made the selling much easier.

Knows What to Expect.

Coming to another phase of display Mon. Cantin comments on the value of show cards and price tickets. He says: "When there is no card with the price, the customer sometimes is annoyed by having to enter in order to ask the price. If he sees the price he knows what to expect. If he has the required money, he comes in and buys, or gives an order C.O.D. The sale is easier with with tickets."

He also favors interior display, and considers that it pays well, and among the lines placed prominently on the counters he says: "The counters we change every week. Sometimes it is merchandise which is not well known or which it is necessary to sacrifice, but this rarely happens. During Lent there are fish preparations; in summer mineral waters; in spring sugar and maple sugar in tablets, and a complete assortment of lines such as catsup, etc., etc."

Tables at the Front.

Of the methods used for displaying goods near the front of the store he says: "We put in front of the shop merchandise which may be sold according to the season. In Lent, for example, we put a table with every sort of cheese, a table with all the kinds of fish—fresh and salt—in pretty plates and decorated with fresh parsley."

Now in regard to personal salesmanship Mon. Cantin admits that he has his clerks ask customers to buy certain goods which they have not asked for. He also says that it is quite possible for them to sell non-advertised goods as against advertised goods, if they want to, and the profit be larger.

Each Clerk Has Telephone List.

They have worked out an elaborate system doing work by telephone in this store and consider the instrument as of vast importance in keeping in touch with customers living at some distance from the store. Each clerk has his own list of customers and twice a week rings them up to inform them what is going on in the store, and to offer them fresh fish and kindred lines. Goods that are to be sold at reduced prices are also

moved out in considerable quantities by reason of telephone calls. They take this means of informing customers when they can place an order for any line of goods with advantage to themselves.

Also when taking the orders of customers the clerks are advised to ask if nothing more is desired. Spices, vermicelli, essences and kindred lines are suggested, but they do not always persist for the reason that they do not desire to inconvenience the customer.

Extensive Advertising.

Quite an extensive advertising campaign is carried on by this firm. They have secured direct results in nearly every case. New customers have been brought to the store as a result of publicity directed along quality lines. Other ads. dealing with slight reductions in prices have had the effect of largely increasing the sales in the lines mentioned. In one case extracts and cornstarch were specially set out. Sales in those lines were noticed in almost every order, also in vegetables, the profit returned being close to 35 per cent., he says.

They use circulars too in connection with the newspaper publicity. Last Christmas they sent out one announcing a grand sale at cut prices. This was to draw the streams of Christmas shoppers. Every house and every street in the city was covered. "The result was that on the day of the sale we were obliged to bar the doors a dozen times because there were too many people. We made a great week, even for the month of December, extra good."

Their Cash System.

As to store equipment they have installed a mill for cutting meat which helps them to sell twice as much as they sold before they got it. Also they have an electric coffee mill. This is indispensable. An electric cash system operated by motor sends the money or the change of the sale in a little box. There are four boxes at each counter. This system, he explains, gives entire satisfaction. Each clerk makes checks of his sale through the next clerk who holds himself responsible.

Driver Held Responsible.

"As to delivery system," he adds, "we have eight wagons to handle the orders, and the methods which we use to insure good service are quite effective. The deliveries are made at fixed hours. At 8.30 and 10 a.m., and 2 and 4.30 p.m. Hurry orders are delivered by a special wagon at 11.30 and 5.30. There are special runs also to catch boats and trains. The driver is held responsible for merchandise. He must deliver them as he received them in good order. Two wagons leave at 8.30 a.m., for outlying places. Between the hours of delivery the wagons are occupied with freight. These wagons are under the direction of a man who delivers and received merchandise.

"By means of using a loose-leaf bookkeeping system we are enabled to send out bills each month, and by this means



View of the Interior of Myrand & Pouliot Store, Quebec.



Winter Delivery System of the Myrand & Pouliot Establishment.

we are able to follow up credits when there is one which is slow in paying."

They carry a stock of $24,000, which they turnover six times a year.

Care in Buying.

"In learning more about goods in the store I never buy merchandise without demanding an explanation on how it is made and how used," he says. "When we receive it we mark the cost price and the sale price, and I explain to the clerks all that I know of that merchandise, and I encourage the clerks to read articles in the trade papers on the production of groceries. The trade journals are always at the service of the clerks. They serve to keep us informed on the condition of the markets and supply us with idea for putting in new goods and equipment."

In speaking of the store methods for buying goods, he says: "The clerk who has charge of the biscuit and confectionery department buys his merchandise just the same as the clerk in the meat department, who signs orders by the month. Each clerk has his department to keep up, but he gives and takes orders in all the other departments.

Surrounding Country.

"In seeking to increase our business and widen the radius of our sales we have a clerk who does the surrounding country for city customers who go out there for a short while in the summer time. We put out fruits and vegetables in fancy boxes. We change our show cases every week and always in a different style. In the month of May articles for housekeeping and cleaning house, in June show cases devoted to goods such as fishermen would need. We advertise frequently and always with success. The public is at home in the store of which they know the history and the methods of sale and prices. They come in confident, they go out satisfied. They come in again, and in greater and greater numbers. The advertisement is to-day the most powerful factor of all those which tend to make business, and too many business men ignore the fact."

WINDOW DISPLAY.

One Man Who Believes The Window is Soul of Store.

It has been rightly said that the windows are the soul of the store. Pick out a man who takes trouble with his displays, who changes them frequently and with artistic effect, and who makes them representative of the stock that is carried, and you have a man who is progressive and keen after business. Window display is the best form of advertising. From it the passer-by can judge of the character of the store, and get a fair estimate as to whether or not he is likely to get full value for his money—in other words he can tell if the store is worth patronizing or not.

Advertising is bringing goods before the public and getting them talked about. What better means can there be of showing them than a window display? The mind is forgetful, it is likewise covetous. A display is a reminder that a certain article is wanted; while when the eye rests on something that is not exactly a necessity but would be exceedingly nice to possess, then the bait is not thrown away. Put all you know into the windows. Do not think that anything will do for them. People are hasty in conclusions and they will not stop to think that the window may be but a poor sample of the strength of the store. If you put in a window that you do not like take it out again. Change a window twice a week if necessary, for it is a silent salesman working every hour of the day and night during which the articles can be seen, and therefore demands the best treatment.

General Dealer Moves Goods Rapidly

Ridgeville Dealer Outlines His Tactics in Supplying Customers So That They Do Not Flee to Mail Order Houses—Makes Good Use of His Window—Salesmanship Exhibited in Selling Tea at Good Profit—System of Sending Samples on Order Trips for the Clearing Out of Slow Goods or Perishable Products.

F. C. Williams, Ridgeville, Ont.
Silver Medalist, Class A.

F. C. WILLIAMS is not altogether a grocer. He is a general merchant located in a small centre. But he has shown ability to sell so many different lines of goods besides groceries that the judges felt it devolved upon them to grant him the silver medal for the class in which he had entered.

There are methods he has set down here that probably will be met with in the everyday life of many another general store, but it is the determined spirit manifested by the man, not to sit down tamely and allow the mail order houses to gobble up all the good business of his district that has set his entry apart from those of all the other general merchants.

Selling New Lines.

To begin with, he is a believer in the selling power of his windows even if he does not use them all for inducing sales in groceries. He says he finds them particularly helpful in introducing new lines of merchandise. Prints he refers to specially. He put a new piece or two in the other day, ticketed them, and had to "hand them out repeatedly to cut off lengths for curious customers." For any line he wants to push the window is utilized to give it the first "boost." Besides this when he desires to make a "special," he puts his goods in the windows, adds price and show cards, and by this means induces quite a healthy demand.

Every other week he changes his windows, and he has four of them. This may not be often enough to please many of "Grocer" readers, but he explains: "That he is out in the country; is very busy and has not the time to do better."

Price tickets and show cards both appeal to him, but it has been his experience, he says, that the latter produce the best results. He is able to make them act as out-door talkers for him.

Taking First Loss.

Mr. Williams evidently knows when to take the first loss in moving out slow goods, and has the courage to carry out his knowledge to fulfillment. As a general thing the goods he wants to sell most, or does not wish to hold over to another season, occupy the most prominent positions on his counters and shelves. He went through his shoe section a short time ago and ferreted out all the old shoes and rubbers he could find. These he put forthwith into a big box, set it out near the door, ticketed the lot and is cleaning them out in good order.

He is convinced, too, that interior display pays, for the fact has been demonstrated to him time and time again. Just a little while ago he hung up a special line of fabric that was not moving out particularly rapidly. This he ticketed, announcing a reduction of one cent on the yard, and featuring it as a special bargain. Whether it was the one cent that turned the balance or just the sight of the goods, he did not know and was not able to find out, but at any rate there was a rush for that particular line and the whole lot will go out, he says, as a result of that display.

Suggesting Goods.

He differs a little from the other successful contestants in the methods he uses in suggesting goods, other than those not asked for by customers. Probably this is so because he knows his people and feels that they know him and his goods. But anyway, when a new piece of goods comes in he shows it, explains its fine points, and simply asks the customer to keep him and his goods in mind when the decision comes to buy that, or something like it.

Then turning to salesmanship he says he is able to frequently sell a particular line of soap at a good profit over others, and he has a word to say about tea to bear out the point he is striving to make.

He says that he can take a tea, costing one cent a pound more than the line he sells at 25 cents, and sell it for 30 cents a pound six times out of ten in place of the other. That is salesmanship, especially in a small centre where money is not the loose commodity it is in the cities and big towns.

Telephone Talks.

He has a telephone and increases his sales by means of it. When he happens to have in a line of perishable goods, as oranges or bananas in hot weather, and oysters and haddies in the winter, he always manages to sell "a nice little bunch over the phone."

Mr, Williams has the suggesting of goods down to a system. It is a definite policy that he pursues. He makes out a list of specials each week, and has his order-takers take them out on their trips to the country. He says that he has seen that particular line cleared right out on the trip of the order men—before, in fact, customers who came to the store could take advantage of it. Sometimes it works the other way round, but the order-trip folks are given the preference, if there is any.

Uses Newspaper Locals.

He uses the newspapers a little, but does not go in for regular advertising space, because, he says, the people do not pay attention to those things. What he believes in is the use of the local columns in a Ridgeville "sheet." Often he writes these himself so that they appear rather as items of news than as ads. Besides, as he says, nearly everybody reads that column.

There is a pretty fair line of equipment in his Ridgeville store. He has a coffee mill, three sets of scales, a cheese box, five silent salesmen, self-measuring oil tanks, ball scales for sugars, and a big platform scale for nails and other lines of heavy hardware. The ceiling of the establishment is metallic, arranged in panel style and nicely painted.

He considers his show cases do a lot of selling for him, and he changes the exhibits in them from time to time. As for the self-measuring oil tank he says he would not be without it for twice its cost.

Delivery System.

He has five separate order trips—taking one day and delivering on the following. There are regular runs for certain days, and he always endeavors to live up to his obligations and effect his deliveries in systematic order. As for his bookkeeping he says he has reduced it to a system, considering as paramount simplicity and the saving of time.

Mr. Williams figures his profits on the cost price of his goods. He has found this the most satisfactory method, and says he never could see the sense of estimating on the selling price. He aims to secure an average profit of 20 per cent., and carries a stock of $4,000, which he turns over three times a year.

Learning About Goods.

He is a careful reader of his trade paper and "pumps" the travelers all he can for information on the individdal lines they are handling. He finds that

his perusal of the "Canadian Grocer" gives him a better knowledge of the whole situation, while it also supplies him with ideas to write his ads., so that they return him the biggest possible margin of profit.

Buying from travelers who come to the store he has found to be the best method of stocking. He thereby is able to scan the stock he has on the shelves and so is saved from the evil of overstocking.

To sum up, he has confidence in his goods, and his customers have confidence in him, and in his judgment. Because of this they buy goods he recommends to them from time to time. He considers it all simply a matter for confidence all round.

He sends out samples on all his trips, and gives his brightest attention to the lines he likes the best, and sees to it that his salesmen do the same. That is his business creed.

Clerk Succeeds in Selling New Goods

Salesman in Maritime City Tells of His Efforts in Selling Lines of Imported Pickles and Confectionery Never Before Shown in His City—Confidence in Selling Power of Price Tickets and Show Cards—The System.

John H. Wilson, St. John, N. B.
Bronze Medalist, Class C.

"A CERTAIN soap powder well advertised to the consumer gave us 22½ per cent. profit. Another soap powder not advertised gave an additional 5 per cent. When the first powder was asked for, I always brought the two and showed them to the customer, explaining as I did so that the second powder was not advertised, but that it was really a first-class article. I then asked them to try it, and five times out of six the powder with the higher profit would be purchased."

The above paragraph taken from the competition reply of John H. Wilson, of St. John, N.B., typifies his ability to sell certain lines of non-advertised goods even when goods that had been treated to a big publicity campaign had been asked for.

Selling New Goods.

It is typical also of the belief that the man behind the counter can sell goods that are absolutely new to the public if he wants to.

As regards window displays he says that at the time he sent along his entry to this contest the windows of the establishment in which he worked were attracting customers every day. Special displays such as pure maple syrups and sugar, honey, maple cream and kindred lines he said, had induced customers to enter the store and buy some of these goods. He adds that once they were inside it was an easy matter for the clerks to sell them other goods. Sometimes, too, the goods displayed attracted their attention and effected sales.

Pickles and Confectionery.

He gives an instance of an English pickle sold by that window. This pickle had never been displayed or advertised in St. John. He made a special window of them, adding also their vinegars, jams and marmalade which also were new, and states that the arrangement was a great success. He cites a case in which the window had sold goods never advertised to the consumer. This was an exhibit of English confectionery.

He dresses his window every week and uses show cards. He thinks these give a finished appearance to the display, and also are valuable because the customers can see at a glance the description of the goods and also the exact cost.

Likewise with interior display. This New Brunswick clerk considers that it pays, and the goods placed prominently on their counters and shelves are principally tinned and bottled lines. They have specially made racks along the front of the counters for displaying biscuits. These racks have glass lids, so that as the customers approach the counter they have a full view of sixty tins always before them. And these sell goods he says.

Not Mere Convenience.

The telephone is not a mere convenience in his estimation. They use it extensively to increase sales. For instance, he says that should a customer call up and ask for eggs he always suggests bacon and ham as the one generally goes with the other. He finds that this sells goods. Also, should they have any new goods in he would inform the customers of the nature of the article, and tells them he will be pleased to supply a small quantity for trial. Nine times out of ten, he says, customers will order two or three of the articles he suggests to them.

Show Cards.

His firm does not believe in newspaper advertising, and except at regular seasons they do not go in for circulars, but at Christmas and Easter they enclose a circular giving a list of specialities with every order sent out for delivery, or sold over the counter. He believes in this because when anyone requires a special article they know the prices and exactly what the store carries. Window cards round out the total of their advertising. Each week he writes a card of half sheet size with some catchy phrase and he also places in the slope in the front of the window a card about 20 inches by 8 inches naming a special article, such as choicest boiled ham sliced, and puts the price. He changes these every week, and says people come there to see what alteration has been made. The day before he sent his competition reply along his employer had told him that a grocer down the street came every week to study the cards.

The Store Equipment.

And as this man believes in interior display so does he look upon store equipment and fixtures. In their store they have a bacon slicer, and electric coffee grinder, three sets of computing scales, a totalling cash register, a cheese cutter, dustproof bins, circular vegetable stand with water spray, and electric lighting. They also have five silent salesmen.

In speaking of the value he places upon each he says that the bacon slicer gives the customer any thickness of slice required. The coffee grinder shows the coffee to be absolutely fresh, and ground while waiting. The cash register working with electricity has four small lamps which light as soon as the drawer opens, and this attracts attention to the amount purchased. The cheese cutter cuts exactly one-quarter, one-half or one pound, just as the customer desires, without any waste. They have a ceiling from which are suspended thirty electric lamps. They have a show case built into the window which draws out and in as required. All cases have electric brackets.

The Store Systems.

Delivery is another branch that is given special attention in this store. They have their own teams and have provided for a regular departure of the outfits to the different sections of the city, so that a good service is always insured their customers.

They have a loose-leaf system of bookkeeping, and he considers the best features of this are the small number of books required, and the ease with which they are handled, it being possible to see at a glance the amount the customer owes without looking up an index to find the name and folio number.

He believes in figuring profits on cost rather than on the sale price. This, be-

cause they know exactly the profit on each article, and can thereby at any time see what it has been for a certain day or a certain week. They aim to secure 20 per cent. profit, and consider this necessary because, he says, they have a very expensive store to keep up. Their stock is valued at $5,000, and they take stock yearly.

Buys From Manufacturer.

He believes in regard to learning more about the goods in the store in asking customers how they like something they may have bought before. Usually with a good customer he keeps mental tab on some new line sold her and on her next visit asks her how she found them. In this way he keeps fully informed as to the articles on which his information is not exact. He also reads the editorial and advertising sections of the trade papers to keep in touch with the markets, and to find out where to buy certain articles direct from the manufacturer. The latter is their policy as far as they can work it out.

Mr. Wilson says that he can sell goods that he recommends to his customers, because once they take an article vouched for by him and find it of the quality he stated, they have confidence to purchase other lines when he advises them to.

Another method he has for increasing sales is the making of a special display and price for a certain article on a certain day. This he says draws customers' attention to the article and brings them into the store. There they have a chance of selling some other line of goods.

The Power of Newspaper Advertising

Saliesman in the Gateway of the West Relates Some of the Methods He Has Found to be Productive of Results in Disposing of Goods — Belief in Window Display and in Systematic Interior Arrangement.

James J. Freed, Fort William, Ont.
Silver Medalist, Class B.

HERE is an outline of the methods followed by James J. Freed, a clerk in the Climax Grocery, 113 South May street, Fort William, Ont.

In this story the need of ability on the part of the man behind the counter to sell goods regardless of price is brought out in a manner there is no gainsaying. Every issue touched upon by Mr. Freed shows that in Fort William the grocers are quite alive to the needs of the situation.

A Sale of Biscuits.

He believes in the selling power of all the little embellishments that can be added in intensifying the display of any kind or class of goods. He believes in the selling power of the window. He believes it is a business getter, and to prove his point he says that recently he put in a display of biscuits arranged in glass dishes with small price cards on each variety. They sold more of that brand of biscuits during the week this was in the window than two weeks previous put together. Goods that never had been advertised by the manufacturer to any of their customers, have also been sold by means of that window. In proof of this he cites a case in which a new line of bottled fruits and jelly had been introduced there. Fort William customers knew nothing of these goods previously. So effective was the display, however, that the whole of the first shipment was sold out in less than a week's time.

Displaying Goods.

The window of his store is changed every week, and the fruit window every day. He used show cards and price tickets and considers the latter as indispensable. They form in his opinion an important part in window dressing, and can also be used to good advantage in the store. Show cards with good catchy phrases often make a sale, creating a desire for the goods on which the card is placed.

Among the goods that he places prominently on counters and shelves he mentions honey in glass and comb, pickles, olives, fruit in glass, and all lines of fancy goods in similar containers. Cooked and smoked ham and bacon, soda crackers in tins and packages, and fancy biscuits in packages.

In displaying goods near the front of the store Mr. Freed says they build pyramids of glass goods on the front counter, and also have an arrangement of fruit and vegetables around the pillar in the centre of the store. Their silent salesmen filled with confectionery and also biscuit display stand are all placed in the front of the store. Quite frequently customers buy such goods they see displayed.

Selling Non-Advertised Line.

Demonstrating how a good clerk can sell a line of non-advertised goods upon which a fair profit is returned against a line upon which the profit is small but which has been extensively advertised, Mr. Freed cites an instance in disposing of a line of imported food stuffs. They stocked this particular brand about one year ago, he said, and when a customer came in he always introduced this one, relating how satisfactory it had been to him while in camp during the summer. He would tell how he had prepared them and how they had been so very acceptable to him. This talk was to swing the customer over from the intention to buy another brand of goods, and during the winter quite a large business had been built up in Fort William for this line of imported goods.

The Telephone.

"At this time of the year when fresh green stuffs are coming in we make extensive use of the telephone," he says. "When the goods arrive customers are called up and informed as to the lines that are in fresh that morning and many orders are anticipated and received in this way. At other seasons of the year when new goods are being received the same tactics are followed. Much time for both store men and customers is saved by doing this, and I believe it to be a good practical method of increasing sales."

In addition to this he has found that three out of every five customers, at least those who are not in a hurry, will respond to clerks' suggestion that they buy goods of other lines than those which they first ordered. He considers it is only a matter of appeal. If it is properly done it will generally be crowned with success.

Newspaper Advertising.

They believe in newspaper advertising in his store and he relates three special instances where direct and good results were obtained. In the first case three thousand oranges were put on sale and the lot was disposed of at nine o'clock p.m. In the second case an appeal was made for two or three lines in the candy department. The effect this had was to increase the sales considerably, not only in the lines advertised but in others, the customers finding they needed them after coming to the store. The other advertisement was in connection with the cereal display spoken of earlier in the story, the time when the new breakfast food was introduced to Fort William households. This ad. pointed out the delicious qualities of the cereal, how it was made, and how best it could be served. The response was satisfactory, and as a missionary effort Mr. Freed says, the advertisement was entirely successful.

They do not use circulars, and at present have no other advertising scheme, but he says that they hope to publish a booklet soon giving information about

the store and containing a price list for distribution amongst the farmers in the surrounding country.

Power of Equipment.

Store equipment and fixtures are important factors in the life of this Fort William store. Mr. Freed's story relates how an electric coffee grinder, computing scales, national cash register, patent cheese display case, biscuit case, built against the wall with sliding glass covers, biscuit display case holding twelve tins, one silent salesman, and two long counter show cases have all been installed. They use three clusters of Tungsten lamps, four lamps in a cluster, down the centre of the store, and also had the windows well lighted. Recently the firm wrote away for quotations on a meat slicer, in the belief that it would be a great money and time saver in the store,

Defining the value of each of these, Mr. Freed contends that the coffee grinder is a big time saver, and that the computing scales are money savers in weighing hams and bacons and cheese alone. The cash register he values because it shows the amount of cash which should be in the store. The biscuits in cases are kept free from dust while the same display acts as a silent salesman. The cheese case keeps the contents out of the path of dust and flies. It also prevents its drying out as quickly as would otherwise be the case.

Divides the City.

They have two delivery wagons in the Climax store. The city is divided into two sections, east and west, and each man covers the same ground every day. They make three deliveries in the morning and the same in the afternoon. The last one being at five o'clock. Orders taken after that hour are sent out on the first delivery the next morning.

Referring to bookkeeping, Mr. Freed remarks that their business is on a strictly cash basis, and that consequently there is very little bookkeeping to do. They aim to secure an average of twenty per cent. on the goods they sell.

Samples New Goods.

He reads all the special articles in The Canadian Grocer to secure methods that he may be able to learn more about the goods in the store. He also does his best to draw information from travelers about such lines as they represent. The other method he uses is to sample as far as possible all new goods as they come into the establishment. In regards to the reading of this paper Mr. Freed relates that in the issue of April 14th last he read an article on pineapples which dealt with the raw fruit and value of the fruit juice and methods of preparations. Several days afterwards he met a customer who had never used the raw fruit, and he was at once able from the information he had absorbed to interest her and made a sale. Then again a short time ago he read an article about the source of sago and tapioca, and this has since been a benefit to him, he says, in several ways.

Week-end Specials.

They have a want book in the store in which a note is made of any line that is getting so low that the buyers may know when to re-stock. They do not stock heavily in perishable goods; they also buy light which enables them to have them always fresh and clean for customers.

Mr. Freed says that he finds explaining to a customer in brief chatty style something about the benefits of an article he is trying to sell generally suffices in landing the sale. He first makes it a point, however, to find out all the strong selling points of the article concerned. Customers seldom fail to respond to such a recommendation.

Among the methods which they have used with success in increasing sales are specials for week-end shoppers. Each Friday they advertise one good special for Saturday, and he says that since doing so Saturday business has considerably increased. Nine customers out of ten buy other goods in addition to those specially advertised.



Sample of Climax Store Advertising.

CHECK FOR ONE CENT.

A Kentucky firm sent to each address on their mailing list a check for 1 cent, payable to the lady of the house. On the check it was stated that 1c was due to the lady for two minutes of her time while she read the enclosed letter. The scheme attracted great attention, and did not cost much, as very few of the checks sent out were cashed, being kept as souvenirs instead.

GROCERS IN BRAZIL.

A consular report from the city of Pernambuco in Brazil says there is an excellent chance to extend the trade in American canned goods in that section. This city has a population of 225,000, the grocery trade being controlled by Portugese merchants. There are many attractive and conveniently arranged stores, and the consumption of canned goods is very large. Most of the foodstuffs are at present imported from Europe.

A Revolution Effected in Selling Tea

Tells How He Found the Sales of That Beverage When He Started in Business Twenty Years ago; and How He Worked for a Transfer of the Trade From the Tea Stores to His.

J. Forsyth, Jr., Dartmouth, N. S.,
Bronze Medalist, Class A.

"I PURPOSE," said he, "first telling of the line in which I made the greatest success in salesmanship and then how it was achieved.

"When I started in business, twenty years ago the tea department of most grocery stores was in a bad way.

Twenty Years Ago.

"The grocer was losing a large portion of that trade. It was a common occurence to have persons come into the store to make a purchase, having in their hand a pound of tea, with a check stuck beneath the string, obtained at a tea store, or, when calling on our customers for their weekly order and suggesting tea as a possible requirement, to be told, "Oh, we get our tea at the tea store, we get checks with it."

"Whereas, to-day, every customer to whom I sell groceries, I sell tea as well. Not only that, but I sell tea to a large number of people to whom I do not regularly sell groceries. To such an extent is this so, that 4½ per cent. of my total sales of groceries is tea and the most remarkable feature of it all, is that I keep only one kind of tea and that a bulk tea.

Got Good Brand.

"When first I determined to push tea I undertook to do my own blending. I was not long in finding out that what I did NOT know about tea blending would fill a large volume. I therefore got a good standard brand, named it, "Forsyth Jr's Famous 30c Tea" and started to boom it. I have no hesitation in saying that the most extensively advertised tea is not known as well in this town as the "Famous" and if anyone thing more than another contributed to this fact and to its successful sale, I have no hesitation in saying that thing is personal conversation. No customer gets out of my store without being impressed with the merits of the "Famous."

His Advertising.

"But to make this method of selling easier and more effective, I found it a good thing to have their minds prepared somewhat beforehand, and so rarely an issue of our local paper appears that does not have some reference to it, either in the locals or in display advertising and when I start in to speak my little piece, I am met with the observation, "Yes, we saw it advertised."

"One of the quickest methods I have used to get it introduced in a large number of new places is as follows:

Joins Manufacturers.

"I get the manufacturer of some article who values an advertisement to go in with me and we share the expense on such a deal as this; for one week we will sell one pound of tea and one tin of cocoa say, both for the price of the tea. I advertise both tea and cocoa extensively and in this way we both get our goods into homes where they have not been before.

"Occasionally we make a window display and give a small article free with each pound of tea sold. We sell crockery-ware and these gifts consist largely of odds and ends selected from the stock.

"Our blotters and calendars, programme and catalogue advertisements invariably mention the "Famous." I adhere religiously to quality. The recent market advances I have contented myself to lose rather than sacrifice quality.

"The great advantage derived from having only one kind of tea is that you can talk quantity to the tea merchant. The trade of a dealer who sells twenty different brands of tea is not worth very much to any one wholesaler, but if he were to buy that quantity of one brand his trade would be diligently cultivated."

To the judges it seemed a pity that Forsyth, Jr., stopped so soon in his reply. He does not answer all the points in the competition, but contents himself with but one achievement in salesmanship.

The competition reply of R. J. E. McCrea, of Guelph, Ont., who was awarded the silver medal in Class "B," will be found on pages 131 and 132.

Profits from Reading Magazine Ads.

Interesting Experience of Eastern Dealer Who Sought Business Along These Lines—Always Forestalled Demand of Customers Who Would Come to His Store Looking for New Lines —Visits Other Cities to Keep Abreast of Times.

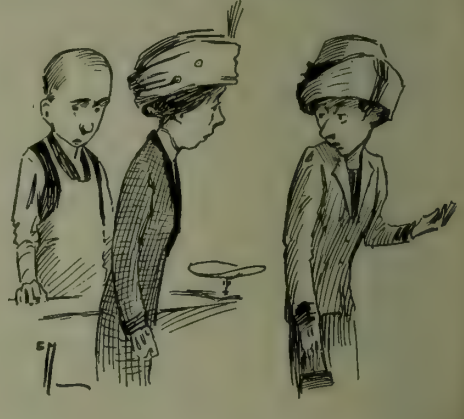
DO grocers take advantage of the advertising campaigns by which manufacturers are trying to give publicity to their products?

The grocer, generally speaking, is so wrapped up in his business that he has but scant time to devote to magazine reading. The daily newspaper and his trade paper, the one keeping him in touch with the current events of the day, the other dealing solely with matters of interest to the grocery trade, these are about the limit of his regular reading.

Touching first upon another point it may be said that the grocer demands three things from the manufacturer he considers friendly to the trade. He asks for a fair profit on the goods he handles; he requires that in point of quality they be such that he can safely recommend them to his most exacting customers; and lastly the average grocer welcomes any campaign by which the manufacturer creates a consumer-demand for his goods.

Not At All Necessary.

The grocer of to-day frankly admits that the last concession is not necessary. It is acceptable, but if the other two considerations are lacking or either one of them for that matter, the grocer often refuses to handle goods offered him under such conditions. He realizes that his customers place implicit confidence in his word. He is the court of last resort and a word from him, in the vast majority of cases will upset the demand for an article that has been



"boomed" by consumer advertising and in the handling of which due provision has not been made for his remuneration.

When He is Friendly.

But, granted that a friendly manufacturer is giving publicity to his pro-

ducts, does the grocer avail himself of this asset?

The experience of E. J. Quinn, whose store is located at the corner of St. Catherine St. west and Greene Avenue, Montreal, should prove interesting to other members of the trade. Mr. Quinn caters largely to a class of customers who demand the best and who are willing and ready to buy new goods. He was aware of the fact that there are several journals which have a wide circulation among homes for the reason that they are published for women. There are several others including a popular weekly which are very extensively read. Mr. Quinn has made it almost a duty to look through the advertising columns of the most prominent of these publications and notice what grocery or allied lines are given prominence.

Reasons For His Policy.

He felt that the manufacturer who had interest sufficient in his goods to advertise them to that extent must have confidence that the public would appreciate them after a preliminary trial. Mr. Quinn read between the lines and saw quality written there. Knowing that they were being widely advertised in his own neighborhood, he wrote for further information and, if the buying was satisfactory from a financial standpoint, he sent in a small order. After satisfying himself that the articles thus bought were as represented he put his selling forces behind them and awaited developments.

It will thus be seen that one of Mr. Quinn's business ideas has been to procure new grocery articles and introduce them to his customers. In achieving this he has been assisted to a considerable extent by advertising that did not cost him anything, but which he was wise enough to appreciate. New goods secured in this way were, therefore, not entirely new to his customers. When they would be suggested in the ordinary buisness way they were known to the extent that the women had noticed the advertisements regarding them in the journals just mentioned.

Visits to U. S. Cities.

To keep abreast or rather ahead of the demand, Mr. Quinn makes frequent trips to cities in the United States, business of course attracting but he always makes it a point to visit some of the big jobbers, grocers and manufacturers to find out what new goods are being put on the market. These and other means he has employed in catering to his customers, and his initiative was not long in being recognized. After one or two experiences those who dealt with him began to realize that he was eager to give them the best the market afforded and that he was endeavoring to anticipate their desires as much as possible. If they thought they would like to try some article that was widely advertised, even though these "ads." were confined largely to one or two journals, they generally found that Mr. Quinn had a stock and that the price was just as advertised. They were receiving an advantage that was enjoyed by the residents of the large American cities and they had these goods delivered to their homes long before they began to come into general use.

Selling These New Goods.

The buying of new groceries is probably Mr. Quinn's forte but he also has to sell them. He first satisfies himself that they will pass the close inspection his customers are likely to give them. The clerks are then made familiar with them. If it is a new breakfast food for example, and a special method of cooking is required they become familiar with it. If it is a new biscuit, they learn its peculiar qualities; if a new summer beverage they know how to use it. The individual clerk is supposed to know the price and the principal points about the goods. In other words he becomes familiar with them. Only a small quantity is purchased at first and if they find a ready sale more are ordered, the endeavor being to keep ahead of the demand.

He Posts List.

Mr. Quinn has posted regularly a list of the articles that are to receive special attention from the clerks from day to day. The list is not so long that customers are likely to become suspicious of a too strenuous effort to make an extra sale, but a few well selected items every day to be given a special selling effort on the part of the staff, has proved a good idea according to Mr. Quinn's experience.

In some cases he has found articles that were merely fads, but there were others including a new tea biscuit which now has a wide Canadian sale which proved winners.

Imports Vegetables.

Mr. Quinn has indeed a fancy stock. During the winter he imported fruits and vegetables direct from the United States markets to meet the demand of those customers who had the means to pay for this luxury. Summer beverages such as grape and lime juices and others of this kind have developed into an extensive sale. Confectionery is also a prominent department, Mr. Quinn stating that it was remarkable the amount of one fancy line of chocolates he handled every week.

Practical Criticism of Grocery Ads.

Dealer Who Knows Something of Style and Effects Goes Over Several Ads. Printed From all Sections of Country The Waste of White Space—Dignified Style of The Old Fur Company—The Value of the Firm Name—The Ad. That Tells of The Free Gift.

By a Grocer.

CRITICIZING is like judging farmers' butter at a county fair—a thankless task, but so long as I have to do it I suppose I should not mind whose toes I trample on, especially if, like a doctor, I do a little good.

Personally, I believe an "Ad." should be a sort of heart to heart talk, giving sensible, salable arguments, and backing up statements with prices. All prices are like all shot and no powder and vice versa. You have no difficulty perhaps in giving a nice little selling talk over the counter—put the same thing into print—it will pay. I remember a grocer who only changed his "Ad." once a year—Reminds you of the man who only takes a bath once a year—both equally effective. Change your ad. every day, if you only say you have fresh strawberries to-day at two for a quarter.

Went to the Ad. School.

The writer has attended ad. schools, but does not believe all they hand out is practical. They teach you to know the names for type and suggest sending in your ads. covered with hieroglyphics, describing the kind of type you want. It only makes the printer in a country office swear. They also teach you the use of synonyms, words of similar meaning with others—see Webster, it will save you $25. If your opponent uses a heavy border, you use a light. Be different. Individuality is success, if it's backed up by common sense.

Wasting Good Space.

Now for the ad. D. F. McLean, of Port Hood, Cape Breton, writes; "Get your Easter groceries from D. F. McLean," in the centre of half a page. I'm a good bit like the small circus boss, who on the completion of a lithograph showing his menagerie, cried: "Great Scott, man, look at all that sky wasted—stick in a giraffe, elephant and snake or two with the rest filled in with sacred peacocks." I don't believe in wast-



ing good white space. It's all right to leave enough to bring out your ad., but the rest is wasted.

The only ad. I ever saw that ate up white space and paid, was for a line of cigarettes. A whole page with a black cat in the centre was used, and explanations followed next day. Mr. McLean's ad. does not influence me to think his goods are attractive or his prices low. The only use of a "command" advertisement as: "Drink ———— Tea," is on a sign or a small ad.

Dignified Old Style.

"Hudson Bay Store News" is a dignified old style ad. No splutter or splash. The printer has set it up well, and it smoothly portrays promises which you feel sure will be fulfilled. Criticisms of this style of ad., which it is said will soon feel the competition of more startling methods when the Eaton Company extends its business to Calgary, would be useless. It will be interesting, however, to see which wins out, the "yellow" or the conservative type of publicity.

The Firm Name.

The ad. of T. W. Robinson & Co., Ltd., Moose Jaw, is along similar lines and very good.

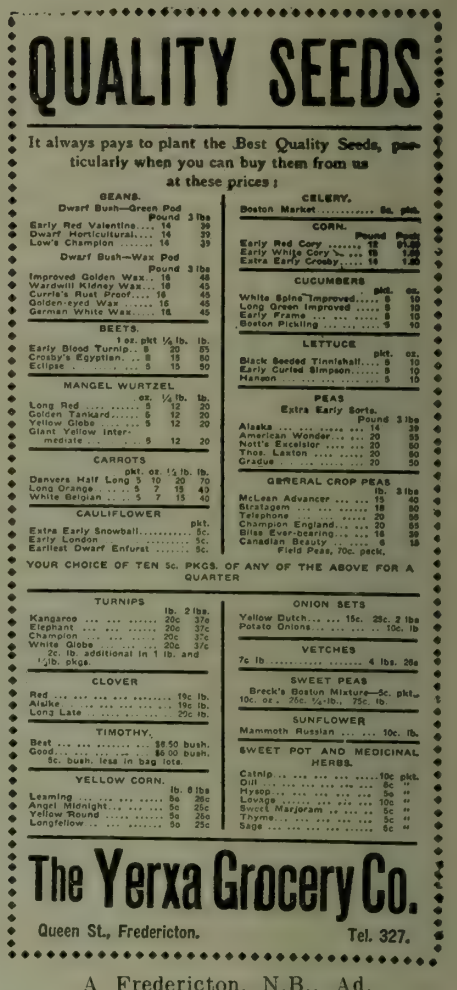
The Paragon Store, of Regina, comes out with a page length ad. one hundred lines wide. It heads its ad. with the firm name, sometimes a good, and sometimes a bad thing. Take for instance Eaton's ad., people look to the name for bargains, while in the case of a less widely known firm a "catch" phrase, or price is better.

They also use a stock cut, one you could buy for twenty or twenty-five cents, consisting of a hand reaching out to different staple groceries, supposed to illustrate the heading "Square Dealing," how I don't exactly know. For the rest the ad. is good, and full of trade-bringing prices.

Cash Trade Gift.

The Winnipeg Farmers' Store heads their ad., "Free, Free"—sounds ridiculous, nothing in this world is free. With a pound of tea a fancy cup and saucer is added, the whole to be given to every customer buying $10 worth of groceries. That means a gift of 6 per cent. Most dealers make 20 per cent.—6 per cent. off leaves 14 per cent.—you must reckon on 10 per cent. for running expenses, leaving 4 per cent. for the dealer, hardly enough to live on. Otherwise the ad. is good.





A Fredericton, N.B., Ad.

A Continuous Game.

The Royal Store, of Newfoundland, prints a good departmental store ad. No talk on groceries, just plain prices.

Advertising is a continuous game, year in, year out, that is if you are successful. You are trading to-day on the name and reputation you made yesterday. Ads. will only bring the customer to the store, it will not make him buy. It's then up to you and your store organization.

Reminiscences of Thirty Years and More

John Johnston's Career as a Grocer in a Suburb of Montreal For a Period of More Than Three Decades—Fundamental Idea of Selling Foodstuffs Same as Then—Sugar "York" Shilling a Pound.

By H. Theobald.



Is salesmanship in the retail grocery business merely an innovation of to-day, or is it one of those ideas that may be termed ever old and ever new?

Glancing back it seems to be easy to trace step by step the evolution of the grocery store and it is not such a far cry either to that "meeting place" which also served as a store and in which the proprietor's chief duty was to provide wood for the stove and seating accommodation in the form of boxes and barrels for the villagers.

Thirty-six years has been John Johnston's span in the grocery business, and while admitting many wonderful changes he claims that the fundamental idea of selling foodstuffs, as it is considered to-day, shows no material change from that which was followed, but probably not fully recognized, three or four decades ago.

And that idea is nothing more than that people will pay a few cents more for quality.

Salesmanship to-day embraces many subdivisions and probably none is recognized as more important for the upbuilding of a business and the satisfying of a customer than to call their attention to articles of guaranteed quality and to point out to them that these are finally the cheapest and are more than worth the little extra money for them.

Wants to Retire.

Mr. Johnston has for thirty-six successive years occupied his present store at the corner of Prince Arthur street and Colonial Ave. It has served him well, or rather he has reaped according as he did sow. Now some younger man can have it but it is safe to say that Mr. Johnston will always watch it with interest. Discussing recently the changes the trade has undergone he remarked that undoubtedly salesmanship was being placed on a new basis but that one of the principal ideas remained practically the same.

After several years with a wholesale grocer in Montreal and then training with a retailer, Mr. Johnston in 1875 decided to go into business for himself. The location he chose was then beyond the limits of the Montreal of that day. St. James street, and St. Paul were the principal thoroughfares and our ambitious young proprietor opened for business in what was called the Tamarac Village. The suburbs were unthought of.

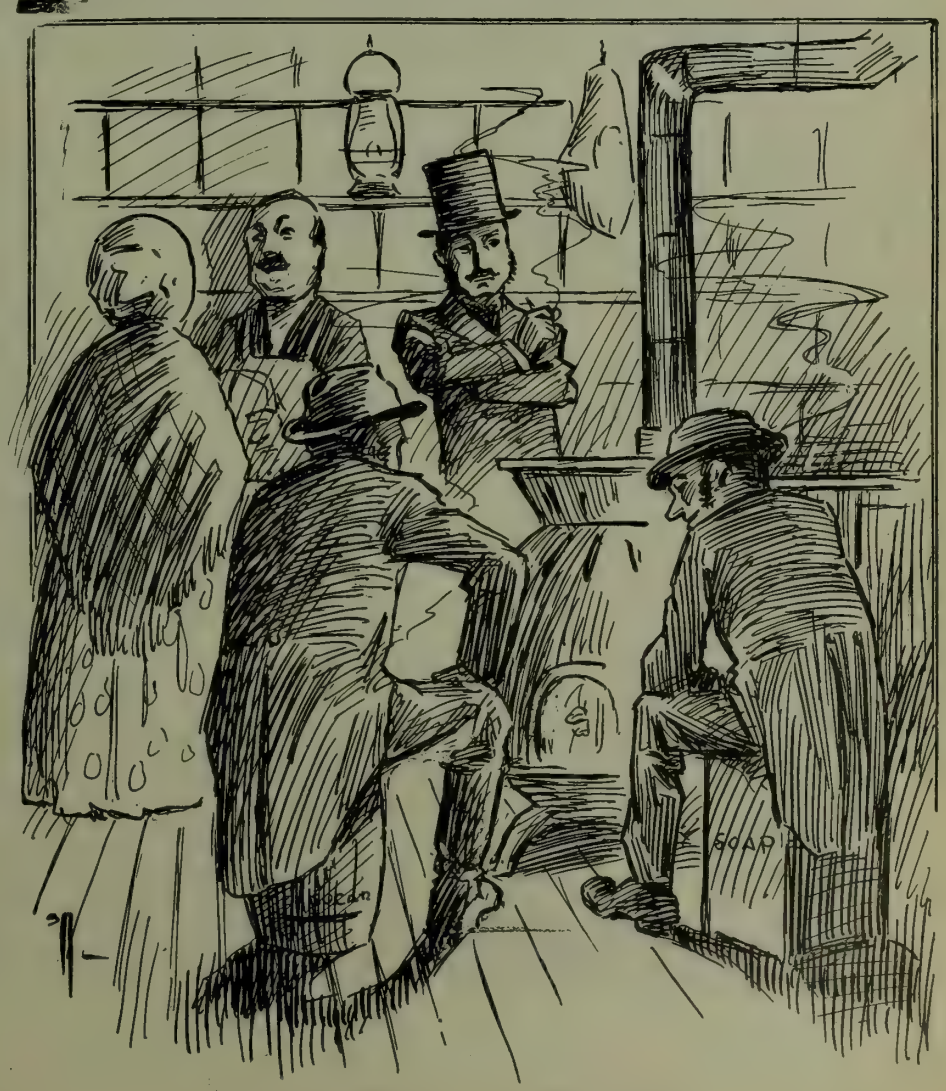
Pioneer Trials.

It is the gracer who has been one of the pioneers taat realizes the difference between the conditions of the past. Mr. Johnston glanced along his shelves of fancy biscuits numbering a great many varieties and remarked: "When I first handled biscuits there were no more than four or five different kinds. Look at the biscuits offered to-day. I remember too, when you might have sold butter by the pail full. Those were the days when refrigerators were non est, and in warm weather unless great care was taken butter would become almost a liquid. And as to taste, most of it was awful. In the manufacture of butter alone great strides have been made, and the dairy butter then sold would not be accepted by present day bakers. Of course there were some good butter makers but the practice was to hold the summer make for the winter when milk would become scarce, and it was natural that with a crude system of storing, the butter was likely to lose its flavor or to take those which were so unpalatable. Yes, rancid butter was a common thing in those days, I solved the problem by making arrangements with several farmers to bring me fresh butter regularly, but I often had to take the other kind, too.

Selling Sugar.

"Then take sugar. Granulated was 12½ cents a pound, and when it dropped to 10 cents the people thought it a bargain. Brown sugar was the favorite in those days, not only because it was cheaper, but there were some fine grades of Muscavados, Barbados, etc., that were good. Granulated has replaced them to-day.

"Your salesman could not have talked canned goods then for excepting lobster and salmon there was scarcely anything else put up in the canned form. There were possibly a few vegetables, but I doubt it.



More Than Th irty Years Ago.

An Ontario Man's Success in Moose Jaw

Sketch of the Interesting Business Career of E. F. Cassidy, one of the Recognized Successful Retailers of Saskatchewan—The Ideas That Have Made His Success Possible—His Belief in the Opportunities Sure to Come to Him in the Great West—His Start in Small Corner Grocery and His Advance Into the Proprietorship of Two Stores.

WELL-MEANING friends laughed at E. F. Cassidy when he left Toronto, Ont., seven years ago in search of better things in the far and freer West. He was leaving a steady and assured position for, at best, only a hope, and accordingly was set down as one of those rolling stones that gather no "moss."

Still seven years ago when Mr. Cassidy left the east he departed from a position of dependence even if it were a place of trust. To-day, as a glance at the accompanying illustrations will show, he seems fairly well situated as grocers go, and appears to have gained a firm grasp on the position of independence which he craved. Undoubtedly he has succeeded even beyond the measure of his dreams, and it is to be supposed he never came to regret the day when he turned his back on the commercial east and set his face resolutely to the rising sun and the wide-spreading prairies, whose illimitable vastness, appalls the average man.

His Business Career.

The business career of E. F. Cassidy is interesting because he didn't start in business as soon as he had "landed" in the west. He engaged first of all with T. W. Robinson Co., Ltd., and worked for them for one year and a half. Then he went over to T. J. McCammon for a year. Now, up to this time Mr. Cassidy had not set the world afire. He was bright, and always willing, but the opportunity had not yet come to him. Then times got bad—real bad. He became literally, land hungry and took up a homestead in the south country. He worked on it too until he had "proved" it, and then he came back to Moose Jaw and bought out a small corner grocery at the corner of River street and Ninth avenue. He only needed one clerk and one delivery boy, but he got along. To-day his store on River street west, in the Turnbull Block, is considered by some, one of the finest in Western Canada, and a credit to the city in which he cast his lot. He requires a staff of nine assistants in that store and they are busy assistants, so one can tell he is doing business. But in addition to this store he opened last May a branch store 63 miles south-west of Moose Jaw, and anticipates opening another in a new section shortly..

A Man With Ideas.

But he didn't get along because he was lucky; he won out in the game because he had ideas and was ready and willing to back them up with cash. Mr. Cassidy is credited with being a good and a discriminating buyer, too, and no doubt that has helped a great deal. But still he will always say that it was the ideas that really counted. He is still



View of the Main Interior of New Store.—Note the Metallic Ceiling; the Modern Equipment and Particularly the Extensive use of dust-proof bins



Order Department of the Same Store, Showing the Shelves Filled With Samp le Goods Covering a Wide Range.

working them out for that matter. For instance he believes in standard qualities and generally refuses to consider anything else. He sees that his goods are pure and that they are fresh when bought. He always tries to sell them when they are still fresh. He keeps the store free from mice and insects that might have a tendency to produce or spread disease. His stock, by careful watching, is turned over six times a year so that in the general sense of the word the goods are always fresh.

The store is divided into departments and each one is in charge of a competent salesman. In the crockery and glassware section he has taken care that the sets of dishes carried in stock can be made up, piece by piece, at any time. He has a section for graniteware, shelf hardware and tinware; also a stationery and sundry department at which can be purchased many lines of note paper, and even alarm clocks and cigars. He has a flour, feed and seed department, which has its own chop mill and produces its own oat chop. It is said that this department will fill orders for hay by the bale or by the car, and oats by bushel or in car lots. Then, of course there is the main, or grocery section.

A Specialist on Groceries.

It is in groceries that Mr. Cassidy glories. The other lines are all right and necessary but it is groceries that are his special study. It might be interesting to note what he says when speaking of salesmanship. "It is easy to buy job lines and offer supposedly great bargains, but I consider such a policy detrimental to any business man who intends to carry it on permanently and in a practical way." That is what he says about it, and it is along the line of such a belief that he has shaped his course always. Just possibly that may account to some extent, for his success so far. And another thing, Mr. Cassidy says: "We have the dust-proof bins, the best yet manufactured for the grocery trade, and everything that goes into the bins is free from foreign substance." Another idea, you see that he was willing to put money into cleanliness. And to proceed: "Everything that is liable to taint—bacon, lard, butter and cheese, is kept in glass or enamelled refrigerators." He will always try to show his customers, at least, that he is much in earnest about these things.

Then E. F. Cassidy is a crank on tea and coffee. He thinks that for everybody concerned it is a wast of money to buy low grade goods, in either of these commodities. He doesn't believe much in a house-to-house canvass, but does place some reliance on and makes good use of the telephone and the post-office. The illustrations would seem to show he is getting on, all right, and those are a few of the things he has included in his business creed.

Success and Experience.

He is not the only man who has gone west and succeeded even against the darkest forebodings of those near and dear to them in the east. There have been many such. But this story has nothing to do with these. This is only meant to show that a man who has had the proper training, and who has good ideas, and who is willing to work out those ideas, can almost always get what he wants, and to where he wants. He doesn't necessarily have to go west, but probably the west does present more openings for such a man.

Mr. Cassidy had had good experience in Toronto, eight long years of it. Part of his training had been effected in one of the large wholesale houses and the remaining three years in a large retail store. So he had lots of experience, and had worked up to a fairly lucrative position, at the end of his apprenticeship. But he could see bigger things in the west, and for him it was the proper thing to throw aside the bird in the hand, and grasp at the one singing to him in the bush. The reader may judge, but apparently he has caught the bird and capitalized the song.

When Clerk Has Customer's Confidence

Startling Comparison Between Capacity of Poor, Ill-Informed Clerk and One Who Knew His Goods—The Transaction in Pineapples—The Poor Clerk and Line of Fancy Groceries—Selling Six Cans Tomatoes When But Two Were Asked for—The Proprietors' Responsibility.

By Paul Thomson.

Anyone who watches the salesmanship ability displayed by clerks in different stores has amply demonstrated to him the reason why some clerks succeed and others fail.

In the first place the good salesman does not merely hand over the counter those goods which may be asked for but makes an effort to extend the sales of lines already carried and also to introduce new goods to customers. He must understand them all thoroughly and must be able to present his arguments to customers in a manner that will create sales.

The difference between the good and the bad salesmen is always defined if one has an opportunity of watching the two endeavoring to sell the same article.

In a grocery store the other day a customer enquired for canned pineapple. The clerk pulled a can off the shelf, pushed it across the counter, and said: "18 cents."

"Why, I bought them for 15 cents," said the customer; "just the other day too."

"Was the can as large as this?"

"Yes, just the same size."

"That's what we always charged for them," said the clerk, with an air of finality, as if to convince the customer that he had not made any mistake. But she did not buy.

Another Talk.

How different was the talk of another clerk on the same article. The second clerk was not asked for pineapple, but introduced it to the customer himself. There was a small display on the counter and after the customer had given her order he said: "How about some canned pineapple. Here is the —— brand at 18 cents. It makes a very delicious dessert."

"Why, I only paid 15 cents for them at Jones' last week."

"Those were probably in the light syrup, Mrs. Customer. They can be bought at 15 cents. These are in the heavy syrup and are much more delicious."

"I thought the syrup on the others was rather thin. I will try two cans of those."

"How about the other lines of canned goods, Mrs. Customer."

"Oh, I don't think I need any others to-day" she replied.

"You want to remember the saying, 'buy to-day for to-morrow's dinner.' Canned goods are handy to have in the house. Here is the —— brand tomatoes. They are a good solid tomato. Could I send you up a couple of those."

"Yes, you might as well send me a couple af cans," she assented.

Some Other Transactions.

Sales witnessed by The Grocer in stores recently showed that the dealer is a person who enjoys the confidence of customers, and whose word goes.

In one store a lady came in and ordered a couple of staples and then enquired for Blank's sauce.

"We do not keep that brand," said the merchant, "but I would like to show you another which is of excellent quality. This is —— brand."

"Mrs. Campbell says that she always uses Blank's and likes it fine."

"Yes," said the dealer, "Blank's put up a very good sauce, but I think this has a better taste. We have tried both on our own table and this is the choice that we made."

"Then I will try a bottle of that."

Salesmanship Ability.

In another case the customer had seen an article advertised in the paper and had been so impressed that she decided to try that brand. The dealer, however, did not handle that kind and showed his salesmanship ability by selling something "just as good."

"Give me a can of —— baking powder," asked the customer.

"We do not carry that brand," said the salesman. "How would it do if I sent you Blank's."

"No, I think I would rather have ——. I saw it advertised in the paper."

"Yes," answered the clerk, "that brand is being advertised quite extensively, but I assure you that for quality this is every bit as good. Before deciding on handling any goods, we always make a thorough test and I feel quite safe in offering you this." And so that part of the sale was completed.

In Selling Tomatoes.

"How about canned tomatoes," said the clerk. "We have —— brand. They are a good solid line and are put up by a reliable firm."

"You may send me up two cans of those."

"Will two cans be enough? They are a nice handy article to have in the house, as they can be prepared for a meal in a short time. They will keep for any reasonable length of time, you know."

"Well, I suppose that I might as well get a half dozen cans when I am at it," said she.

In another store information about goods was helpful in interesting a cus-



A Sale—A Ludicrous Attempt.

tomer and a sale followed. The clerk was wrapping up a parcel of sugar and the customer, perhaps merely for something to say remarked, "Those are quite large pineapples."

Pineapples on Trees.

"Yes," said the clerk, "those are the larger size, known as 24s. I was reading the other night about the pineapple. I always had the idea that they grew on large trees."

"Do they not ?" inquired the customer, who seemingly had the same notion.

"No, they grow on a shrub about 3 feet high, only one pine growing on each plant. There is not so much waste in these larger ones. Those are nice and juicy," he said, "and make a splendid dessert fruit."

"I believe I will try a couple," replied the customer. The clerk had concluded his information by pointing out the good qualities of those particular ones in such a manner as to make a sale.

Sometimes one finds clerks who seem to take no interest in the making of sales at all. Even when they have been in the store for a considerable time, they do not know all the goods carried, where they are in the store, how much they are worth, what they are used for or any of the other essentials that go to make up a good clerk.

Such a clerk was discovered in a grocery store the other day. A customer entered and inquired for a certain line of fancy groceries which many stores do not carry. This store did but the clerk evidently had never considered pushing its sale, for when the customer enquired for it, he was a little uncertain as to whether they had it and at least did not know where it was, so he had to go to the back of the shop to enquire of the "boss." He had considerable trouble in locating it but at last got a package and handed it to the customer with, "that's what you wanted, isn't it ?"

An Uncertain Clerk.

"Yes," said the customer, "how much is this worth ?"

Again some more trouble for the clerk. "How much is this worth," he called to the boss, who was still at the back of the store.

The price was in this wise transmitted back to the customer, who then enquired regarding the quality of the goods and the clerk replied : "Yep, I think it's pretty good stuff."

Such a statement would not greatly impress a customer in regard to the quality, nor would she be altogether pleased with any part of the sale. What the boss should have done when the customer left was to inform the clerk that he wanted salesmen in his store and not dummies.

Proprietors to Blame.

Sometimes, proprietors are themselves responsible for a clerk's making a poor showing in selling goods, in that they constitute a poor example themselves in some cases. They neglect to point out to clerks just how they should proceed in making a sale. Sometimes a clerk will be found who hardly knows that a certain article is in stock. Sometimes he does not know the price and rarely any talking points in connection with it. This is the fault of the merchant who should have advised the clerk when the new article arrived, told him the price and given him some information that would help him to sell it.

Business Creed of a Successful Dealer

Customs Which One Proprietor Considers as of Vital Importance—Attention to Details and Personal Supervision of Individual Wants of Customers—Belief in Specialization of all Lines of Goods Carried—Cleanliness as an Essential—Methods to be Followed in Competing With Mail Order Houses.

Close attention to details and personal supervision of the individual wants of customers are two points which John F. Holloway considers as having been of vital importance in the building of his business which is located in an important residential section of Toronto.

He believes that these things are absolutely necessary to any grocer who has to meet the competition of progressive mail order houses. In following out this idea himself he has met with more than the usual measure of success. His business, taken over less than five years ago, shows an increase of nearly $35,000 a year, and it is still growing. Moreover, when it is considered that John Holloway left a good position with a prominent retail grocery house with but $100 to branch out in business for himself, the faith which he reposed in his own ideas becomes more apparent.

He has had, however, wide experience through having served his apprenticeship in some of the best retail establishments in the Old Land. The ideas he assimilated there, and the methods used there in handling good class trade, he has incorporated into his own business, and, of course, he has introduced new innovations as the ingenuity of those men working on new equipment for the grocer brought out new schemes from time to time.

To-day John Holloway has brought up his business to a fairly high level, and he entertains hopes for a still larger growth in the future. His ideas might be of interest to many retailers throughout the country, and The Grocer will give them in his own words:—

In Father's Store.

"My father," said Mr. Holloway, "was a grocer in the Old Land, and it was in his store that I gathered my first impressions of the grocery business. He was a good grocer. However, I soon drifted out to secure positions in other stores, and I can say without boasting, that I have worked in some of the best retail establishments in England. I mention this because it was in these stores I began to assimilate ideas of the trade which have been of wonderful assistance to me in this country, even if I have been here for the past eleven years.

"I might mention among the firms with which I was connected in England, those of Jackson in Cheltenham, and Cunnington & Skene in Richmond. The last-named establishment would be considered probably old-fashioned in this country, but had a splendid and a high-class trade. It was in that store I became accustomed to handling customers of high standing in society. It was a frequent occurrence in that store to have the Lord Mayor of London and the Duke of Teck come in and purchase their own supplies of goods. This will go to show something of the stability of the firm and the esteem in which it was held by its customers. That was twenty years ago. Later on I moved into Herefordshire in the town of Ross. There I obtained another experience of an altogether different character. The trade was not particularly high-class and was of a mixed nature. It was, however, extensive and good. On the one hand we had a wide farming community to cater to, while on the other was the famous forest of Dene. There were also collieries and other mining establishments so that you can see the trade in Ross was fairly wide-spread.

He Comes to Canada.

"Thus through it all I was able to gather quite a good experience on the handling of many different kinds of customers. Probably I would still be there had it not been that the manager of one of the great retail houses in this country had once occupied a similar position to mine in that town. He visited there on one occasion and talked to me of Canada. After he had returned to this country the desire grew on me to come to this country. I wrote him asking if he could provide a place for me. The answer came back almost immediately to come. I came. In that retail establishment I remained for nearly seven years. Probably also I would still be there had not one of my business friends, a retailer, persuaded me to strike out for myself. I can still feel the cold shivers running down my back when I think of the time I came to that decision. I had just about $100, and of course had to secure a good line of credit from the wholesales. But I came here and took over this business formerly run by B. Panter on the understanding that the turnover was about $20,000 a year. It didn't prove that to me, the total business amounting to not more than $15,000. The next year, 1905, it went up to $21,000, and this year it will go above $50,000. The annual increase can easily be figured from these turnovers.

Caters to Individuality.

"I believe in catering to the individual customer, and think it is along that line that every grocer must build up his business. Especially is this true of a city dealer who is compelled by force of circumstance to meet the competition of great and progressive mail order houses. He cannot close his doors sharp on the minute and neither can he refuse to deliver goods when wanted. He is beset by difficulties on every side, and it is only by the most careful thought that he keeps clear of all the business rocks that confront him. It is all very well to say that the retailer in Toronto can run his business on the same basis as the manager of a mail order house operates the grocery department of his establishment. There is no comparison between the two. On the one hand the department store has a wide-spread trade and has clerks in charge of each section. It is a well-known fact that any man who is able to devote his whole time to one particular line becomes wonderfully efficient in that line. For instance, a man weighing sugar day in and day out will become a machine depended upon to parcel up so many barrels of sugar per hour, and so many per day. All other departments are the same. The question of distribution and sale then becomes nothing more than a question in mathematics. The whole thing is systematized to a marvelous degree.

Humoring Cranks.

"Following out my argument, let us suppose that I put a man at my door to keep out all prospective customers, say at six o'clock in the evening, the system the mail order houses follow. How long do you think my people would stand for that treatment? Not very long. They come to me, I consider, simply because they can get individual handling of individual fads if they want it. That is why I have always given the closest kind of attention to the study of the characteristics of all my customers. And that is how I have succeeded in building up the trade I have now. Some women come in here with a special idea in some particular line of goods. They want "so-and-so" and they want it done up "so-and-so," and it should only cost "so-and-so." I don't believe in shutting off these people because it has always been my experience that their peculiarities were confined to one line of goods. What I lost, if ever I did lose, on that one thing I usually more than made up in some other line.

Departmentizing Business.

"I believe," continued Mr. Holloway, "in departmentizing business. My trade, however, is not big enough for me to do this, at least I feel that way about it. If it were I could put a man in charge of my provision department who would never have to leave that department. He could, I have no doubt, save me a great deal of money if only in the cutting of meats. And he would also be able to gather about him a class of customers who would come to hime even thought they moved away from that locality. I believe that implicity. And so with the other departments. My men would become specialists and so could cater in better fashion to the particular class of customer desiring those goods. But there are very few dealers in this country who really can afford to go in for that kind of thing because it always costs a great deal of money to take the plunge.

Afraid to Expand.

"It seems to me most of us grocers have a fault, no matter how apparently successful we are. I mean to say that very few of us would consent to spending $100 to-day even if we reasonably expected to gather in twice that amount in a few months' time. It's peculiar but it is so. I have such a question in my mind now. Take my confectionery department for an example. I intend adding another silent salesman to my equipment for that section and I have no doubt did I but place a young woman in charge of that alone she could build up lucrative trade. But you see the question of wages and expenses while all this is being done has to be considered, and although I feel sure of the ultimate profit, it is just a moot point whether the young lady will be appointed or not. I am inclined to think that when the time comes the department will simply be added to the rest of the business, and yet I have a pretty fair volume of trade in candy lines.

Cutting Prices.

"I don't believe in cutting prices. When my head clerk comes to me and says: 'Jones, down the street, is selling a certain line of canned goods three for a quarter, and is also selling more sugar for the dollar than we do. Hadn't we better meet his price? I have always said: That's all right but if you start this thing where are you going to stop?

"It's all very well to meet Jones' competition, but supposing Brown starts to cut in some other line, logically I should have to cut to meet him also. So I have just continued the even tenor of my ways and refused to cut for any man. Probably I have lost a good many customers, but I have always been content to let them go because I believed they were not the best class of customers for me to hold on to. The cut-rate trade I have always considered as not a good class, and personally I don't believe it ever will be. It is the business that comes in one or two lines alone that happens to be cut. When other things are wanted they go somewhere else. It is at best only a transient trade and might come to me one day and go to someone else on the others. I have never regretted my stand in holding out for fair prices.

Should Have Abundant Help.

"Another thing I don't believe in is cutting down in the quantity of help in the store or refusing to add to it when the business demands that it be done. But while I say I don't believe in this, probably it could be held up to me that I have not been as prompt in adding to my staff as I should have. I have four men now, and I should have five, because there are times in the day when these four men cannot handle the trade that offers itself. I believe there should be always just a little more help than there is business to handle. That generally leaves one clerk available to catch anyone coming in. I think that is one of the principal rules that should be followed if any man is to rise to success. I hope I will be able to carry it out myself in the future.

Cleanliness a Watchword.

"I believe absolutely in cleanliness of store, refrigerator, and cellar, and in carrying the best line of goods that can be bought to suit the individual requirements of the customer. I believe in good fixtures because they tend to brighten the store and to convey a general atmosphere of prosperity to the mind of the trade you are catering to.

I believe in good store equipment, although I never went in for fads. Every new piece of equipment that I have put in has proved a dividend producer for me. Scales and cash systems, vegetable display stands and other innovations have all returned their cost and more to me. I believe that no dealer should try to get along without at least the necessary time-savers unless he absolutely cannot afford it.

Moving "Stickers."

"There is one thing I have not developed to a system and I feel that I should have done so. That is in connection with the getting rid of slow stocks. I don't mean to say that I haven't disposed of such goods because at the present time I don't believe I have $50 worth of "stickers" in the establishment. But I mean that I have never brought the thing down fine enough as to know when to take the first loss and make it the only loss. In that regard I have lost money because I have refused to cut say to 10 cents when I later on had to let the stuff go at 5 cents. That is what I mean by finding out just when to take the first loss and be content. When you do that you save money in the end. At the present time I have a table which I set in the front part of the store and use it for the display of goods I want to move out. Usually I put price tickets on this stuff so that the time of the clerks is not taken up unless a purchase is in view.

His Creed.

"So that is my creed. I believe in close attention to details and personal supervision of the individual wants of individual customers; the cleanliness of the store and all its furnishings; order in the stock room, and the use of all equipment which will tend to make labor lighter and save time of the clerks, the specialization of help as far as possible and the holding up of prices so that a fair profit can be obtained in all departments."

"I am absolutely and entirely opposed to the giving of discounts in any shape or form. When a customer is given fair value for money received there is no need in my opinion for a grocer to give out one or two per cent. of his legitimate profit to hold that or any other business. In the first place there are very few of us who really make a profit large enough to warrant the giving of such a discount. I know that is so in my case, but if I did I never would consent to handing out with the left hand what I take in with the right. But I have never needed to do this.



PRODUCT OF DEFINITE METHODS.

Interior View of the J. F. Holloway Store, King Street West, Toronto. Note the Extreme Length of the Establishment, and also the Neatness of the Whole. The Biscuit Boxes to the Right, All Come Out, and Drop Something in the Fashion of the Door of a Sectional Book-Case. The Fruit Display is Worthy of Notice as is also the Provision and Milk Department at the Rear. This is a corner Store and Has Entrances From Two Streets.

Switched Community's Demand for Tea

How London Dealer in Taking Over Store Refused to Stock Up Certain Line of Tea—The Crucial Test With One Customer —Belief in Selling Power of Newspaper Advertising — The Grinding of Coffee—Association.

IN the building up of Harry Ranahan's business in London, Ont., there stands out an exhibition of salesmanship that is seldom outclassed these days.

When "Harry" took over his present business some years ago a steady demand for one particular line of tea went with it. He had never stocked this line because he had always considered that the margin of profit allowed by the shipper was not large enough to compensate for the trouble of handling it. Accordingly he foresaw no end of trouble in switching the trade of customers cultivated to one line, to another, even if he was firmly convinced that the tea he desired to substitute was equally as good, or for that matter, price for price better than the one carried by the former occupant of the store. But at any rate he did not stock the former tea.

The Crucial Test.

Through extensive and persistent advertising in the papers his name became known pretty well all over London, and there were many who knew of him and his place of business whom he did not have any acquaintance with. One day shortly before noon a man telephoned him, one of these men whom he did not know, and requested that he call at his house during that noon hour as he wished to see him. Mr. Ranahan went He found the man in question, a trainman, anxious to change from another dealer and to transfer his account to him. The request was granted. Then the lady of the house, informed Mr. Ranahan that she had always been accustomed to buy —— tea, mentioning the price.

"I am sorry madam," the dealer replied, "but I never have stocked that line of tea.

"But I have always been accustomed to get that kind. I like it and my husband likes it, and I don't see how we can very well change. I suppose you could arrange to get in at least a limited supply for my special use.

"Oh yes, I could," replied Mr. Ranahan, "but personally I cannot see why you should want to pay 5 cents more a pound for your tea than you should have to pay."

"Why no, certainly not," broke in the head of the house, "we do not want to pay any more than is necessary for any line of groceries."

"Well I'll tell you what I'll do. I'll send up a pound of tea I have in stock for you to try, and will let you have it for 25 cents. Now if this is not as good in every sense of the term as the beverage you formerly purchased at 30 cents I will give it to you for nothing.

Customer Satisfied.

"They tested the tea," continued Mr. Ranahan, "and the result was that they have taken nothing else since that time, and are entirely satisfied with the change. Of course I was too, because it meant larger profit for me on the transaction. So I have been using that incident with good effect in every case where a demand is made for that particular line. Usually the argument that points to their securing an equal quality of tea for less money has a telling effect, and I have lost few customers on that account. Had they insisted on securing that one kind, I doubt if I would have met them in the matter, because I do not believe in handling any article that does not return to me a living profit.

"At the present time I have but very few of these lines of goods in stock. In fact all of them could be contained in about three feet of shelving. As it is I keep those hidden away, and never suggest their sale. They are stocked only to satisfy people who absolutely insist on securing them. Travelers who come in wonder why it is their lines do not move out faster, and I tell them out and out that I do not try to sell them.

Coffee Grinding.

"And even as I have made a success in working out my tea trade in this way, I can probably say the same for my coffee business," continued Mr. Ranahan. "I believe there is a good deal of selling power in the custom of grinding coffee just when it is demanded by customers when they come in the store. It is very well to grind up several pounds, and leave it to fill the demands for a day or longer, but I am of the opinion that when coffee of this kind is asked for it should be ground right on the spot. The frequent working of the mill fills the air with the fragrant aroma of this beverage and I think it sells a great deal more coffee than people imagine. There is a suggestiveness about it that causes people's attention to turn to it as soon as they come into the store, even though they had no thought of buying it before they entered."



The Problem of Selling Tea.

Believes in Advertising.

This dealer is a great believer in the selling power of newspaper advertising. He believes absolutely in telling all the people he can all about the goods he handles as often as he can. And he doesn't believe in running stereotyed copy day after day. He is always racking his brains to work out some catchy phrase to attract the attention of the average reader, and that he does do this is evident by the large trade he does by a medium of the telephone,

He also believes in the fullest possible use of his window space as a selling medium for certain lines of goods. He is of the opinion that this display should be made as attractive as possible and knows for a certainty that time and again his window has created demand which otherwise would probably not have materialized at all. In this connection he mentions oranges and pineapples. Now and then he works in a display of these fruits, and he says that in every case the sales during the next day or two were always much heavier than any other.

Expects a Fair Profit.

But in every case Mr. Ranahan endeavors to sell only such lines of goods as return to him a reasonable margin of profit. That is the central idea of his whole business. He believes that he can push certain lines of goods at advantage to himself and that he can also hide away certain other lines of goods, and bring them out only when absolutely demanded. He considers that he has demonstrated that fact in changing the style and character of the demand for tea that held when he first took charge of the store. He is not averse to going far afield for his supplies, believing that so long as he gets good quality articles he does not need to worry about where they are made.

Value of Organization.

Mr. Ranahan has also very definite ideas on the benefits to be derived by the average grocer from co-operation and association with fellow dealers. He believes the lot of the small man would be improved considerably if he would meet others in the trade oftener than is now the case. In the opinion of the London man it would be a good thing for every dealer to be joined in one great national association, which would be as the name implies representative of the trade from the Atlantic to the Pacific. Some such vision as this he is hoping for although he has no definite idea as to the methods to be used in its accomplishment. So far he has only been preaching the advantages to be gained in frequent meeting of dealer with dealer, in the exchanging of ideas of different localities, and in the powerful influence such an organization would exert, whether sentimental or otherwise, on the minds of people who would have to sell them goods.

"It is a pity that the grocers are so jealously afraid of one another," concluded Mr. Ranahan. "If it were otherwise we might be able to accomplish something by standing together with the good of one considered as the good of all.

Regulation of Insurance Conditions

Insurance Expert Declares That in Reforms the State of New York Leads the Continent—Massachusetts Much to be Commended—Great Value of the Research Work Carried on by Merritt Committee—Report to Legislature Most Important—Combination Necessary to Equitable Rating.

By E. P. Heaton.
(Manager Insurance Department Canadian Manufacturers' Association.)

THERE is an old saying in the North of England to this effect—"What Lancashire thinks to-day, the people of England think to-morrow." This may be the outgrowth of self-opinionated public opinion in the Northern County, but it passes for more than a joke.

On the continent of North America, and including our own Dominion, the great State of New York is generally recognized as a pivotal state in matters of insurance, and it may be said with truth and unchallanged that in this particular phase of commercial activity "What New York thinks and does to-day, the rest of the Continent thinks and does to-morrow." In making this statement I am not unmindful of the part that has been played by the State of Massachusetts, which state may be acknowledged as blazing the trail of Mutual Insurance Organizations, of pioneering effective insurance control, and of setting an excellent example in investigating fires by the employment of competent fire marshals. For all these, and more, Massachusetts is much to be commended; nevertheless, when the Continent requires to be stirred and shaken to its outermost circumference New York State has been and will, no doubt, continue to be the storm centre.

Making of Hughes.

On reading the title given to this article one intuitively recalls the Armstrong Committee, which made the name and fame of ex-Governor Hughes, but which proved the undoing of many mighty men in the world of finance. Nor does one forget the stir that followed in Canada in the appointment of the Royal Commission on Life Insurance, nor of its disregard of the effect of evidence brought before it on the future of strong men in other spheres. This is now history !

In New York State another committee has concluded its work, but inasmuch as the temptation to use large funds in a questionable manner, which was shown to have been, at the time of the Armstrong investigation, one of the weak points in the system of life insurance was not found to exist in fire insurance (the principal cause of the appointment of this latest committee), the absence of scandal and intrigue in high financial life has unfortunately undermined the importance of the work and findings of the committee, and in the opinion and judgment of the writer one of the most important reports ever made to a Legislative body is being shunted and side-tracked and is not receiving the attention to which it is entitled. This is so, as far as the Canadian press is concerned ; at all events, I have seen scarcely a passing notice of the work or recommendations of the committee even in papers pleased to designate themselves "Insurance and Financial."

Most Complete Report.

Because of the great value of the research work carried on, and of the most complete report filed with the New York Legislature by the Merritt Committee on February 1st, 1911, I offer no apology for a review of the same in the columns of Canadian Grocer.

The resolution appointing a joint committee of the Senate and Assembly directed them :—

"To investigate as speedily as possible . . . the business methods, operation, management, supervision and control of all Insurance Companies other than those doing life insurance business. including fire insurance exchanges and state local boards of fire underwriters, and relations of such companies, ex-

changes and boards with legislation... to the end that such remedial legislation may be enacted or changed . . . as will prevent a recurrence of any abuse or evils disclosed."

The sessions of the committee lasted from September 27th, 1910, to January 6th, 1911, during which 184 witnesses were examined and 5,500 pages of oral evidence and 1,500 pages of documentary evidence were received. It will be at at once apparent therefore, that the work of investigation was exhaustive, thorough and complete, and that its findings ought not only to be received with the greatest respect, but entitled to the most respectful consideration.

Where Investigation Centred.

The report of the committee embracing 164 pages of closely-printed matter is divided into six sections. With the first five we have no concern, even the committee itself did no more than dip into the subjects grouped under these five headings, but the sixth section dealing with—

"The business methods, operation, supervision and control of fire insurance companies, exchanges, and state and local boards of fire underwriters"

was the one upon which the investigation centred. Our review of the report is confined to this sixth and last section—

The committee, recognizing the technical character of the subject and the desirability that it should be presented in a logical and consecutive manner, attempted, so far as it was possible, to take up its details according to the following plan :

"The companies and their relation to the State—State supervision.

"Statistics regarding the amount and character of the fire insurance business.

"The organizations among the companies.

"The principles involved in the furnishing of fire insurance indemnity.

"The interior organization of a company—its officers and agents.

"The actual detailed work of a company—getting and doing business.

"The settlement of losses—adjusting.

"The theory of rating.

"Rating organizations.

"The New York Fire Insurance Exchange.

"The Suburban Fire Insurance Exchange.

"The Underwriters' Association of New York State—the Up-state Association.

"Factory Mutual Insurance Companies.

"Miscellaneous Mutual Insurance Companies.

"Town and County Co-operative Insurance Companies.

"Inter-insurance Associations.

"Lloyds.

"Local agents and their problems—the expense problem.

"Brokers.

"Complaints by the insured and the answers thereto by the companies.

"Fire prevention."

This is an ambitious programme for a committee to undertake, even although they were aided by legal and expert assistance, but no one reading the report can deny but that the work was well and thoroughly done, and that the conclusions reached are mostly sane and wholly impartial.

An Unusual Arrangement.

The manner of arranging the report is somewhat unusual, but is nevertheless simple, clear and logical—qualities often missing in a work of this kind. It will be borne in mind that I am only reviewing Section No. 6 of the report, and that section is divided again into two parts—the first takes up the items involved in the plan previously outlined, and is based upon the evidence submitted during the investigation and with this remark we may leave it.

Part 2 of Section No. 6 is a careful analysis of the problems involved and some of these are worthy of special emphasis as bearing upon similar problems met with in our own Canadian experience.

It will be manifest that many of the items have a particularly local application and these I shall pass over. Others, however, while being local in character involve principles common to both countries, and I select some of these for more extended reference. As the object of this article is to present the views of a committee of able men, presented in a most able and impartial manner, I intend to let the report speak for itself by numerous quotations and extracts. It will, therefore, be understood that the views are not those of the writer, but of the committee, observations of the writer will be indicated as such.

Question of Rates.

"The difficult problems of the fire insurance business all centre in one way or another about the subject of rates. This is an important matter in any business, but in fire insurance there are difficulties and peculiarities that make it particularly important. In a manufacturing business the price of an article is largely determined by the cost of production and this can, in general, be definitely ascertained. In a mercantile business the selling price is determined by the buying price.

"In fire insurance companies in which the assessments are made after the losses, the rating problem has no particular difficulty ; but in stock companies, where the premium is collected in advance, the anomalous condition arises that a price must be set to pay for something that has not happened and may not happen at all.

"The price has, therefore, to be based upon the 'expectations' of loss, or the 'Hazard' as it is called. What should be the rates for a planing-mill and for a fire-proof office building ? This is equivalent to saying, 'what is the hazard of each,' or in other scarcely more illumin-



The Armstrong Committee which Made the Name and Fame of ex-Governor Hughes and Proved the Undoing of so Many Mighty Men.

ating words, 'What is the expectation of burning of each.'

"Fortunately there is one guide in this matter, the past ; otherwise the problem would be quite hopeless. If experience has shown that out of every thousand planing-mills there are the equivalent of twenty-five total losses, and, if this planing-mill is deemed typical of the thousand, a rate of $2.50 per $100 of insurance should prevail (this is without loading for expense) ; if the mill is deemed to be below the average of the mills upon which the experience is based, 'underwriting judgment' must be invoked, in lieu of more precise knowledge, to decide how much larger the rate must be.

Rate Measures Destruction.

"Theoretically the rate measures the destruction that would occur in some thousands of just such buildings under just such conditions ; practically, what the underwriter has to work on is what has happened to buildings that in certain respects resembles this one, and the problem of rating is the adaptation of this experience to the particular risk in hand.

"Granted that the problem of rating is very difficult ; the practical result is that it is impossible to make rates properly on the basis of a single company's experience. The experience even of the largest companies is not extensive enough to insure the proper workiog of the law of averages on all classes. It is very natural, then, and from this point of view desirable that the companies should, for this purpose, combine ; for not only can they thus make rates more effectively but, since rates on the same classes are needed by all, it would be a useless expense to have the work duplicated. So far, therefore, as the making of rates goes, it is desirable that the companies should combine ; but in actual practice the combinations of the companies are not only to make rates but to maintain them, and the desirability of this is another question which will be discussed later."

Open Competition.

"We have now to consider the effect of open competition in fire insurance. It is not necessary to theorize about this for there is plenty of evidence in the rate wars which were formerly carried on and which to some degree still prevail. The universal effect of such periods of open competition wherever and whenever they have occurred has been a cutting of rates to a point that was below the actual cost of the indemnity. If the rate war had been general this would have meant the ultimate death of the company, and rate wars of even a local character, lead, if long continued, to the dissolution of the smaller and weaker companies. The mutual character of insurance is so strong that nothing which tends to produce inferior protection can be for the public good. It has not done the policy-holder any good to get cheap insurance if, when the test comes, the protection is found to be worthless.

"The fact that rates are controlled by competition, and not entirely by the hazard, is shown also by the experience of the companies on sprinklered risks. The Mill Mutuals, as is well known, were the pioneers in what has resulted in a revolution in the construction and equipment, from a fire-preventive point of view, of factories. The plan of standardization and inspection which was adopted by the Mill Mutuals, and which is referred to in more detail elsewhere in this report, was so successful that the stock companies, in order to retain even a share of this business, were forced to adopt the very same plan. To



Competition is Keen.

this end associations were formed, one with headquarters in Hartford, and one with headquarters in Chicago, known as the Factory Insurance Associations. Some twenty of the principal companies are members of these organizations.

Combination and Equity.

"Our conclusion, then, is that combination and equity in rates should be inseparable ; not only has experience shown that equitable rates are impossible in the absence of combination, but conversely, if there is to be combination then out of it must (by the help of law if competition is not sufficient) come equitable rates ; that is, IF COMPANIES ARE TO BE ALLOWED TO COMBINE THEN IT MUST BE ONLY ON THE ASSURANCE THAT THE RATES WILL BE EQUITABLE.

"The state is certainly justified in taking any steps necessary to see that this condition is maintained.

"The nature of competition in fire insurance is certainly very different from that in most other enterprises. To compete with a railroad it is necessary to build a new line, and when it is there it is there once for all and must be maintained unless the investment is to be a total loss. But the investment in a fire insurance company consists entirely of securities ; there is no plant to speak of, even the agency system consists for the most part of agents who are already in the field for other companies. It is, therefore, a business that capital can be very readily thrown into and from which it can be just as readily extracted—usually, by re-insuring.

Dearth of Business.

"It is a business, furthermore, in which competition is very intense—for this reason : Outside of the large cities the business of the country could be done by a dozen companies, but in large cities there is a dearth of insurance—this is because of the conflagration hazard—150 companies are bidding for the business that could be done by a dozen ; the competition is, therefore, very keen, since it is necessary that each should have a slice to balance the business which is exposed to a conflagration.

"Beside the competition of companies that are inside the organization, board companies, so-called, there is in general a competition from the non-board companies. These companies, not being members of the organization, are not bound to observe any particular schedule of rates. As a matter of fact they inform themselves with regard to the board rates and to a degree observe them, cutting the rate where it becomes necessary to secure desirable business. The competition of the non-board companies of course tends to keep the board rates down. In most parts of the country there are many non-board companies In New York City, however, the companies that are authorized by the state are all members of the Exchange."

Rating and Competition.

Having thus freely quoted important sections of the report on the allied subjects of Rating and Competition, it is well that I should now explain that my purpose in so doing is to make way for what I conceive to be one of the most important, almost startling conclusions, stated by this committee, viz. :—

"It has been demonstrated by the experience of all times and all places that open competition in fire insurance is an unstable condition which leads to the general weakening of the companies, and eventually to the elimination of small companies, further, that under open competition there is always discrimination in favor of the policy-holder with influence.

The Only Alternative.

"The only alternative to open competition is, however, combination not merely to make but to maintain rates.

This in general or certainly to a degree makes it impossible for the public to obtain insurance except at the prices fixed by the combination. This inability to bargain is resented by the public and the rate-making organizations have been referred to as trusts and combinations in restraint of trade.

"NOT ONLY IS COMBINATION NECESSARY FOR EQUITABLE RATING, BUT CONVERSELY THE MAKING OF EQUITABLE RATES IS THE CONSIDERATION WHICH SHOULD BE DEMANDED OF THE COMPANIES FOR THE RIGHT TO COMBINE."

Educate the Public to Quality Goods

Heartburning Expressed by Winnipeg Wholesaler Who Deplores The Never-Ending Fight Between Dealers to Cut Prices Down to a Level Inconsistent With the Doing of Business—The Folly of the Merchant Who Builds on Price, and the Wisdom of Building on Quality.

IT all happened in the office of a Winnipeg wholesaler. He was not talkative, and it was seen by the two visitors that some subject of interest would have to be introduced to put him into a talkative mood. One of the visitors had just witnessed a sale of rice in a grocery store in which the lowest grade had been sold at the lowest profit. Naturally his mind turned to that.

"Has there been any improvement in the quality of rice sold in this country of late," he asked.

The proper topic had been touched upon. The wholesaler manifested interest immediately and he began to throw off some of the philosophy he had been pondering on.

"Yes, there has been some improvement in the quality of rice," he said, "but it has been slow, very slow indeed, much slower than I would like. It's a pity, for the better grades of goods are the best to the merchant who sells it and to the consumer who uses it."

The Spirit of False Economy.

"Say, do you know," he said, assuming the attitude of a professor lecturing a fractious pupil, and pointing his revolver finger straight at the visitor who had asked the question "that the people of this country, perhaps more so than any other, equally civilized, are seemingly filled with a spirit of false economy."

"Take for instance, tea," he continued. "Cannot the people of this country see that buying a cheap tea and having to use twice the quantity is not saving money, cannot they see besides that the flavor is lacking in the lower grade teas."

"Now in Ireland, down-trodden country as it is, and from which stories of poverty have always been coming, I am informed that the cheapest tea that the retailer sells is worth 80 cents per pound. Think of that ! While here"—and he plainly exhibited his disgust at the state of affairs—"If you ask them 40 cents a pound for tea they will holler as is you had jumped on their toes with both feet. In many parts of this country even now, you will find farmers who would withdraw their trade from a dealer who charged them 40c for tea. As long as it is tea they seem to be satisfied and thus they force the dealer to sell 25 cent tea on which he makes little profit and which in the end is not as cheap to the customer as are the higher grades."

Farmer as "Cheap John."

He shifted his weight to another position showing that he had not completed his oration, and continued, "When you come to think of it, the farmers of this country are the biggest bunch of "cheap Johns" possible. It must be admitted that there are some who are not in this class, but take the large percentage and they are hunting for the cheapest thing that can be bought. Those who go in for produce bring in their good butter and eggs and sell them at high prices and then go home and eat some old cheap fat pork, instead of acting like sensible people and keeping some of their own wholesome food at home."

"It is no wonder that they are not healthy, eating all the cheapest food that can be scraped together. And then when they get sick, what do they do ? Do they go to a doctor and get professional service ? No ; they again follow false economy and dose themselves with some cure-all patent medicine. Even in this they do not buy the best but are still looking for the cheapest."

Fault of the Merchant.

"This lack of regard for quality in the goods which they purchase is to a large extent the fault of the merchants. Instead of making quality the key note of their business, it is cheapness instead.

"John Jones and Tom Smith are grocers doing business side by side. Jones puts an article in his window and marks it at 10 cents. Now, Smith will be in a terrible state of mind until he gets something similar that he can, by close clipping, sell at 9 cents. And of course, it is an inferior article and the profit on it very small. Instead of educating the people up to the use of the best grades which also pay the best profits, they are trying to build up a business on price.

"I have followed merchandising for some years now and have made a careful study of it and know that the merchant who is going to stay in business must sell quality goods.

Building on Quality.

"Actual cases have demonstrated this fact time and time again. Two stores



Pointing His Revolver Finger.

start up in the same town. No. 1 is making price the foundation on which he builds his business while No. 2 is building on quality. For a time No. 1 does a good business because low prices will attract people. But which is the one to stay the longer ? Which one is it whose trade continues steadily on the increase without any set back ? It will be found to be No. 2, everytime, the fellow who builds on quality. The price man is like a skyrocket. For a time he makes a big flare but it soon dies down."

And having thus expressed himself, much of which, it has to be admitted is true, he turned again to his work, and the visitors silently departed.

JUST BE CHEERY.

Cheerfulness is at once a tonic and an inspiration. A smile is a good investment—an honest, cheerful laugh sells goods—it disarms suspicion — it transmits a wireless call for business. Cheerfulness is contagious—you cannot look an honest, good-natured chap in the eye and hold a grouch. Every good salesman—every successful business man — knows this. He knows the commercial value of a smile. A true salesman walks straight into the confidence of his customer by the grace of a pleasing manner. Courtesy and cheerfulness are part of the salesman's stock in trade—they are an asset in every business — they are the legal tender in every country—they are the passwords between all peoples.



Some Book-keeping Methods



Financial Standing on One Diary Page

Simple and Novel System Worked Out and Followed by a Dealer in Maintaining Watch on His Bank Account—How He Guards Against Giving Check When no Funds in Bank to Meet it.

FOR some time, just for my own benefit, I have been endeavoring to work out some simple system by which one could avoid the overdrawal of the bank account. The result of my studies might be of service to other grocers and so I write this article.

I read in The Grocer that a bill was to go before the Ontario Legislature to prevent the giving of checks when the maker had no funds to meet it. Now that is just what my system is good for. It makes a man feel sure of the amount he has in the bank, and will help him to prevent issuing a check when there is no funds, unless, of course, he wishes to do so designedly. I knew my idea was alright and could be made practicable, but I made a bungling mess for the few attempts in not getting the figures in the proper place on as small a space as possible, and with neatness, but now, I think I have succeeded.

Where Check Stubs Fail.

My idea is to know just what a man has in the bank at all times no matter where he may be. True, we can keep tab on the check stubs, I have done so, but found there was not ample room for checks, drafts, notes, etc. Besides we don't carry the stubs about with us, and our bank book will only tell us what we have put in the bank and does not show what the bank has paid out for us until the end of the month when the book is balanced up.

Our book of bills payable and receivable will also tell us how we stand so far as drafts are concerned and that too is not always at our command. A man may be asked on the street for a check in settlement of an account and he may get it if the party knows how his account is at the bank. Otherwise he will probably be asked to go back to the office, the party owing wishing to see how his bank account is by looking it up himself, or by having his bookkeeper do so. If he finds that he is about even, I think its a good bet he says to his creditor "call on—day," pending another deposit during the interval, than to give him a check that he knows will be refused at the bank.

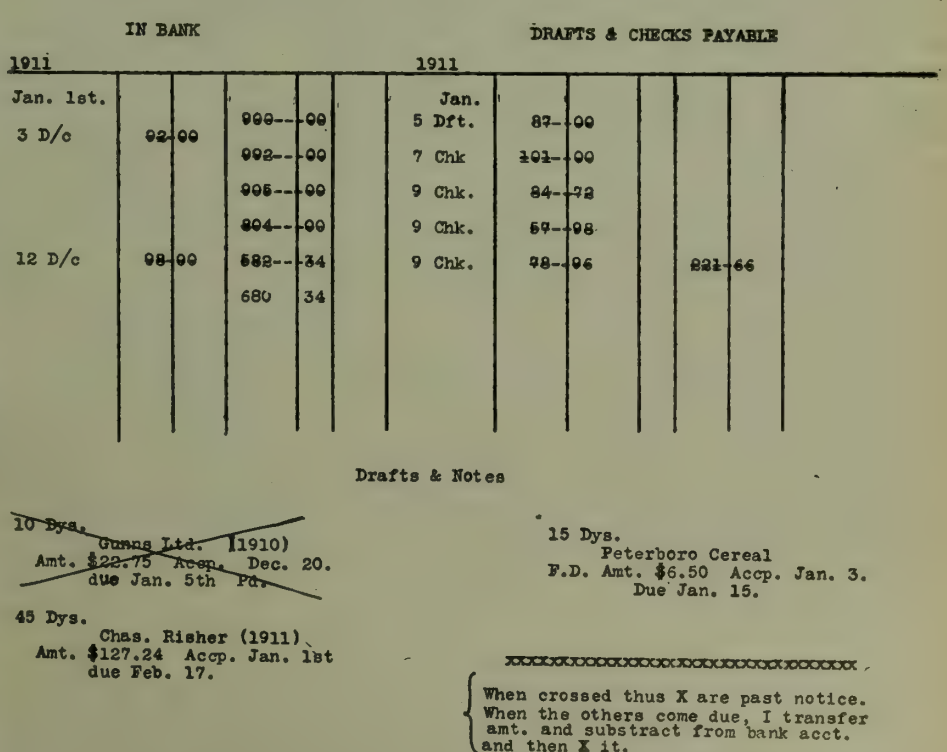
Draft Got Start of Him.

Drafts are becoming more in vogue and I like them but we sometimes forget about a draft becoming due and think we have more in the bank than we have. I made a mistake more than once in giving a check when I was sure there were funds to cover it, and I thought I was keeping a close watch, but a draft got the start of me. With my new plan I can offer no excuse for a mistake, as I know at any time or anywhere how I stand by just referring to my little vest pocket diary, and, do you know, I believe a man makes money by keeping it. When he looks at it and knows that his bank account is none too healthy, it has a tendency to make him more careful and spend less money on luxurious or unnecessary articles. If he can meet all obligations at the bank and don't give much credit, he will soon find that he is getting his stock paid for if he even should not have much ready cash. I wish I knew my way round in giving you my views and get more to the point with less writing.

The following demonstration will explain.

The Demonstration.

J. B. has in the bank on Jan. 1st, $900. On Jan. 3rd he deposits $92, making $992. On Jan. 5th a draft is due for $87 (which the bank will pay), the latter taken from the $992 will leave to J.B.'s credit $905. On Jan. 7th he issues a check for $101, leaving in bank $804. On Jan. 9th he gives three checks as follows: $84.72, $57.98 and $78.96. This $221.66 taken from $804 will leave



The Page of Mr. Donovan's Diary Showing How He Keeps Track of His Bank Standing and the Dates Upon Which His Drafts Fall Due.

$582.34. On Jan 12th he deposits $98 placing to his credit again $680.34 and so on down, drafts on left leaf being for deposit and draft on right leaf meaning draft, check for cash. When a change is made or something done with these foregoing figures a line is drawn through them as per example on diary sheet.

Watching the Drafts.

In another part of same diary, I keep account of when drafts are accepted ; in whose favor ; the amount ; when same falls due. Every morning I look this account over to see if any drafts are due that day and if such is the case I substract the amount from the bank account as per explanation, and again, in the evening see that I have all checks accounted for issued during the day. But usually I put them down when given, so that every morning before any banking business is done, I know just how I stand.

I like this plan now, as it is so simple, there is no bother, and best of all, no guess work about it. I would consider it a good idea for any merchant like myself and it would probably prove convenient for many larger ones.

I would have suggested to keep all checks out of the way unless there are ample funds to meet all demands. Checks are more home and local affairs. There the debtor is under the eye of his creditor, and if in difficulty a new arrangement and an amicable settlement can often be arrived at between the parties concerned. But as for drafts, they are more generally from outside and should be given the preference and honored, being presented by different banks for acceptance.

The Home-Made System of Picton Dealer

Simple Arrangement Worked Out for Proper Care of All Accounts—Simplified Method of Handling All Invoices — The Scheme of Registration—Small Box Holds Accounts of All Customers of Store—Cost Was Insignificant.

Beverly McDonald, Picton, Ont., has a bookkeeping system so compact, while home-made, that he has been able to condense the business of one year and a half in a little tea box only slightly more than a foot long. He made a study of this question considering it one of the important problems of the grocery trade, and the system he has evolved is one that meets his requirements to a nicety.

The work involved in taking care of all his accounts so that he could know at any time just how everything stood was wont to worry Mr. McDonald. There used to be a great deal of writing and he found that a good deal of time was taken up in this way which should have been turned to some other, and more valuable occupation only the proper system need be worked out. He went to work on the problem about a year and a half ago. The answer didn't come to him all at once, and he says he does not really know where the original inspiration came from. He admits that probably while on a visit somewhere he saw some system displayed from which the idea started in his own mind. Anyway, he has it, and it works, and that is the principal point as far as he is concerned.

"I worked out this scheme," said Mr. McDonald to The Grocer, "because I wanted to be able to systematically keep track of all my discounts, all my accounts, and all my cash transactions in as simple and concise a manner as possible." He then explained the working as follows :

The "System."

"In a little box about a foot and a half long and 5 or 6 inches wide and as many deep on top of my desk and in easy reach of all the clerks I keep an indexed list of all my customers and their accounts. These are separated, one from the other, by tin sheets with the name of each customer pasted on at the top of each sheet, the remaining portion of the tin at the top, being cut away. The sheets are then set in in rotation first with a name to the left and next with the name to the right so that each name is always in clear view. The idea is to take the last duplicate sheet upon which payment has been made on a credit account and put it in this index system, so that a glance will show just how much the customer owes without there being any figuring at all. This amount is carried on to the check book of the customer concerned so that the next time she purchases anything the new liability is added and the total carried forward again.

Seems Complicated.

"The explanation would seem to make this system rather complicated and difficult to handle. In reality, however, the working out of it is simple, and there is little work to do. With the close of each day's work the exact status of every account is indexed in this way on the last order duplicate sheet of the customer, so that next day when business resumes there is no difficulty about the standing of any customer. She may come in when she will and pay so much on account and there is no loss of time in finding out just how much she owes. If there is any dispute the duplicate sheets from the check book are there to speak for themselves. But we never have had any trouble at all.

Invoices Similarly Treated.

"All our invoices are treated much in similar fashion. They too are kept in a card indexed system, which is maintained in the big lower drawer of my desk. As an invoice comes in from a manufacturer or a wholesaler it is checked over, and entered in a book are the amount, the discount, and when it is due. This



What is this Customer's Account, Anyway?

invoice is placed in its proper division in the system and as the book is always ready on the desk there is never any possibility of losing the cash coming back to me by the discount route. When payment is made the date and amount are entered in the discount book on the same page so that each transaction is begun and completed on the same line on the same page of one book. Then as the invoices are marked paid they are stored away for future reference in any box that you may care to use for the purpose.

Bookkeeping Simplified.

"The balance of the bookkeeping system is equally simplified. Each day in a cash and salesbook we keep on one page a record of the number of registrations made by the cash register (which is to say the number of times it is rung up during the day), the number and amount of credit sales, the number and amount of "received on account" payments, the total cash received and paid out, the debtor and credit columns, and total cash. All these are confined to one page, so that it is possible to have a whole month's business entered on one page of the ledger.

"Whenever I want to look up any particular day's business I never have to go to more than one book to find it out. This system is equally valuable to my mind when it comes to comparing any one day or week with any other day or week. It also leaves a man so that he can look back and see what he has done during the week, an Saturday night before he closes up shop. There is never any trouble about it. We have never received any complaints or had any accounts disputed, and the clerks consider it a great time-saver. It also saves me the expense of carrying a bookkeeper or doing that work myself.

Cost Insignificant.

"The cost is insignificant. I went over to the tinsmith and got him to cut me out the little sheets of tin and also to slice off the top, half way over, so that I could past the name on the other half and leave a space to see the next one ahead. The tea box didn't cost anything because I had it myself and neither did the little oblong container I use to keep the record of the accounts of the customer. It saves me in outlay for ledger books because I hardly use one book a year.



A Successful Easter Window.

Residents of Brantford, Ont., and vicinity will probably recognize this window. It is one of those used at Easter time by the Cash Bargain Grocery in the Telephone City, and it is claimed that it proved a big success.

The arrangement is tasteful and attractive, and all of the constituents are strictly seasonable. No doubt many a weary passerby experienced a feeling of pleased relief glancing at that window, so redolent of a pleasant meal in that period of fast and waiting. The eggs and chicks, and lard and hams and bacon and cheese are all neatly put in, and there is no doubt as Arthur Harp, the man who built it says, that it induced a considerable volume of trade.

It Thrives in Residential District

A Short Description of the Career of George Rogers, Who Runs the Establishment Pictured Below—Built Five Years Ago Under His Supervision, and is Commodious and Compact—Considers Himself Cured of Follies of Youth, and Does Not Cut Prices—Believes in Early Closing.

The illustration given below is that of an interior view of the store of George Rogers on College St., Toronto. It was built for him five years ago under his own supervision, and is most commodious and yet compact. The photograph hardly does justice to it.

The left hand side which is well arranged for the display of all kinds of bottled goods and different lines of biscuits is not well shown. Then at the back of the store, near the door opening to the store room beyond there is a provision counter and canned goods display that is also interesting, and is barely visible. On the second counter on the right hand side there is a computing scale which is hidden, and the cash register in the centre is barely noticeable.

It may be noted that the ceiling of this store presents an unusually neat and clean appearance. It IS clean and neat. Also in the ceiling near the left hand corner of the picture there is a sky-light nearly six feet long which connects with the outer air and supplies daylight into the establishment until well on to closing time during most of the year.

Mr. Rogers moved into this store in March of 1906. The first year his business amounted to $25,000. Last year the turnover was more than $35,000, showing that the trade as far as he is concerned is in a healthy condition. He is opposed to the cutting of prices, believing that as a man grows old in business he forgets such youthful follies, and so far, while he has lost a few customers who have gone to other stores in the neighborhood because of lower prices in some lines, he has never regretted his stand in this regard. He believes in securing the best quality goods consistent with fair price, and believes also in handling only such lines as will return to him a fair living profit. Of course as he admits himself, it is not always policy to do this.

He believes in early closing. On ordinary nights if you happen to pass his place after seven o'clock at night you will always find the store closed up. He doesn't feel that he is losing much. On Friday evening, however, he stays on a little later to dress up his window for Saturday.

He always has a nice fresh supply of green goods when they are in season, and believes this side line is necessary and that it also induces a great many sales of other lines of goods.



A Store That Was Built to Order.

Newfoundland Business Criticised

Firm in Placentia in Old Colony Ask for Investigation of Their Methods of Transacting Business and Report on Standing—The Detailed Reply — All Expenses Not Given—Rent Should be Charged Whether Building Owned or Not —Should Include Interest on Capital Account—Equally Curious.

By Henry Johnson, Jr.

BELOW there is given the statement of a Newfoundland firm and the requested criticism of Henry Johnson, Jr. The whole proves an interesting article.

Henry Johnson, Jr.—

Dear Sir,—Seeing your last article in "Grocer" of Feb. 24, and finding same very interesting, we would like you to criticise our doings and let us know if we are above or below the average, or if we could do better under same circumstances. We have about 1,500 people and 17 stores here. Our business in 1907 was $13,220.98; 1908 was $16,381.47; 1909 was $20,551.12; 1910 was $22,-717.02.

Two Brothers.

We are only two brothers in the business, as our senior member sold his interest to us for $320 per year while he lives. Our expenses for 1910 were as follows:

Advertising	$ 200.00
Charity	14.87
Jr. member	860.54
Interest	233.79
Sr. Members	250.00
Labor	3.31
Kerosene Oil	13.72
Paper and Twine	42.97
Managing member	1,009.93
Repairs	21.73
Postage Stamps	56.84
Stationery	25.14
Wants—such as lamp chimneys, wicks, coal buckets, etc.	110.91
Wages to 3 employes	284.50
Coal	17.59
Gas mantles	9.57
Telegrams	16.10
Life insurance an our two lives.	233.75
Traveling expenses	44.82
Gasoline for light	41.21
Bonus to employes	40.00
Present to sister	20.00
Water tax	11.40
Ground rent on a piece of land	8.00
Magazine	2.00
	$3,581.59
National Cash Register	320.00
Computing Scales	205.00
McKaskey account register	320.00
Motor boat for freight	450.00
	$4,876.59

Includes Wages.

You will see this amount includes our own wages and we own the land and buildings ourselves and do not pay any rent. There is $1,295 for the last four items that will not have to be bought any more.

After paying the first expenses of $3,581.59 we cleared $2,735.00 net profit. We get from 25 to 50 per cent. on everything except flour, pork, molasses and lumber. We think our expenses are too high but don't see where we can cut them down as you will note. We don't think this life insurance should be in the expenses, but still we must put it somewhere as it has to be paid before there will be any net profit left.

Good Net Profits.

Any information you would give us would be appreciated, and if you wish to criticise it in The Grocer do so as an outpost. Please do no mention the town.

We think our showing of $2,735 very good net profit. Certainly this includes the scales and registers and motor, still leaving a balance of $1,440. Besides this store we also have a branch store connected by telephone which does a business of $2,000 per year, in charge of a girl at $12 per month, but the profit of that store is included in the $2,735, but the expenses are not in our list of expenses shown here.

Trusting to hear from you in the near future, we remain,

BLANK BROS.

Placentia, Newfoundland, April 6, 1911.

The Answer.

This is an interesting statement in that it gives us conditions in a new country where population is scattered, distances are great, supplies of all kinds necessarily difficult to get, the variety limited mostly to staple articles, and competition so moderate that margins are yet wide. The statement is not complete for the reason that the expenses of the branch are not given, though I am inclined to think those are probably very moderate, and for the further reason that rent is not charged as an item of expense, as it should be notwithstanding the ownership of the premises.

Charge Annual Proportion.

Of the investment in permanent appliances, the registers, scales and boat, only an annual proportion should be charged off. That proportion, in the case of all but the boat, should be 10 per cent., but seeing no depreciation on other appliances is taken into account, I figure all of it at 20 per cent., which would be right for the boat in any event. Thus we have the stated expense account of $3,581.59 plus depreciation of $259, or a total of $3,740.59, which yields the ratio of somewhat under 16.44 p.c. on sales, and we have the net profit of $2,476, which shows a little over 10.9 p.c. net on sales. Certainly a gross profit, or margin, of 27.34 p.c. looks like good business to us, who are in the more populous regions where a gross margin of 18 p.c. to 20 p.c. is considered about the limit of possible accomplishment.

Interest on Invested Capital.

There is another item of expense which should be included, the interest on invested capital, according to my way of figuring; but that is a matter I should like opinions on as some have differed with me on this question. For instance, one merchant whom I know very well makes approximately 24 p.c. on his capital annually, after having charged into his expense account 6 p.c. for interest. One well informed trade paper friend of mine insists that this merchant should not charge up any interest, since his investment actually is in his business and not elsewhere, and that, consequently, he does not make 6 p.c. and 24 p.c., but really shows a net annual profit on his capital of 30 per cent. Of course, that is really as broad as it is long, but I should like to know whether others agree with me or not—and if not, why.

Close Family Business.

This is a very close family business and therefore the method of charging up the expenditures is not very important. The chief aim in such cases should be to get it all in, and that is what these brothers are evidently doing. Properly, of course, each should be charged personally with all he draws out of the business and out of his drawings he should pay his own life insurance and other personal expenses; but it is really immaterial and works out just as well the way they are doing it.

Out of Personal Resources.

I should be much interested in learning how they regulate things between themselves; that is to say, on what basis the managing member drew $1,-009.93 in the same time that the other drew $860.54; because they must have some system and I should like to know

about it. I should also be very much interested, and I am sure it would interest others, to know on what basis the bonus is computed and paid to employes. The present to the sister, by the way, is another item which should have been contributed out of the personal resources of each of the brothers.

General Delivery in City of St. Thomas

How Collective System Came to be Tried Out in Railroad City, and How it Has Apparently Justified Its Existence Already—Dealer Tells of Heartburnings of Old Individual Method and the Money the New Scheme Saves Him—Sold Horses and Wagons—How it Works.

While co-operative and other systems of centralized delivery have been operated successfully in many towns in Canada it has generally been argued by those who favor the individual method that only in small places would the scheme work out to advantage.

In this connection it may be interesting to note that several merchants of the city of St. Thomas have taken up the idea and that it seems to be working out to excellent advantage to all concerned there. In this case the delivery is not co-operation, but is a simple business-like arrangement between one man and grocers and butchers and other merchants of the place. It has only been in operation for a little more than a month, but the saving has been so substantial that one or two of the men concerned have sold their delivery outfits and have definitely committed themselves to the new venture.

The system now being tested in St. Thomas has already been tried in four or five other towns in Ontario. It had never been attempted in any place larger than three or four thousand population, because as has already been noted, city dealers generally deem the idea only possible of working out in small places.

How It Started.

In St. Thomas it had its beginning about the 1st of April. Shortly before that the man who has the system visited the city and called on several merchants to test the feeling in regard to his proposition. One or two listened favorably to him and a meeting was called to further deal with the matter. Unwittingly they selected the night upon which the Hydro Electric project was being celebrated, and accordingly but very few of the dealers turned out to the delivery meeting. The man with the idea was not daunted by this, and a few days later he did succeed in getting a number of the men together. One or two of the big dealers in the town decided to give his system a trial, and so he came to St. Thomas.

Eight Wagons Going.

By the time the scheme had been in operation for two weeks eight rigs were in commission. These are of uniform appearance and the drivers are all men and the outfits look well on the street. Deliveries are made at nine and eleven in the morning, and at two and five in the afternoon. On Saturday nights there is one delivery extra. John Butler, of Butler Bros., discussing the question with The Grocer after the innovation had been fairly launched, expressed himself as highly pleased with the venture. He said :

"I wouldn't go back to the other system now unless I had to, because this new scheme saves me money every week. It costs me, maintaining two rigs, about $35 a week, or probably a little more than that, for my delivery. Under this new contract I have all my sending done for just half that amount. And the saving in money is not the only advantage.

How It Works Out.

"In the old days it used to worry me considerably when I would go home late on Saturday night or probably early on Sunday morning, when I thought of the horses. I never knew whether they would be fed or not, and owing to the conditions under which the boys were working I could hardly feel it in my heart to blame them, if they did overlook some little part of the care of the animals. Coming in at midnight after a long and wearysome day's work, they never felt much like turning in to fix up the delivery horse before going home, because even as it was they seldom got home before one o'clock on Sunday morning.

"The result of this was that usually I would waste a considerable part of Sunday either worrying about the horse or visiting the stable, to see that they had been attended to. Now all of that is past, and I can go home on Saturday night without a vestige of worry of any kind. That is in itself a considerable item, and must be taken into the estimates when one talks of the saving of the central delivery system. But there are other things."

That Pesky Little Order.

"In the days of individual delivery it was not an uncommon thing to have a woman come into the store just about closing time and order some paltry little article or two and insist on having the parcel sent up to the house at once. If we wanted that woman's trade we had to oblige her in that particular and often the delivery boy and the horse and wagon would have to make a special trip out to the outskirts of the city with a can of sardines or something equally insignificant. No dealer ever stops long enough to estimate how much it costs really to deliver an item of that kind and how much energy it takes out of both proprietor and delivery boy to effect it. All of that is past.

Women Fell in Line.

"When we started this system we sent out circulars to all our customers informing them of the hours of delivery and the time it would be necessary to order goods, if they would have them go on any special run. There are no more of the one item trips. Just as soon as the women found they could not expect their stuff at unearthly hours any longer, they rapidly fell into line and are now ordering so that all the work is cleared out by the time the last delivery in the afternoon.

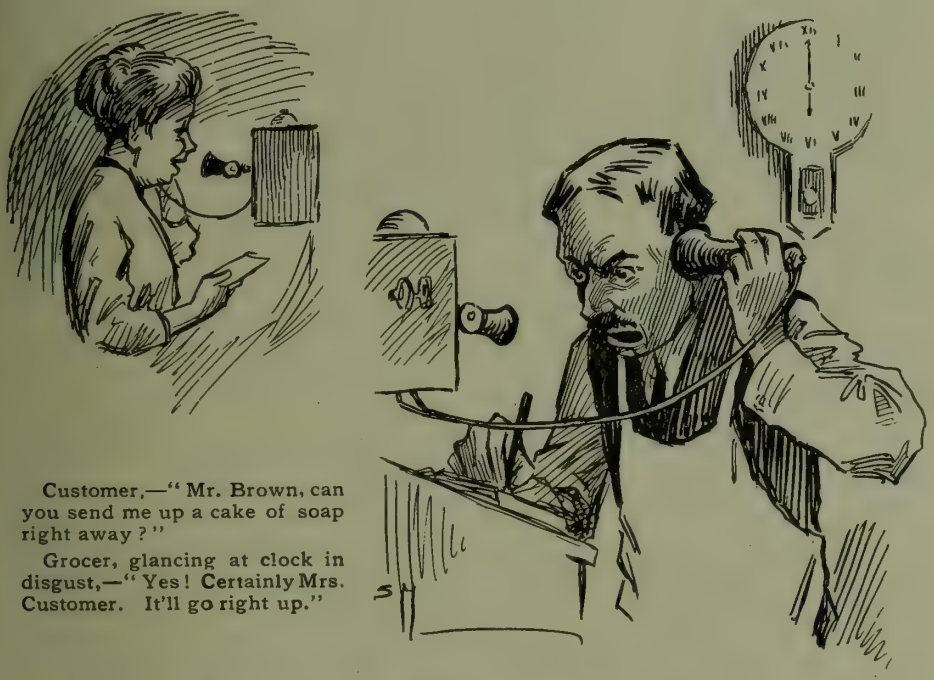
"That means that when the clerk knocks off work at the end of the day there is no order left unfilled, and no customer to cause him worry in the hours of his rest. We can all go home now feeling that nothing has been left and that no customer can come in the next day to cause trouble over the non-delivery of her goods.

The Delivery System.

"The way the centralization is worked out is simple but it is effective. Supposing for instance that there are five of us grocers under contract for the system. Nine o'clock can be set for illustration purposes as the hour of first delivery. On our floor the clerks have arranged the goods going to the east, west, north and south, in separate piles. Four rigs drive along to the door, the goods are packed in the wagons going each respective direction, and at 9.20 a start is made from the store. Within half an hour of that time again every customer affected by that delivery will have received her goods. If it is not at her house, say before 10 o'clock she will know automatically that her order was not placed, in time to go out on that run, and that she may expect it on the next one. It is surprising the way all our customers are meeting us in this regard. They have adopted the spirit of the organization and now give us plenty of time to get the stuff to them in daylight.

Probable Expansion.

"At the present time there are but eight rigs in the service which will mean that probably from fifteen to twenty men and boys are employed by the concern. The presiding head, however, says that he hopes to have fifteen outfits working in this city before summer



Customer,—" Mr. Brown, can you send me up a cake of soap right away ? "

Grocer, glancing at clock in disgust,—" Yes ! Certainly Mrs. Customer. It'll go right up."

The Bane of Individual Delivery

time. I believe that he will. I know for a fact that there are several men in town who are balancing the question in their minds even now as to whether or not they should change from the individual to the collective delivery. Then again there are some who are dependent on delivery stables for their horses, and accordingly are loth to give up the one system until the other had demonstrat- its usefulness. I don't think there will be any difficulty about that. When the butchers can come in and secure a service to suit their needs, surely any other dealer can be satisfied. If there is any really urgent delivery to be done we send a boy out on a bicycle, but that is only done in exceptional cases.

How Contract is Figured.

"Under his present method of contracting the delivery chief takes into consideration the number of rigs the grocer or dealer has in his individual service. He considers the amount of work done and sets a value upon it. The price is put down in the contract as a fixed thing, and there is never any trouble about it. Occasionally he will make a mistake and will strike one man's average too low or maybe a little too high, but those things work out in a codple of weeks' time. I have heard that he considered one or two of the dealers in St. Thomas were getting too much service for the money they are paid, but that will be regulated soon if he demands it, and I don't think there will be any trouble.

"In my opinion this central delivery is the one and only system for this city. It has come to stay as far as I am concerned, for I have already sold my two delivery horses and outfits as well. No more for me the worries over broken harness, broken rigs, forgotten orders, shoeing expenses and all the other troublesome incidentals, going in to make up an individual delivery system. There were some doubters at the outset who thought the people would never be satisfied with anything short of an individual care for each, but this has been clearly shown. The women of St. Thomas, as in every other place in which this system has been tried, have risen to the occasion and have changed their own day around to meet the requirements of the new delivery. As time goes on this can only be improved upon. Personally I anticipate no trouble, but only further release from care in the extension of the scope of this scheme.

ARTIFICIAL RIPENING OF FRUIT.

The Federal Food and Drug Board of the United States has decided that artificial ripening of fruit is an illegal process. It changes nothing but the appearance, the board contends, the fruit actually remaining as green and immature as before. Fruits, such as bananas, oranges, tomatoes and many others which are necessarily picked green because in no other way could they be fit to sell at the end of the journey, will, if the new ruling is observed, have to be picked ripe.

By Cleanliness All Business is Measured To-day

A young man was delivering bread. As he was about to enter a house, another man came out of it. "Take this in," the driver called, and threw the loaf up the steps to the other fellow. The latter, however, missed the loaf, which bounded, back down the steps and was ultimately taken in the house by the driver.

It hardly seems possible that in the present day of merchandising that such uncleanly methods are employed in the handling of foodstuffs. However cases still spring up to notice as bad or worse than this. The day is fast passing away though and merchants are fast realizing the fact that cleanliness is absolutely necessary in the handling of food. The dealer who wishes a continuance of trade must give particular attention to cleanliness in connection with the handling of food. Displays and everything connected with them should be suggestive of cleanliness. The grocer should see that counters, show cases, knives, plates, scoops and scales present an appearance that will induce customers to buy instead of turning them away.

SELLING AT COST.

An Advertising Phrase Which Public Have Outgrown.

"A grocer who advertises his goods as selling at cost, is either foolish or untruthful," said a merchant recently.

This is true, to a large extent. The people have outgrown that phrase. They know that no man can sell goods at cost without some reason if he expects to continue in business. Yet many grocers still cling to this phrase in advertising and in so doing destroy the confidence that people would otherwise place in them. Knowing that every dealer must have a profit on his goods, this leads the reader to think that he is trying to make believe he is selling at cost when he really is not. Or if he is really selling at cost, there must be something wrong with the goods or he would not do so.

However, this does not mean that when a grocer advertises "at cost" that either of the above are true. There may be cases when a merchant might sell at cost, as for instance when he has a large stock of any line he wishes to get rid of, or when he is making a drawing card of any one line. But of course the true reason should be given to customers in such cases that they may not form a wrong opinion.

Automobile Twice as Fast as a Horse

Two Toronto Dealers Discuss Relative Merits of Horse and Motor Deliveries—One Considers Auto Replaces Two Horses and Does Better Work at Reduced Cost—Hard Tire Type — Promptness in Delivery That Counts.



WHILE the merits of automobile delivery are still debated among retail merchants and the change from the horse is not general in Canada, more merchants are giving this method of delivering study, while others are making actual trials.

To the grocer to whom the outcome of this enterprise is uncertain, the first cost seems a big item, and for another thing they are not as familar with the expense of running an automobile as they are with horse delivery.

J. Ingham, Jr., retail butcher, 5 Market St., Toronto, is highly pleased with the principle of automobile delivery. Mr. Ingham has used a car in this work for a year and expresses himself well satisfied with results. In speaking of it he said : "I would say most decidedly that my car will and does do as much work as could be done by two horses, and besides gives a much prompter service.

Saving of the Automobile.

"For the two horses that I consider this automobile takes the place of, it cost formerly $7 per week for their feed, harness, etc., and I had to have two men for delivering to whom I paid $10 per week. To the driver of my automobile, which cost me $1,000, I pay $13.50 per week.

"The upkeep of my machine costs me a fraction less than $1.25 per day. This amount includes repairs, gasoline, oil and the keeping of my machine at a garage. The amount expended varies a great deal each month, but on the average, it has cost me during the past year about $1.25 per day."

Mr. Ingham's car is of the hard tire type. He has operated it for a year and has just now had to purchase the first new pair of tires which cost $10 a pair. The gasoline and oil for a good long day's run does not cost more than 60 cents. A comparison of costs between this system and the one formerly in use as given by Mr. Ingham, are :

Original Cost.

2 horses and waggons at $350	$ 700
1 automobile	1,000
Maintenance, wagons, per week—	
2 delivery men @ $10	$20.00
2 horses keep @ $3.50	7.00
	$27.00
Maintenance, auto, per week—	
1 delivery man	$13.50
Repairs, gasoline, etc.	7.50
	$21.00

"I believe," he said, "that for any moderate sized business that it is the best plan, A great many look at the first cost. I did the same, but after a little study I decided to take a chance and I am well satisfied. For one thing, it is always ready for use. It is always ready to take care of an extra rush of business for which formerly I found it necessary to keep an extra horse. And when it is not in use, it is not costing anything for maintenance."

Advertises the Business.

"It also advertises a dealer's business by showing people that you are up to date and are trying to give them prompt service. Since I installed the auto delivery my order trade has doubled and while I do not say that all this increase is due to that, I may say that a large part is due to the advertising done by it and the better service which I am able to give patrons by its use.

"Last Saturday was an extra heavy day, but I was able to take care of all the business with the car and on that day I am sure it did as much as three men and three horses could have done. All the orders were out on time, while if I had been delivering by horse I would not have been able to handle all the business."

Goes All Over the City.

"I deliver all over the city and in all quantities and have to make frequent stops and I find it covers the ground much quicker than a horse. Service is the thing that counts in business and quick delivery is one of it's important parts. If you disappoint a customer by late delivery, your business is certainly affected.

"What is most important in automobile delivery is to have a reliable driver, one who will look after the car properly and also do the delivering right. I believe if a man decides on using a car that it would be much better to selct a man on whom he can depend and to give him an education on how to drive and look after the car, before starting him to work."

* * *

A Fish Dealer.

Gallaher & Co., retail fish and fruit dealers, King St., Toronto, is another firm that has been using the automobile and well pleased with results. They now have two cars in operation. They purchased their first two years ago and after a year's trial, they were so well satisfied with results that they purchased a second. They formerly had six horses delivering, but now they have only one which they use for delivery in the immediate district. They figure that the cost of repairs, gasoline, etc., for each machine costs $25 per month. They have their own garage. The same drivers manage the cars that formerly drove the wagons. Their cars cost $1,300 each.

A Comparison.

Here is how it looks in dollars and cents :

Original Cost.

5 horses and wagons, $350	$1,750
2 cars at $1,300	2,600
Maintenance, wagons—week—	
5 drivers at $10.00	$50.00
5 horses keep at $3.50	17.50
	$67.50
Maintenance, automobile—week—	
2 drivers at $10	$20.00
Repairs, gasoline, etc., 2 cars	12.00
	$32.00

Per Year.

Wagon delivery, $3,510 ; auto delivery, $1,664. Difference, $1,846.

What They Say.

In speaking of it they say : "It is the promptness in delivery that counts and the accommodation which it affords customers. It can go twice the distance in the same time as a horse. If an order is waiting, you can send it right out, and what does it mean ? Nothing but a little gasoline. With a horse you are always waiting, so as to take all at once and save the house, so that delivery is not as satisfactory."

When asked in regard to its use as an advertising medium, they said : "It is an advertisement in the fact that it gives prompt delivery. That is as good an advertisement as any store can ask for."

JUST REMEMBER.

Nothing is cheap enough to be wasted.

An advertising bluff is called quicker than any other.

When business rushes past the door,
The show card turns it to your store.

A first class sign on the outside of your store is a good advertisement. If you have not one now, see to it at once.

Treat the new boy as if you expected him to make good and stay with you indefinitely, rather than as if he might get bounced any minute.

First Move on the Order Route

Experiences of The Young Clerk Who Was Given an Opportunity to Make Good on the Route—His Failure and Seeking After the Reason—The Second Chance and Ultimate Success —The Possibilities.

By The One Who Did It.



THE man on the order route must not be merely an order taker. He must be a person with all the positive qualities of salesmanship if he intends to make a success. The salesman behind the counter has the goods there which he may show customers to help back up his selling arguments but with the man who is taking orders from house to house, it is different.

I remember my first day on the order route. That day I was merely an order taker and a very poor one at that. I had been delivering for a short time and one day owing to the illness of a man on one route, I was sent out to take orders in his place. If they had sent a dummy around with a card soliciting their orders, it could not have been worse. I remember that at each house that morning when the door opened, I was there with my parrot-like rhyme: "I am taking orders for Jones. Do you want anything this morning?"

It was Monday and the housewives were busy at the week's washing and it was much easier for them to say: "No, I don't think there is anything to-day," than stop from their work to search the pantry.

To Pick Potatoes.

Those few words turned me down as much as if they had pitched me bodily out of the house. Sometimes, a customer perhaps through pity would give me a little order but my morning's work did not amount to much. The boss was not at all pleased with the results of my work and plainly gave me a hint to that effect and sent me down cellar that afternoon to pick over potatoes, work which generally was given to the youngest delivery boy to do.

As I proceeded with this unpleasant work I began to think over the day's happenings. Since I had started in the store, my thoughts had always been of the time when I would be promoted to order-taking with the more genial work and better salary connected with it, and here when I had a chance to prove my worth in that position, I had failed and badly too. Instead of going up a step, I had dropped back for I had been sent to do the junior's work.

I did some real hard thinking that afternoon and analyzed the reason for my failure pretty closely. I decided that in order to make a success of order taking, I must change my methods.

I realized for one thing that I had been too easily turned away by leaving when the customer said: "I don't think there is anything to-day." I saw that was the point where I should come in with some suggestion in order to make sales.

I saw also that I must understand the goods and know how to talk about them, so I began to learn as much as possible about them, listened to the clerks making sales and secured a grocery trade paper from the boss in order to secure pointers.

The next time I was given a chance to take orders, I was fully prepared and the boss was greatly pleased with my work.

Work Up Confidence.

There are certain lines along which the order taker must proceed in order to succeed. He must work up a feeling of confidence among his customers, so that when he recommends an article, they will have faith in him. He should see that the orders are carefully looked after and that they are served just as well as if they came to the store themselves. Unless this is done a continuance of trade cannot be expected.

Suggestion is a mighty important thing in taking orders. It is quite often the case that the housewife cannot think of things she really needs and the clerk should bring these before her.

Of course naming everything in the store over in a sing song manner is of little use. It gets but little business and is hard on the customer's nerves. They will dread your next visit while you want to make such an impression that they will be glad to see you each time.

Take one thing at a time and even if the customer did not intend to order it. you may present it to her in such a manner as to make a sale.

For instance, you may name over a long list in which dried peaches is included and she might not buy but chances are she would be more apt to if you said: "What about dried peaches? We opened up another box this morning and they are excellent stock. They are not dear either at 13 cents and make a good dessert fruit."

Name the Small Items.

Often a customer will be in need of some little article which she does not think of importance enough to order by itself. These are good things to start an order on. Say, "Now we are coming up this way, and if there is anything at all which you want, we can bring it up. Any of the smaller items such as salt, pepper, spices, soda or baking powder." Often there are some of these smaller things she requires which may lead to larger orders.

Some specialty is also a good thing to start an order on. Some order clerks have something special each week to interest customers. It is generally some line which customers do not buy every day and which if brought to their notice they will buy. These are often leaders for a good sized order.

ILLUMINED WINDOWS.

How Merchant May Take Advantage of Warmer Weather.

The warmer weather now approaching will induce people to frequent the streets more. They will also be more tempted to stop to view a window display and this therefore gives the merchant a cue by which he may increase sales, for at this time of the year it will be greatly to his advantage to see that the window is kept neatly arranged.

Another fact of importance is that the people use the streets more in the evening and have more time to stop to view a window that presents an attractive appearance. The merchant should therefore see that his window is well lighted that the display may show up to the best advantage. The poorly lighted window will receive no attention at all, while the well-lighted one will attract the gaze of nearly everyone passing.

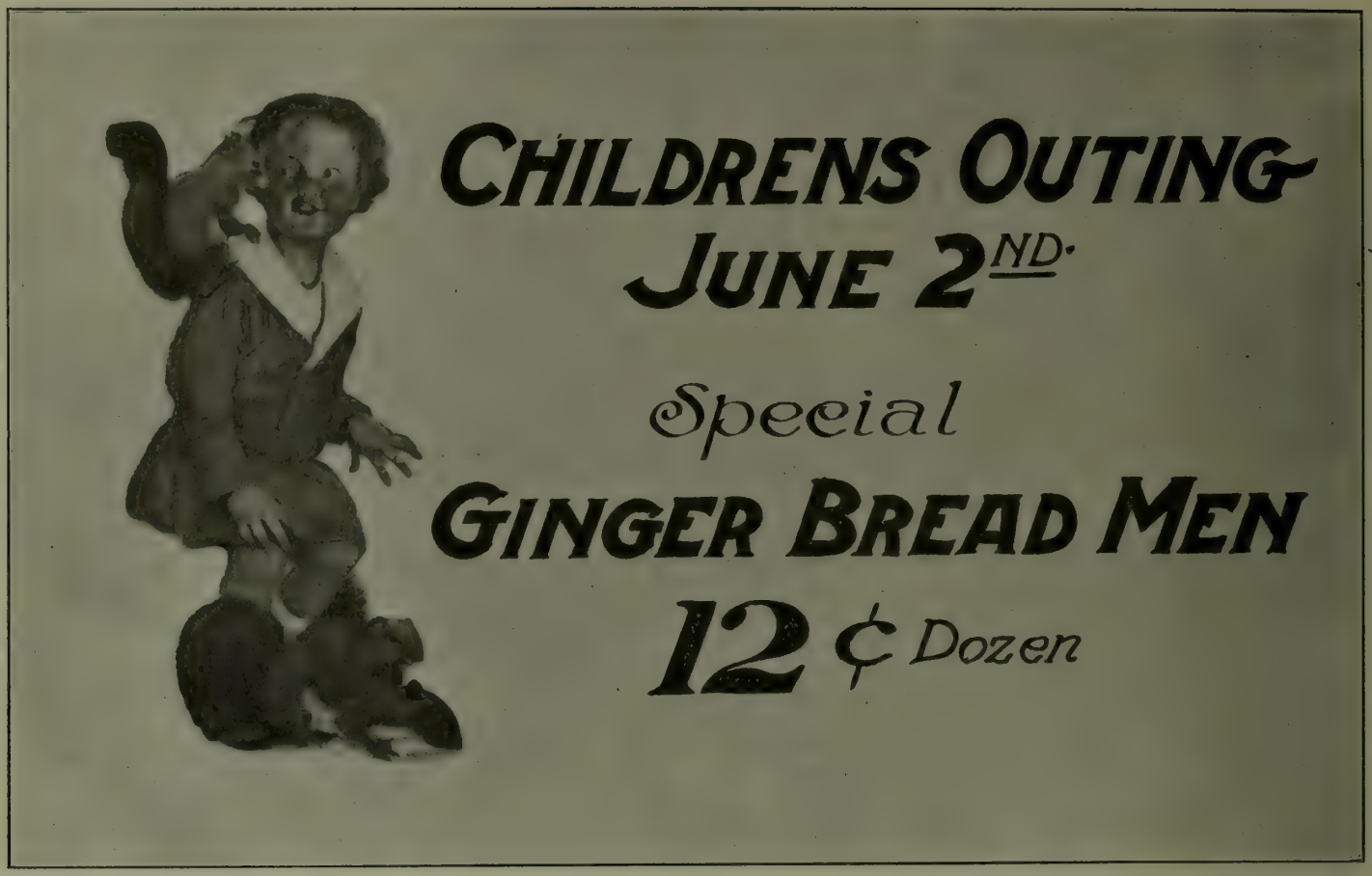
Light is a good advertisement and money invested in it gives good returns. The merchant would do well to make a study of his window and consider if it is illumined well enough to attract attention. If it is not he should not stop at a little expense to put it in proper shape.

MILLIONS OF BANANAS.

Forty million bunches of bananas were imported into the United States in 1910. The United States is the world's largest importer of bananas. The United Kingdom comes next, her imports in 1909 being 6¼ million bunches.

OUTPUT OF BEET SUGAR.

The output of beet sugar in Canada during last year was 8,874 tons. The area planted in sugar beets was 9,350 acres producing 67,373 tons of beets.



Advantage of Show Card Publicity

Card Writer Explains Some of the Possibilities of the Show Card—Considers It of Undoubted Value in the Selling Scheme of Any Good Store—The Method to Adopt in Writing—How to Mix the Paint and Prepare Brush for Action.

By J. L. Wyckoff, London, Ont.

DO you take advantage of the special occasions to increase your sales ?

Of course every merchant makes preparations for extra business at Christmas and Easter ; some more and some less ; but how about St. Patrick's Day, St. Valentine's Day, twenty-fourth of May ; when there is a special opera or circus coming to town or the many other special occasions which occur from time to time in the course of the year ? All these special occasions mean extra business to the merchant if properly handled and provided for.

Cards Not Expensive.

The most inexpensive method of advertising these specials is by using your show windows and neatly written showcards, and if the card is illustrated by a picture which is appropriate to the special time and to the wording of the card it will double its value, and the extra sales will well repay for the time and trouble spent on that card.

Not only do your sales increase at the time but you are insuring your future business, people will get interested in your store and will be wondering what new "stunt" you will be doing next.

Pleasing Children.

Perhaps some time before mid-summer the school children of your town will have a picnic. Then get up something that will appeal especially to the children. Perhaps it might be a box of candy, a box of biscuits, or a small basket of fruit. Trim your window with these goods and have a card announcing the special placed conspicuously in your window. If you use newspaper advertising then so much the better, use your space to advertise your special. But there is one thing not to overlook—have good cards. Something neat, that can be easily read at a glance ; if you have never tried this scheme try it the next time there is anything out of the ordinary happening in town. It is worth while.

Like Extra Salesman.

A show card system in your store will bring just as good results as an extra salesman. It will sell more goods, and will appeal to every one, especially if the price is on the card. This is important as people are mostly interested in prices.

Cards could be placed about the store calling attention to seasonable goods. There is always something seasonable in the grocery store. One season follows closely another so closely that new goods are always coming in to keep the public interested. The judicious use of show cards about the store would suggest the goods in such a dignified manner that many an extra sale would be made.

Change Often.

The cards should not be used long at a time. Change them every few days, otherwise they will get stale and lose their value. It is just the same with your window display ; if not changed of-

ten it soon becomes part of the landscape. People no longer see it and it takes up valuable space which otherwise might have been profitable.

After the long winter and months of feeding on canned vegetables and preserved fruits, the human system craves for fresh and green vegetables and fruits, and in the spring when the sun comes out and all nature takes a new grip on life, then is the time to make a special showing of green vegetables and fresh fruits.

Spring Longings.

There is no other season in the year when a window display of green goods could be used to better advantage; people are longing for something green and fresh. A carefully and artistically arranged green-goods window will attract a great deal of attention, and that is where the show card could be used to increase your sales. Small cards could be fastened to each pile of vegetables, and read something like this: "Crisp Butter Beans," — Tender Lettuce,"— "Crisp Cucumbers,"—"Celery Without Strings," or other snappy phrases. Combined with the price and an artistic display this will make a combination that for quick sales will be hard to beat. Who could pass the card "Crisp Cucumbers?" You can fairly taste them and feel them crunching between your teeth.

Writing Not Difficult.

Show card writing is not as difficult as it appears, and with a little practice and the proper tools anyone can make fairly good cards.

The best brushes to use are red sable riggers in sizes 5-9 and 12. These can be brought to either a flat edge or a point, just as the worker's needs demand.

There are a number of good brands of show card paint, ready to use, now being manufactured and sold at a small cost. A few years ago it was almost impossible to get a ready-mixed show-card paint that would flow evenly and freely from the brush.

How to Mix.

Then it was necessary to mix it yourself. This is done by taking a small quantity of dry color on a saucer or palette, add a few drops of alcohol and grind thoroughly with a palette knife, a small quantity of mucilage, and add water until it is about the same consistency as thin cream.

I always mix my own paint and find it more satisfactory than any of the ready-to-use kind, except the white, which is excellent.

Assortment of Pens.

An assortment of soennecken pens are a necessity to every card-writer's outfit. Small cards can be written very rapidly with these pens. In fact, with a little practice, you will soon become so expert with the use of these pens that it is almost as easy to dash off a card as it is to write with an ordinary pen.



Good Example of Price Card.

The Writing.

The mere dipping of the brush in the color is not all that is required before applying to the card.

To thoroughly charge a brush, after dipping in the color, work brush back and forth on a palette or piece of glass, turning to right and left several times, after which draw it gently toward you on one side, the side now resting on the palette to be applied to the card.

This may seem to be a long tedious piece of work, but after a few trials, it can be done very rapidly. Keep the brush well charged and use gentle pressure an the point and you will be surprised with the ease and rapidity with which you can work.

BRINGING RETURN TRADE.

Disaster Follows Price-Slashing of the Bargain Lot Buyer.

Low prices do not attract customers for long if the quality is lacking. This statement has been proven many times.

A store was recently opened in a small town with a great flourish of advertising and setting of very low prices. There was at once a big rush of business while the other stores showed a big decrease. The merchants who knew by the prices quoted that the goods must be of low quality, wondered how long that condition would hold.

The new store was bound not to stand long because the goods carried were in most cases of inferior quality. The proprietor was strong on buying bargain lots, old stocks or anything that would allow him to slash prices. The result was that a customer would come in, buy a quantity of goods but would find before they were used that they were of poor quality and would go back to the old store, where only the best was served, for the next lot, leaving the new bargain store strictiy alone. It is generally found that most people, while they wish to purchase as cheaply as possible, would rather pay a little more and get the best grades. It is well for every merchant to think over this matter and consider if he is selling the quality of goods in all lines that will bring returned trade.



A Card That Sold Coffee.

What Others are Doing With Confectionery

Outline of Methods by Merchants in Different Parts of the Country Who Have Made of This Department a Paying Investment—The Ottawa Man's Ideas—Bracebridge Dealer Considers Display as of Paramount Importance—Prince Edward Island Sales.

SOME time ago The Grocer wrote to several merchants requesting that they forward their views in connection with the handling of confectionery in the grocery store. The response has been generous, and the ideas presented below will no doubt be of assistance to dealers in all parts of the country, who are hesitating whether to take up the line or leave it distinctly alone.

Editor Canadian Grocer,—"I do not make confectionery a side line in my store," writes an Ottawa grocer. "I make it a regular line, and depend on it to make up for the small profit I receive on many lines of staples. In many towns the grocers have allowed the druggist to capture all the candy trade. I do not think it should be. Managed properly confectionery is a line which gives a good profit in itself and besides when taken full value of, it also attracts othertrade."

Profits Good.

"That confectionery when properly looked after returns a good profit is allowed by most merchants. If the grocer received an equal rate of profit on sugar and soap as he does on candy, he would soon be on easy street. Therefore, instead of giving his time to selling his customers sugar at a starvation profit, if the grocer would expend the same amount of energy on the promotion of candy sales, the profit on the balance sheet at the end of the year would total up to a much more pleasing amount."

"Display is one of the necessaries for the sale of confectionery. Placed under the counter or in the drawers, business is not liable to be brisk, but attractively displayed as they can easily be, results should be good. Many people visit your store daily and most people have an appetite for sweets. You have seen a display of candy that fairly made your mouth water. That is the way you want to show your goods, so that they fairly force the person to buy."

Ottawa. S.

Bracebridge View.

Kirk Bros., Bracebridge, Ont., is another firm that has given special attention to the sale of candy. They are well pleased with the results.

"In reference to the confectionery department of our store," they write, "we find it just as profitable as the average good grocery turnover. The bulk goods in high-grade chocolates realize for us a nice profit, while the package goods have a tendency to reduce that by the inactivity of some of the lines."

"For displaying the best quality of confectionery we have provided large silent salesmen, while the candies that retail from twenty to thirty cents per pound will be found in shelves with glass fronts. For this purpose we choose the lowest shelves and get strips of glass. Plate glass is preferable as it is much the strongest. The glass is cut about six inches wide and fitted so that each piece may be taken out separately and cleaned. The confections are poured into the shelves which make an attractive display, while the goods are in view of the customers until the last pound is sold."

In Prince Edward Island.

"Customers called nibblers have been responsible in a measure for the slim results of the confectionery department in many country stores, as also have bad scales and uncleanly surroundings, but the above method of showing these goods has greatly facilitated this department in our store and I am sure will make good for others who adopt it."

M. & A. McLeod, of Charlottetown, P.E.I., like Kirk Bros., consider display as of paramount importance. They say:—"With regard to the confectionery department of our store, we find a silent salesman and a good counter show case about the best manner of displaying goods to promote sales and to make sure that they be clear of dust. We also keep a few good lines continually on the counter with show cards attached. We change these before customers get tired of any one line, and then come back in a few weeks to the same lines again, so that in this way customers never get tired of any one kind of goods."

Question of Management.

It is a fact that some stores do not derive a big profit from their confectionery. Bad management is generally the cause. A store was recently found where the clerk was weighing out 10 cents worth of high grade chocolates on a scale with a capacity of 160 pounds. Quite likely the candy department was a source of loss and nothing else could be expected. Correctness of weight is one of the necessities in protecting profits on candy. Especially in this line, clerks seem to be careless in weighing. The amount that is lost in overweight in some stores would be a fair profit in itself.

The scales should be the most exact that can be purchased, as in high grade chocolates, a little overweight each time amounts to a great deal.

Loss in Weight.

Suppose that in selling 40-cent chocolates that in each ten cents worth an ounce over is given, which in itself does not look like very much. But that amounts to 40 cents per box of five pounds, and if 20 boxes were sold in a week it would mean a straight loss of $8.00.

It is wise also, to have the scales right where the candies are, for if it is a distance away, and there is a little overweight, the clerk is liable to allow it go.

In some stores sales do not amount to enough to pay for the room or the investment, as enough attention is not given to the extension of sales. Go into it lightly at first and gradually work up a trade. Be careful not to overstock, but to buy often and in small quantities and thus maintain a fresh stock. There is a difference between overstocking and carrying enough varieties to suit the fancy of your different customers.

A Montreal grocer has his biscuit and candy department together. The biscuits are placed on the shelves at the back and the candies on the counter. He has not a show case but plate glass sloping backwards with the candies piled up against it. The scales are placed at the back of the counter so that the weighing is done with the least trouble and loss.

TEA AND COFFE CARD PHRASES.

Those who use our teas are pleased. Get the habit.

Good coffee is healthful. Everybody likes ours. Try it.

You don't save money when you buy a cheap tea and use twice the quantity. Try our high grades.

Did you order tea? If not, why not?

Are you satisfied with the coffee you are using? If not, try ours.

Teas that please.

Don't spoil the meal with poor coffee. Get ours.

Coffee means good coffee with us.

He Knew Somebody Would Get Business

Why Montreal Dealer Announces Himself in Favor of Circular Advertising—Can Send Out Six a Year for the Cost of Newspaper Ad.—Located in District That is Rapidly Filling Up, and is Getting the Bulk of the Trade.

By H. T.

DIRECT and highly satisfactory results from circular advertising has disposed J. Herbert Swift, who with his father owns and manages Swift's Provision Stores, corner of Fairmont and Waverly streets, Montreal, to regard with favor this form of attracting the public's attention.

In addition to this the cost of his method is comparatively small, especially when considered with some forms that are generally used.

Last year, Mr. Swift, for the reason that he is a believer in advertising in general, chose a daily paper as a medium. Recalling that experience he said: "I paid $121 for a regular adversisement that I do not believe brought me $5 in actual results. I tried to make my advertisement as catchy as the space under contract would allow, but it was to no avail. Then as a business tonic I resolved to try the circular idea, and the result has been extremely pleasing."

Mr. Swift's Plan.

"I wrote out a statement," Mr. Swift explained, "of what I desired to say in my circular. I paid a little attention to the introduction, desiring to make it brief, but also appealing. Then, I selected a few articles which I was confident were worthy of a special notice, and gave a short note to each. My idea with circulars is not to make them price-cutting advertisements. You may get a few orders in this way, but the general experience seems to have been that those who take advantage of the prices that are cut buy these goods to the exclusion of the others, and it is generally the latter that you wish to sell. Talk quality in your circular rather than price, although I believe the price should be quoted with the articles."

The Cost of This Circular.

In contrast to the cost of the newspaper advertising, Mr. Swift estimated that the first circular he distributed cost him the following:

Printing of circular (3,000)	$8.00
Rubber stamp	.30
Envelopes ($2.55 per 1,000)	7.65
Distribution	2.00
Total	$17.95

Therefore, for the amount of money spent last year in newspaper advertising, Mr. Swift could send out six circulars this year, three thousand being distributed each time.

Direct Result.

Mr. Swift has already sent out two this year, and for a special reason. He is located in a district that is rapidly growing. People are moving in regularly, and it must necessarily follow that some one in the neighborhood is going to get the business. The circular method therefore is more of a tonic to the regular business, and affords a means of introducing the store to new customers. Mr. Swift can cite many cases of the results that he has secured. In the list of articles mentioned in one case, Mr. Swift referred to Green Mountain potatoes. His own customers and people he had not heard of before, called or phoned in orders for these potatoes. Others mentioned the fact that they read of these potatoes in the letter received at their door. It happened that at that time, good potatoes were scarce.

Some Peculiarities.

Another instance. On the list a line of English biscuits are given some prominence. The value of the circular was once more proved by quite a number of enquiries from Old Country people, who were glad of this opportunity to secure these English goods. A brand of print butter was another feature, and so on. The value of the circular as an advertisement is not at all questioned by Mr. Swift. He is satisfied that it is a good idea, and many of his new customers are attributed to its work.

A Striking Instance.

As an instance of what the letter really did in the way of securing new customers, Mr. Swift pointed to a long line of new houses. "There are twenty-seven families in these houses, and they have only recently moved in. I sent circulars to each house and I believe we have at least three-quarters of the trade from that group of dwellings alone."

This is an instance of the value of a good circular as a means of introducing the business and the store to prospective customers.

The Distribution.

One of the chief factors in its success lies in getting it into the household. Mr. Swift had a rubber stamp made of the words, "To the lady of the house," all in capital letters. This was stamped across the centre of a plain envelope. Another stamp was used to print in the corner, the store name and address. The envelope was not sealed but the flap was turned in. Mr. Swift felt that the residents of his community, new and old, had seen his deliveey outfits passing and repassing, and they would be attracted by the name on the envelope.



Somebody Will Get the Business.

Thrown Under Verandah.

The next step was to secure several reliable boys. They were sent around through a particular district leaving one at each house, with the understanding to get it inside if possible. The let-

ter slots were useful and helped a great deal. The boys were instructed not to ring the door bells. As might be expected, Mr. Swift found one boy who disposed of a large number of the circulars under one verandah. That is one of the evils that must be guarded against.

He intends to continue this method of advertising, thus indicating his satisfaction with the results received. The individual grocer will probably follow his own ideas, for there is no set of rules to be remembered, but the essentials comprise a neat introduction, emphasis upon quality rather than price, and a list of articles that will be especially attractive.

Some grocers in following the circular method of advertising, send them out regularly and more frequently than Mr. Swift's plan, but they are generally aiming at a different object than was the latter.

To Make an Intermittent Flashing Sign

Simple Scheme by Which Dealer Can Get More Out of Regular Window Displays—Place of the Flashing Sign in the Business World—How This Little Grocers' Help is Made by Merchant Himself—The Painting of the Sign and Fixing of the Entire Arrangement.

By C. D. Browne.

NOW that the wonderful "white coal" from Niagara has been brought, so to speak, to the very doors of all the little dealers in all the little towns in Western Ontario, and since the development of electricity in other parts of the country has gone ahead with wonderful rapidity, retailers might well turn to this agency for help in the problem of illuminating to best advantage the displays of goods in their windows and in their stores.

In all the large cities the so-called "flashing sign" has gone on steadily increasing year by year until now the main thoroughfares of some of the larger Canadian cities vie in splendor with New York's famous Great White Way. It is strangely interesting to find one of these pieces of advertising picking out letters and emblems in fire far up in the night. But at the same time these electrical displays have a drawing power little short of marvelous, and the dealer that has gone in for this method of advertising has taken a big step in securing a hold on the imagination and pockets of the common people.

The Money That is Spent.

Hundreds and hundreds of thousands of dollars are represented in this industry to-day, and the total seems to be steadily increasing rather than showing signs of abating. And yet it is possible always for a merchant or manufacturer using this means of making his name known to the public to overstep the limits of prudence and launch into a scheme that will cost much more money than it will return to him in business. So while there are numerous specialists in this class of display advertising who refuse to consider anything but the largest class of business, there are also many who have made a study of obtaining the maximum of advantage from the minimum of expenditure. Clever men have been taxing their ingenuity to discover little things that will with small outlay return a good harvest in trade to the user.

In just such a manner as this one man has come out with an idea which will no doubt serve to brighten the window displays of many a retail establishment. It is quite simple and anyone at all of mechanical bent can put it into working shape with very little effort or trouble.

Briefly, the scheme consists of the assembling of a wooden box, a strong electric light, some cardboard, and sign painting skill. And in some cases the latter is hardly required, as will be shown presently. If any retailer would desire to illuminate, say a display of oranges in a window, this arrangement should prove ideal. It would multiply several times over the selling power of the window make-up.

The Requisites.

If he would do this the first requisite would be to take an old wooden box of a size sufficient for the advertising he desires to use and place it in the forefront of his window. It can easily be draped and kept out of view. The next step is to remove the lid from the box and fit it with an oak frame finished dark so that it will not be conspicuous. The next is to fit a pane of glass to this frame. It must be of the description known as ground glass so that the advertisement which is put on the back of it cannot be seen except when the light is flashed on. After this has been completed to satisfaction the next item is the writing of the advertisement. Unless the retailer is experienced in this it might be wise to call in the services of some local sign writer, at least for a time.

A good plan is to take a piece of cardboard the size of the glass, mark out the lettering on it, and cut the letters away with a sharp knife. It can be seen that when this is placed behind the glass the advertisement will show in letters of light on a dark background. Care must be taken, however, that closed up letters like "O" and "B" are cut with ties across as in stencilled lettering. If this is not done, the centres will drop out, and the whole effect of the sign spoiled.

Another Method.

Another method is to take a painted window bill which will suit the size of the frame and paste it on the back of the glass. It should first be oiled to make it thoroughly transparent. Either of these two suggestions are simple enough for any amateur to work out to satisfaction.

Now that the box has been made the only thing lacking is the light. Gas can be used, but electricity by reason of its handiness and safeness is preferable and in addition the cost of the equipment is less than is the case with gas.

Let us suppose that electricity in this case is to be used. An electric lamp of flexible wire should be suspended in the centre of the box.

Fixing the Flasher.

Let us also suppose that the advertising matter either cut out in cardboard or consisting of the window sign pasted on the back of the glass has been prepared. All that is lacking now is the automatic flashing on and off of the light. It would be generally supposed that this would be the most difficult of all. Such is not the case.

The intermittent light is produced by an automatic device known technically as a "flasher" which any good electrician can supply at small cost. The installation is simple. All that is necessary to fix this flasher in position is to cut the wire at any point (after seeing of course that the current has been switched off, bare the ends of the wire so that the metal is visible for nearly half an inch, and insert one end into each of the terminals of the flasher. The work is now finished. It may be that the automatic effect may not be obtained for a minute or two, but it is generally said that it does work to perfect satisfaction after the first few trials.

It rests with the dealer to make the box in which his light is contained any size that it is suited to his needs. It is generally to be assumed, however, that

the medium-sized arrangement attracts as much attention as the larger and has a much more artistic appearance. The idea of the intermittent advertiser is to announce in letters of light the product that is being advertised. It is therefore only reasonable for the dealer to take the stand that passers-by should only be given as much to read as can be read in the flashing of the light. To make one or two flashes necessary for the complete reading of the advertisement would not be in his best interests. The fewer words used behind the glass the better.

Will Sell Goods.

The beauty of this scheme is that there seems to be no limit to its usefulness. It isn't a sign that flashes out its message persistently night in and night out, but it tells a different story every evening if the manipulator so desires. Being humble and placed in humble surroundings and lacking the peculiar background of the black wall of night, this little intermittent sign in the grocery window will not attract as much attention as will its big brother placed high at the top of some mighty skyscraper. But it will draw the gaze of people passing by, and there will be many to stop and read its message and give more than a passing glance to the display of foodstuffs behind. It supplies a touch of newness to a business considered by the public drab and commonplace, and the man who takes advantage of its power to-day is the man who will probably be considered as possessing advanced ideas in any community, small or great.

The Cost Small.

Supposing, as was said before, a merchant desired to advertise a special line of oranges. Would it not be a simple matter to pick out the word "oranges" in big letters for the centre of the glass and put the brand and the price above and below? This would comprise but four or five words at most, and could easily be read by the passer-by. So with any other line of goods. The point to be made could be set forth on the little intermittent advertiser and there is no doubt that the utilization of this would at least increase the sales of that display to a considerable extent. The cost of the power used in a night or in a week would be insignificant as power to-day is cheaper than it ever was and is steadily becoming more so as the years pass on and the radius of its use widens.

Gas Can be Used.

There are those that say that gas can be used as easily in this connection as can electricity, but it is said that the cost of the flasher is much greater when gas is the illuminating force than it is with the white coal. But it can be done. And to anyone who desired to try the experiment and either did not have or could not get electricity the lack should not hold him back from at least investigating the utility and selling power of the idea.

Sign painting to-day has become a highly cultivated art, and the amount of money that is being spent upon it yearly is little short of stupendous. Manufacturers of special lines of goods everywhere see to have become innoculated with the virus of the idea, and signs are being reared high on every hand.

Signs of the Times.

If this expenditure returns a profit to the manufacturer then the home-made apparatus of the little dealer is equally sure to return him dividends on his work and outlay. Intermittent display advertising is going to occupy a much more prominent position than even it does to-day. At least all the signs of the times point that way, and it might be well for the general retailer to at least consider how he can best take advantage of this craze that seems to have taken possession of the general public.

There probably are contrivances to-day designed to do just the same work as the home-made contrivance described here. To those who can afford the necessarsary outlay these expert-made arrangements would appeal as more desirable perhaps. But there are undoubtedly many small dealers to whom any unnecessary expense looms large. It is for these particularly that this story was written. If it should prove the success suggested it would soon make possible the purchase of a more elaborate affair.



AN OTTAWA INTERIOR.

View of the interior of the store of T. Pinkerton, Rideau and Dalhousie Streets—note the attractive arrangement carried out in the shelving, also the neat and sanitary effect produced by white walls and ceiling. The refrigerator is shown in the background.

Ways of Caring for a Growing Business

Merchant From Prince Edward Island Writes For Information—Moving on Always and Always Crowded—Intending to Put in a Meat Market—Business Half Cash, Good if Rigidly Maintained — The Butchers' Trouble — Delivery and its Anxieties—The Handling of a Cash System.

By Henry Johnson, Jr.

I INSERT the following letter fully as much for what I cannot do for the writer as for what I can suggest; hoping that some of my readers may feel moved to speak up with good pointers.

Henry Johnson, Jr.,—

Dear Sir:—First we wish to compliment your paper generally, which is full of good information for every grocer. We get more than our money's worth. The grocer who does not read your paper regularly does not know what he is missing.

Still Crowded.

Now we ask for a little information for our own benefit. We have been in the grocery business for the last fourteen years and have outgrown from one small room to a good sized double room, and still we are crowded. Now we are to occupy a room 50 feet front by 90 feet deep. The rent will be more than double what we have been paying, but as we are intending to put in a meat market, of which we have always felt the need, besides the new location being about the best in town, we feel safe in paying such rent. We have a good trade in groceries and feel confident that the big majority of our customers will buy their meats of us.

Half and Half.

Our business runs about half cash and half accounts from 15 to 30 days. Our credit customers are of the very best for we do not take any chances. An applicant for opening an account with us must show the cleanest record or we do not care for his trade. In going into the fresh meats business we find that we know absolutely nothing about it and we should be glad to pay anyone who knows for information in that line.

The hardest problem that we have always with us is the delivery. We find it very expensive. We advertise and that brings us trade from every corner of the city. Our city has a good population and is very scattered. It keeps us busy to give the trade good service. We run two teams and an automobile.

Interested in Soda.

What effect will the meat business have on our expense? Can we make the two lines more profitable than groceries alone? We notice talks on delicatessen, which appeal to us very much. We are also interested in soda fountains, which we know yield big profits. Can you give us the general lay-out and best way to display the most profitable goods in a store of groceries, meat market, delicatessen and soda fountain combined?

One more thing and probably the most important is, what would be the best system to handle the cash? Cashier, cash register, carriers, or some other good way to keep tab on salesmen and cashier? We wish to repeat that we should be glad to pay anyone that knows for any good information or advice. Hoping that you will favor us with an early reply, we are

Respectfully your,
SUBSCRIBER.

Charlottetown, P. E. I.

A Concise Statement.

That, I submit, is a very concise statement, covering about all a man could ask by way of general information. I am only sorry I cannot answer many of the inquiries; and I fear that, on other matters, I can only give some ideas, which are open to any amount of discussion; but here goes.

Manner of handling accounts is ideal. With such a method, where the rules are carried out strictly, the credit business is better than cash over the counter. But there must be nothing weak-kneed about it, or it will fail disastrously—and often the merchant will fail with it.

Meat Expenses High.

I cannot say anything about meats in general, never having had any experience with them; but I understand that the expense of handling meats is much greater than in the grocery line—and there are some other disadvantages which intensify the troubles of grocers. For instance: Did you ever realize that the grocer sees his customers too often? He does; or rather, his contact is too constant. Compare the dry goods merchant. He has a visit from his customer once a month, twice a month or once a week. He sells her five, or ten, or twenty dollars' worth of goods at one time, makes one delivery, and is done—that is, many times.

Delivers Too Often.

He may have and often does have kicks, come-backs, various troubles; but the point is, the contact is had so seldom that, even if there is trouble, the instances are comparatively far between and adjustment is comparatively easy; there is not the multiplicity of transactions which open the way for so many little misunderstandings and errors as will lead the customer to conclude that "there is nothing but mistakes in a deal with Smith!" And right here is the trouble, as I see it, with the meat business—that the meat man delivers literally every day; which means that whereas the grocer runs 15 or 20 chances of getting into trouble with his customer each month, the meat man runs 30 chances.

Sales Small.

The sales are uniformly small, too, which is another disadvantage; though this is not such a factor after all, for the average grocery sale is smaller, probably, than most of us think. In my own store the average sale, last time I investigated this part of it, was some thirty-three cents. Still, butchers make money, so there must be a correct way to conduct that part of the business; and undoubtedly somebody will help this correspondent with suggestions.

The delivery problem I covered last week, so far as my present experience goes. I may have occasion to change some of my ideas again later on.

Delicatessen Special.

I have had little experience with delicatessen and, personally, do not want any. If the store is so situated that many people can "run in" for such things and carry them home, well and good; but if the delivery problem is going to enter, I should hesitate This, is, of course, only another way of saying that delicatessen is a special business which, to be a success, must be handled in a special way. Same applies to the soda fountain, with which I have had no experience.

Needs a Drawing.

The general lay-out is a big proposition, the correct treatment of which would fill an entire article very easily. I cannot even barely suggest any arrangement without a drawing of the store, showing where and how the front faces; and the knowledge whether it is a corner store or not. And right here I should like to say that this matter of lay-out is of far more importance than

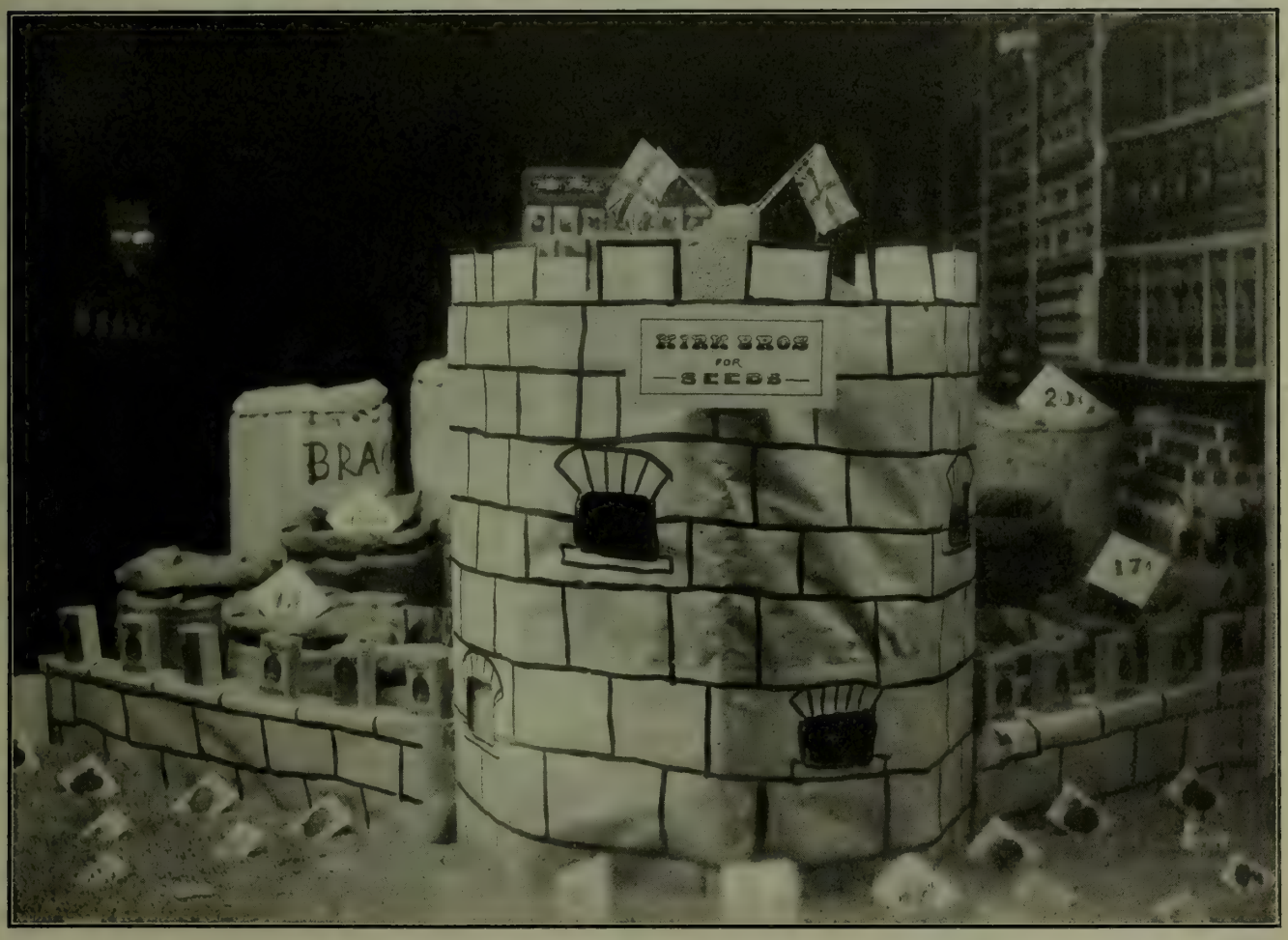
most grocers realize. It is, in fact, the most important item with which we have to deal. On the correct arrangement depends the greatest degree of success.

Of Paramount Importance.

I have spent many months on such a problem in the past; and if I had it to do again, I should want to spend a year, arranging and re-arranging. Not only do we want display made in the right relation each part to the whole; but the matter of economy of space; the saving of work and steps; the placing of counters, cases and scales so that they will yield the maximum of service for the minimum of effort—all these things must be wrought out literally "with fear and trembling" so paramount is their importance. To make a bare outline of a good store plan is real work; but I will make it to the best of my ability for these gentlemen if they will send me the plan I ask for; and in doing it I shall be repaid through the added experience I shall get out of the work—otherwise I should feel much inclined to shirk the task.

Handling of Cash.

The handling of cash depends so much on the arrangement of the store that I shall mostly leave that for the plan to be sent me. For a store with one entrance it is not hard to place a cashier properly. If there are more entrances, the problem is complicated With a moderately large business a fine arrangement is a cashier's desk near the entrance, the desk to be equipped with a two-drawer, best make register, one drawer to be used by the regular cashier and the other drawer by her relief. The customers mostly "pay cashier" by hand as they pass out; while long distance change is made by means of a carrier with checks.



BRACEBRIDGE, ONT., SEED WINDOW.

The accompanying illustration is that of a seed window dressed by Kirk Bros., dealers in groceries, flour and feed, fruit, etc., in Bracebridge, Ont. The cut hardly does the display justice. It is always difficult to procure a photograph portraying all the little details of a window arrangement. When seeds are the constituents it is doubly difficult and almost impossible, because the little grains register on the plates all of like color. In the tower, standing out prominently in the background, all of the loopholes are filled with different kinds of grain. All this has been missed. There is still enough, however, to demonstrate that the window is an excellent example of the window-dresser's art, and that it sold seeds, as it was intended to do. The little packets in the foreground cover a multitude of varieties, and there must have been something there for everybody who would be in need of seeds. The tower, and the effect of the battlements of which it is the corner stone, would tend to attract and hold the attention of the passerby, which is necessary if the seeds and grain within are to be sold.

A Regina Dealer on Collection of Debts

Considers the Gathering of Past-Due Accounts the Most Unpleasant Duty the Merchant Has to Perform—How He Advises the Accomplishment of This—Believes in Personal Visits and in the Promissory Note.

By F. R. West.

A MERCHANT of Regina, Sask., considers the collection of accounts "About the most unpleasant duty in the business." Especially does he feel this way about those long past due.

"It is the aim of the dealer," he says, "to collect these with the smallest loss and least trouble possible. It must be done so that the customer will not be offended, or that too large an amount need be taken up in the collection.

"The trouble," he thinks, "is that bills are not rendered to customers often enough, the result being that the total soon runs up to an amount that the customer cannot conveniently pay. When an account is opened with a customer there should be an agreement as to the limit of the account and the time of payment. When the bill reaches the amount, it should without delay be presented to the customer. If a customer's account within a certain time exceeds earnings, there is going to be a struggle to get even. You are going to have some difficulty in keeping their account within a satisfactory limit.

Time to Collect.

The time to get after an account is immediately after it is past due. If it is not paid at once, start in to collect it.

"The promissory note has been found a good way to collect past due accounts. It is a liability which the debtor seems to give more attention to than a mere account. They may promise to pay the account within a certain time, but in the note you have it in writing. For the man whose salary is not large, it is some times advisable to split the account into several notes of convenient size coming due at different times. If a large note comes due and he knows he cannot pay it, he is liable to disregard it altogether, but if it is of moderate size, he will likely make an effort to meet it. In most cases it is best to place a note with the bank for collection, for the debtor seems to make a greater effort to meet his obligations with the bank than a private individual.

No Child's Play.

"The collection of each account," this merchant continues, "is a separate problem in itself. Collectian is no child's play. It requires real effort. Few accounts can be collected in exactly the same way. Each one has peculiarities of its own in regard to the amount, the time it has run and the person to be dealt with. The idea is to collect it as soon as possible with the least bad feeling so as to retain the person as a customer if possible.

"The customer should be approached tactfully at first so as not to offend, gradually making your demands on them a little stronger.

Personal Visit Best.

"At all times, a personal visit is best, no matter whether you are asking for your money for the first or the tenth time. Your letter may not be answered, but they must give you an answer when you call in person. Calling at the house will often cause a person to square up rather than let the neighbors see you come so often. Do not at first use too forcible language but convey the idea that you must have the money. Do not if possible make the person angry for then they may make you go to great difficulties to collect it.

"Suppose you find on inspecting your books, a number of accounts which are long past due. If you determine to attempt to collect these you must have some system of working. When an account has run a year or so, you need not expect to collect it on first trial and you must therefore have some follow-up system.

In Collection Book.

"Place these accounts in what is termed a collection book, allowing a page to each customer. On this page note exactly what you do to collect that customer's account. If you write asking him to let you have a payment on your account before a certain date, place the exact words in the collection book. Then you will know by referring to it, what to say in your next letter and how strong to put it.

"I have seen a collector send out a notice:—'I must ask you to settle this account for sure before March 10th.' then perhaps in a few weeks, in going over the books he would forget that he had written before and say: 'I find a balance on our books against you of $7.10. Could you let us have a settlement?' He should have made his letter stronger than the first and put: 'You neglected a remittance before March 10th as we asked. We must ask for a payment within two weeks, or we shall have to take other steps to collect.' By the book method, knowing what he said in the first letter, he would have written the second one correctly."

A Prince Edward Island merchant gives some ideas in regard to curtailing accounts. "When a customer's bill begins to exceed what you believe is a satisfactory limit, you should not try to sell them any more goods than they really require and buy without any encouragement from you. It is to the interest of the dealer to keep a customer's account within a certain limit, for if it gets to a sum they cannot handle easily, they leave you and you lose their trade and have also the bother of collecting their account."

From the other end of the Dominion, in the Province of British Columbia, a grocer writes: "When a man leaves town owing you an account, you should find out the names of his friends and neighbors from whom you can generally find out his place of residence. Sometimes it is best to get in touch with his employer and have him mention the matter to him. If a man leaves with the idea of never paying, sometimes it is best to keep drawing a little out of him at a time by threatening until it gets down to a moderate amount and then lay low until you get him in such a position that you can make him settle."

The following method as submitted by a dealer is given without endorsation or comment: "Very often when a customer owes you an account it is very difficult to get them to come to you to make any arrangement in regard to it's payment. Sometimes in order to do this, I render them the bill adding two or three dollars to it more than they really owe. This brings them to the store to protest that they do not owe that amount. I look up their account, and explain to them there has been a mistake in sending out the account. Then when I have them in the store I ask them to make some arrangement in regard to it's payment. My brother merchant may argue that it is bad to admit to a customer that you made a mistake, but a customer who will not come to see you about his account, is not liable to give this much attention."

WITH AN ILLUSTRATION.

An illustration in your advertisement is a good thing but be sure it has some practical bearing on the subject dealt with in the advertisement.

HIGH PRICED CHERRIES.

The first box of California cherries was offered on the New York market on April 28th, and sold for $100, or $10 per pound.



Result of Twenty Years' Work.

Through careful management and strict adherence to business principle, H. G. McDonald, of 223 Sorauren Ave., Toronto, has succeeded in building up a good business in one of the residential portions of the city. The accompanying photograph of the interior of his store shows clearly some of the ideas that have been introduced into the business.

Mr. MacDonald has been in business in Toronto for 20 years, eight of which have been spent in the present building. After a brief experience as a clerk, he launched into business for himself and has gradually built up his present trade. Four clerks are kept busy all the time while it requires two delivery wagons to look after that portion of the business. Orders are taken in the immediate vicinity twice a week, but at present, Mr. McDonald is giving special attention to supplying those engaged in railroad construction work at Parkdale.

But if there is anything that Mr. McDonald is strong on, it is display, which is clearly shown by a visit to his store. Two show windows, one of which borders on two streets, thus making it of special value, are used to good advantage in promoting sales. In the interior of the store, as will be seen by the photograph, goods are displayed in such a manner as to make sales.

"It pays to have nice fixtures. They certainly sell goods," says Mr. McDonald, and he has carried this belief into actual practice. Just inside the store, is a show case in which pastry is displayed, which is made a special for to attract trade. A silent salesman is used for showing box candies and two counter show cases for the display of bulk candies. Another fine salesman case gives prominence to pickles, sauces, olives, olive oil and other high-grade bottled goods. There is also a display case for toilet soaps and another for cheese, while at the rear of the store, is a display refrigerator which serves a double purpose, that of keeping goods and also of showing them so as to make sales.

The shelves are all nicely finished and Mr. McDonald believes that it pays him on account of the added attractiveness it gives to the goods. On one side there are two mirrors set into the shelves while the other side has one, as well as one in the window. Bottled goods are piled up in pyramids in front of these, which makes them show up well. On one side there is also a closed-in wall case for essences and other small bottled goods.

On one side at the back of the store, as will be seen in the photograph, Mr. McDonald has a built-up display of goods that brings many lines prominently before customers. It commences at the floor and extends some distance above the counter, allowing a variety of goods to be shown.

A specialty is made of supplying customers with the best in butter and eggs. Great care is given to the securing of fresh supplies only, and also to keeping them perfectly in the store. This is a special line which, besides the amount of trade done in it, itself, attracts other business to the store.

On the Possibility of the Telephone

How Dealer Concluded His Instrument Was not a Dividend Producer, But Decided to Take One More Chance — How He Widened the Scope of His Business and Sold Many Lines of Goods—The Methods.

VERY often we find grocers who say that the orders received over the telephone do not amount to enough to make it a paying investment. Quite often we find that these same grocers have made no efforts whatever to make it a good paying investment. They have the telephone installed and leave it to work out it's own salvation.

The telephone offers a good opening to the grocer for the extension of trade and the wise dealers will use it to good effect. A New Brunswick dealer recently said: "Like many others I believed that results from the telephone did not measure up to the amount expended and



Something in It After All.

had almost decided to have it taken out when I began to realize that I had never tried to make any use of it myself, leaving it entirely to customers who might chance to think of using it. I decided to try to work up some new business by means of the instrument and so began each day to take some special article, and introduce it to customers through the 'phone. I did not confine myself to regular customers, but rang many others up, who in some cases through this method became regular customers, and often besides selling the special article which I gave prominence to each day, I succeeded in making sales of many other lines."

In many cases customers get very unsatisfactory service, through the telephone, because incompetent clerks are allowed to answer it. This work should be assigned to only the brightest clerks who will be able to give intelligent information about the goods and prices. Many a customer has decided not to use the phone, because she had difficulty in explaining what she wanted to the person in charge.

The real salesman, when a customer enters the store, does not merely hand out the articles that are asked for, but attempts to introduce other lines also to the customer. It should be the same with the telephone. The person who answers it should not merely take the customer's order, but suggest other lines to them in such a manner as to make sales.

Very often a clerk will be heard to say, "That's all, is it Mrs. Customer?" He suggests to them that that is all and they readily assent. The true salesman, however, when he has taken the given order, will say: "Now what else, Mrs. Customer? We have some fine imported tomatoes to-day at 10 cents. Would you like a few of those?" and thus continue a talk that will sell goods.

Talk Sells After Interval of Month

Traveler Relates Little Trick of Salesmanship That Led Him to Visit One Particular Store a Full Month After a Clerk There Had Obligingly Shown Him New Goods—The Value of Keeping Eternally Selling.

By Colin C. Jones.

TRAVELERS have an excellent chance to study merchandising methods and to see the reasons for success and failure among the merchants and clerks. A drummer recently told the writer that clerks who are often aroused to attempt to show better salesmanship by introducing new goods, have been discouraged at the start just because they could not see actual results. They decide to increase sales by this method, but because they do not really make sales in the first few trials become disappointed, although they may have done a great deal of good missionary work, by paving the way for future sales.

Results are Not Direct.

"Salesmen should realize the fact," continued the traveler, "that results are not always direct. The customer just at that moment may not have any use for that article, but at some future date when she needs it, she will most likely go to the store where it was shown to her. I have the same thing occur to me in my own work. If I did not attempt to sell more goods than the customer asked for, my sales would fall very flat. I am constantly at work trying to introduce articles which they do not ask for or which they have never sold. Sometimes I sell at the time. Sometimes several trips afterwards, the customer will ask me about that article and I know that my work has not been in vain, although at the time I might have thought that I had wasted my time."

Good Salesmanship.

"Yes," echoed another traveler, "I had an example myself not long ago which showed that results do not always come direct. It was over two month's ago that I was in a store with a friend who was making a purchase, when a bright looking young clerk who will no doubt some day be a leader of salesmen, stepped up to me and said: 'I would like to show you a range of hats which we have just received.' Although I replied that I was not in need of any he passed it off lightly with: 'Oh, that doesn't make any difference. I just want to show them to you,' and soon he had me at the hat display where he selected a particular hat, described what it was made of, the different shapes it could be put in, and pointed out it's many good qualities in a highly commendable manner."

"I was well pleased with the hat, but told him that I did not need one



Talk Sells After Interval of Month.

just then and that it was too bad to put him to the bother of showing it to me. 'That's all right,' he replied, 'you may need a hat some other time and I am sure you will find this one just what you want.' About a month afterwards I was in need of a hat, and this clerk had pointed out the good qualities of that particular one so well, that I went to that store to buy, although it was somewhat out of my way to go there.

Methods in Selling the Quality Goods

Salesman in Royal City Store Explains How Non-advertised Goods are Sold Over Advertised of Similar Goodness, But Which Give a Smaller Profit—Show Cards and Price Tickets the Cheapest and Best of All Salespeople—Methods of Delivery System—Power of Newspaper Advertising.

R. J. E. McCrea, Guelph, Ont.
Silver Medalist, Class B.

DEFINITE convictions as to the methods to be followed for the proper retailing of goods stand out prominently in the reply sent in by R. J. E. McCrea. It is in the busy little city of Guelph, Ontario, that Mr. McCrae works out his theories.

An Orange Sale.

This competitor believes in using the window for displaying goods, and he is indeed confident that it is a force as a business getter. Illustrative of this he mentions particularly an orange sale of one Saturday when the results totalled up to the substantial turnover of thirty cases. He says he has often displayed new goods in the window never before offered to the public, and has had success in selling these lines. In this connection he mentions dried peas in packages, soups, jelly powders, teas, coffee, baking powders, and extracts. Speaking of a case in which his window had sold goods never advertised by the manufacturer to any of his customers he says that he dressed his window during the Lenten season with a line of herring in tomato sauce, and that he had as a result a satisfactory sale of these goods. The window is dressed twice a week. With specials and bargains for Saturday on Friday night, and on Monday with new goods for introduction during the week.

Show Cards Salesmen.

He always uses show cards or price tickets, and defines them as "the cheapest and best salespeople in the store." He considers that a ticketed article is half sold, and advances the argument that women like to sell themselves the goods they buy. They like to decide for themselves, and besides they know when a price is displayed on goods they may be looking at whether they can afford to buy without there being any useless information passed between the clerk and herself.

Systematic interior display pays, he thinks. On the counters and shelves of his store they place bargains and all new lines, and also articles that have a bright appearance and so work for attractiveness in the store. Sometimes they place certain lines of goods out of sight under the counter.

In telling of the methods used in the store for displaying certain goods near the front, he mentions orange bins containing one case, tables for special displays, oyster cases, glass show cases for confectionery, and glass fronted counters for package teas. He believes that women buy goods they see displayed in the store, and buy them particularly because all women like to see what they buy.

Mr. McCrea says that he always asks customers to buy vertain goods not asked for. To use his own words he says: "I take all they will give and then introduce new lines." He seems to imply that he never interrupts a customer in giving an order under the belief that to break in at such a time tends to confuse the customer and to cause the store at that particular time at least to lose a certain quantity of the order which may be forgotten in the flurry.

Selling Cleansing Powders.

This salesman says that a highly advertised manufactured article is more easily disposed of to a customer if the clerk wants to sell it, but a non-advertised article of similar quality can be sold just as easily, and this is done when it produces a better profit. He cites an instance of a cleansing powder. This was a new line. The selling talk he used was that it was cheaper than another line which they have previously sold, but that it was just as good in point of quality. The talk continued: "We can give you three packages for 25 cents instead of selling the other at 10 cents straight." The point was insisted upon that the buyer was not paying for the advertising of the other line and that also the new article was of domestic manufacture. The stipulation was made that if the goods were tried and found to be unsatisfactory the money paid out for it would be cheerfully refunded.

Telephone Saves Trips.

There is a telephone in the McCrea store and it is regularly counted upon to increase sales of the establishment. The method followed there is to ring up certain customers every morning before the delivery waggons start out on their run in that direction. This is done because it saves extra trips and often lands orders which otherwise would not be given. Customers are also informed from the store by telephone of any special line that may have come in of all special sales and notified of all bargains.

Good Missionary Work.

Goods not asked for are always suggested to customers. He says that this policy results in the sale of extra goods, but he points the warning that salesman must not insist too strongly in the matter. He believes implicity that a clerk can often annoy as well as sell, but he concludes hopefully that by this method of suggestion a great deal of good missionary work is done and that many future sales are effected when the results seem to be the least important.

Power of Grocer Ad.

Mr. McCrea is a great believer in newspaper advertising, and has frequently forwarded copies of his endeavor in this regard to The Canadian Grocer for criticism. He says that once an ad. of his offering tea at a certain price was published, together with a criticism, in this paper. As a result he says that that an order came to them all the way from Nova Scotia for a chest of that tea.

As another illustration he says they advertised sugar one day in the local papers at a special price and that when the business was closed for the day it was found that eighty bags of this staple had been disposed of.

Believes in Advertising.

He doesn't believe in the use of circulars as part of an advertising campaign because he says that the results are or have at least been in his case, poor. He finds this to repeat itself in regard to programmes and other forms of novelty advertising. The public he says, does not respond as is the case with the newspaper publicity. Other advertising methods he believes in, include good delivery wagons, the giving away of novelties to farmers at country fairs, and the sending out of a canvasser to gather in new business. He says that the country fair part of the campaign is good as far as results are concerned, and also that canvassing for new business is productive of excellent returns.

Store Equipment.

Mr. McCrea is a believer in equipment, and in his store there are installed

computing scales, meat slicer, electric cash register, coffee grinder, display bins, glass front display shelves and electric lighting. He looks upon the electric cash register as a particular value in speed and accuracy, and in honest dealings. The refrigerator saves the perishable goods and the coffee grinder insures fresh coffee always. The display bins sell goods, and the electric lighting shows the goods.

The Delivery System.

In store ceilings he says that he prefers the metallic. The window is large and has two panels. He would rather that it had but a single plate glass.

As to delivery, they have four horses and the methods for insuring good service in this department are simply contained in having one head driver and the others with their own routes. They have three runs in the morning and four in the afternoon.

They keep a check on the orders and the drivers are responsible for goods.

In book-keeping they have an envelope file check system and ledger. The best feature of this is that for small accounts, it is handy and quick. The ledger he says is best for big accounts. It is accurate and always ready.

He figures profits on sales always. The average that he aims to secure is 25 per cent. It should be that he says.

Learning the Goods.

He strives to learn more about the goods in the store by reading about the source and cultivation of various spices, teas and other products in The Canadian Grocer, and he says he diligently delves into all possible books relating to grocery matters. He finds that the trade paper is useful to him because it gives him ideas on prices and in the getting of prices, ideas on store management, and other departments of regular grocery business.

Keeps a Want Book.

As to the store methods for buying goods, in the McCrea store there is a want book kept by the heads of the department. Great caution is exercised and cash is paid in every case. All possible discounts are taken, and the travelers are treated with every possible courtesy.

This clerk believes that goods can be sold to customers on the recommendation of the man behind the counter, because the purchaser knows that she can trust the judgment of the seller for at least the first trial. In describing the other methods used for the increasing of sales he says that one article is pushed each day. New goods are displayed on the counter, and an ad. is pasted in the window. Show cards are used, and the people in the store demonstrate continually any new article. All the new orders are sampled before being sent on to customers.



A Corner of the McCrea Store, Guelph, Ont.

In Growing Blades of Business Grass

The Merchant Who Has Come to Realize That Success of His Business Depends Almost Entirely Upon His Selling Power—The Story of the Canned Chicken—Why Salesmanship Demands Vision—The Story of Tom Baggs and His Study of Housekeeping—Caution to be Used in Campaign.

By Victor Lauriston.

THERE was a time when land was cheap. That was the time, too, when stores were few and far between. When the farmer wanted to make more money, he took out a patent for another hundred acres or so. The cross-roads store-keeper did not need to go after business—it came to him because it had nowhere else to go.

But that was another age in Canada's history. Nowadays, when the farmer wants to make more money, he studies how to make two bushels of corn grow where one grew before. And the merchant, with half a dozen competitors in a couple of blocks, goes after his business and gets it only when he goes after it hard enough.

Blamed the Weather.

Meanwhile the storekeeper, if a certain amount of business didn't come to him, blamed the location, the weather, or the bad crops.

Now, the merchant realizes that the success of his business depends largely—almost entirely—upon his own selling power. He must make two, three or four sales where one comes to him.

The salesmanship of to-day consists in selling to the customer more than he came to buy—and sending him away satisfied that his extra purchases are better business for him than for you.

Chicken Came Home.

It happened a winter ago. "Gimme a pound of coffee," remarked a customer. And then as the grocer handed down an advertised brand, "Do you mean to tell me," he queried, jocularly, "that they've got canned coffee now? Why, they're canning everything nowadays, aren't they?"

The grocer smiled.

"That they are," he returned. "Why, we can sell you chicken—chicken already cooked for you, with all the bones taken out, with the real chicken taste and guaranteed tender—cheaper than you can buy the uncooked bird on the city market."

"I'll try it if I ever get rich enough," remarked the customer, as he sauntered out with the coffee under his arm.

Customer Came Back.

That was in March. In the middle of June the self same customer dropped into the self same grocery.

"We're going down the river for a picnic," he remarked, "and I thought some of that canned chicken you mentioned a while back would be just the thing for lunch."

The grocer whisked a can from the shelf in businesslike fashion.

"Going down in a launch?" he questioned. "Yes. A day on the water certainly gives you an appetite. It pays to take a nice lunch then. We sell lots if cooked meats to customers—corned beef, jellied hock, veal loaf, cooked ham. Most of them take two or three kinds, for sandwiches."

Selling Other Goods.

The customer decided to vary the chicken with some corned beef. By the time this was wrapped the grocer had impressed on him the added zest imparted by pickles—good quality pickles. He worked in a can of prepared mustard incidentally for sandwich purposes.

"I suppose you will have plenty of cake?" added the grocer. The man's recollection failed him, but he readily agreed that a pound of mixed biscuits would be a pleasant addition to the menu. A bit of suggestion many months back had brought the customer back for one item of his picnic lunch—and intelligent suggestion had added to this first sale several items more.

Topical grouping.

Salesmanship demands vision, just as much as does empire building. The man who, with his fancy picturing future farms and cities, throws two lines of steel across an unpeopled prairie, has, after all, very little on the man behind the counter who believes in his inmost heart that the man who buys one box of macaroni at thirteen cents will purchase two for a quarter and invest in some cheese as well. Each takes chances on missing the mark; and each makes better returns as a result of taking chances.

Topical Salesmanship.

"Topical salesmanship" is the term one dealer applies to his method of suggestion.

Mentally, he groups his goods, not according to price, but according to the uses to which customers put them. Instead of looking at each article individually, he co-relates them. He has his house-cleaning group, his pickling group, his preserving group, his light lunch group—and so on. The same article may be mentally classified in half a dozen groups. That is non-essential. The gist of his scheme is that he trains himself to think of these articles in logical groups. Mention preserving, and in an instant he can call to mind, and deftly suggest to a customer, all the items necessary to the progress of strawberries from box to sealer.

Mental Kicks.

"Frequently," he declares, "a customer not helped out by suggestions from the grocer will forget some needful article, or will fail to think of something he would otherwise buy. He may order the article when he remembers, but in many cases he just administers a few mental kicks for his forgetfulness. My policy is to suggest to every customer at least one article in addition to that for which he first asks. I may call his attention to a new line of goods. Where he buys for a certain purpose, I take that as my cue and make suggestions along the same line. Suppose a housewife buys a broom in house-cleaning time. The chance is that she will respond to suggestions of furniture polish, sweeping compounds, and kindred house-cleaning accessories. In the preserving season, in booking an order for a crate of strawberries, I make a point to mention sealers, rubbers, sugar, spices for pickling, sealing wax—and suggest the experiment of canning pineapples when they're cheap."

An Advisory Capacity.

In carrying out this idea, remember just one thing. Crowd the idea of selling well into the background. Never importune the customer to buy. Make your suggestion in a purely advisory capacity, as though you were a self-constituted committee of one to attend to his comfort and welfare.

Many merchants adopt this advisory role, particularly toward customers of long standing. "I am solicitor general to your kitchen," declares one; and in that capacity he invites consultations from people who buy, and urges them to bring to him such little difficulties as may beset their grocery experiences. A personal relation is thus built up.

To suggest successfully, you must know; and to know you must study your business—and more than your business.

The Story of Tom Baggs.

Tom Baggs (I'll call him that because it isn't his real name) is one of

the best grocery salesmen I know of. He was a country boy when he started clerking in Thompson's store a few years ago. Tom was young, and possessed the usual modicum of ambition. He had a vague idea that he was there to learn the grocery business, and that eventually he might set up in business for himself. Between doing a thing in the line of duty and not doing it, he believed in doing; and that he did he instinctively preferred to do well.

In came a customer one day and slammed down fifteen cents for a cake of ——. (That's as good a name as any for a scouring compound used for the finest class of metal work). Tom wrapped up the cake, and jolted the cash register.

The Garrulous One.

A garrulous lady arrived some hours later.

"Have you anything good for cleaning windows?" she enquired, in part.



Better Go to a Drug Store for Something to Polish Windows.

"Mine are dirty and I want to make them shine. Soap and water take off the dirt, but soap and water don't make them bright."

Tom picked these nuggets of meaning out of a whole quartz mountain of words, to which he listened in a sort of bored way. On the spur of the moment he couldn't think of anything in stock that would make windows shine. "Better try a drug store," he suggested, politely; and Mrs. Garrulous went out.

Fifteen minutes later, happening to pick up a cake of Cleno on the counter, Tom Baggs read on the wrapper the significant words: "Unexcelled for cleaning glass."

And, with that cake of Cleno a few feet away he had sent a customer to the drug store where, doubtless, the same article would be sold her.

"Only fifteen cents," some clerks would have commented, and then forgotten. But the petty incident jostled Tom Baggs from his every-day vague complacency on the subject of the grocery business, and set him thinking.

To Study Goods.

If he had known everything about the uses of Cleno, he would not have missed that sale. Logically, if he knew everything possible about every other item in stock, he would make many more sales through added ability to supply unnamed "somethings" for this purpose or that. He set himself to study the goods. To "know the goods" became for him an essential article of faith in his religion of grocerydom.

Household Affairs.

It was probably weeks afterwards that the chance remark by Mrs. Garrulous regarding the failure of soap and water to produce a shine recurred to him. He was at the moment full of the—to him—new idea of "knowing the goods." The old woman's words, tossed up amid his thoughts one day like driftwood on the crest of a wave, struck him "all of a heap."

"Why did I never think of that before?" he demanded.

He had evolved a new philosophy of grocerydom: That the grocer existed to cater to the house-keeping department of every family. Yet how many grocery clerks knew anything of the processes of their mother's kitchens?

In Landlady's Kitchen.

How many, for that matter, knew that, while soap and water were good enough for washing windows, something additional was needed to make the panes glisten like the Koh-i-noor?

That was why Tom Baggs suddenly became deeply interested in his landlady's kitchen, and commenced to study household arrangements with a keen and observant eye.

His fellow clerks quickly noticed, too, that Tom never shirked the usually unwelcome task of waiting upon the garrulous old women who wanted to tell their whole experience while buying five cents worth of clothes pegs. And, if he was willing to place an old woman like Mrs. Garrulous on the same plane as bright little Mamie Reilly who attended dancing school, why, they were quite willing to let him do it. So, while the other clerks talked to Mamie Reilly, the bigger proportion of the housekeepers—women who had, some of them, decades of household experience behind them and were past masters in the art—fell to Tom's lot. He listened to them with a patient attention that won for him a reputation as a remarkably polite young man. Further, he amassed much information in regard to housekeeping.

The Dreary Menu.

Amid this information he discovered some common weaknesses in housekeeping. The bane of the average home, he speedily learned, was a dreary sameness in the menu. The average woman knew a limited number of dishes—her repertoire of puddings ran to six or seven—and these she repeated at almost set intervals. "Drive any man to drink," mused Baggs.

As the outcome of much thought he suggested to the proprietor a "Broaden Your Menu" advertising campaign. The advertising talks dilated on the charm of a varied menu to the man of the house, the fact that the most successful wives were those who could always produce a dainty surprise at dinner—and so on. Each advertisement embodied a recipe for some attractive dish calling for one or more ingredients whose ordinary sale didn't class them as staples. Later, a recipe book embodying the entire list was issued by the store. The campaign cost money; but it boosted the sale of many articles generally regarded as mere side-lines, without cutting into the staple to any appreciable extent.

The Value of System in the Stock Room

Being Just a Word or Two on The Folly of Having Order in Every Other Part of the Establishment and Chaos There—A Place for Everything and Have Everything in its Place—Some Suggestions.

By Henri R. Daniels, Dresden, Ont.

SOME night when you have taken the printed slip from your time-checking, total adding, clerk watching, customer-recording, cash register and, perhaps, assured yourself that system was a good thing, step out into the storeroom and ask yourself a few questions. Honest, now do you think you could tell just exactly what you have in that heaped up, tossed together litter of bags, boxes, barrels, fish kegs and dear knows what all? And don't you think that it would be worth something if you could tell at a glance just what you had?

Just Pure Guesswork.

There are premium oats, and salmon, and matches, because you can see the labeled ends of the packages; you feel reasonably certain that some of those bags contain oyster shell, and there ought to be a sack of rice somewhere: but all this is pure guesswork. Why! you could call in the first passerby, and he could give you as much information. What you want, and what you must have, if you are going to succeed, is that comprehensive grasp of the thousand and one little details of the art of buying and selling that will enable you to put your hand at a moment's notice upon any article in the store.

To Prevent Overstocking.

Perhaps a little more system in the stockroom, a little more care exercised in arrangement, would have prevented an occasional bit of overstocking, an occasional loss of perishable goods? You were surprised the other day when Atkins, your head clerk, unearthed that package of spoiled haddies. Then, too, there was that unfortunate little incident which cost you Mrs. B———'s trade, because the yeast cakes she had purchased at your store had lost their strength. All this and much more comes crowding in upon you, and now that you are interested, I shall try to indicate briefly a few ideas which we have found helpful in maintaining some show of order in the stockroom.

Everything in Its Place.

Never take a package from the carter and rush to put it in the most convenient place. This is very easy at the time, but soon results in chaos. Keep a clean space about the doors for the temporary placing of newly-arrived goods, and leave them there until some of the staff have time to remove each package to its correct place.

Classify all case goods wherever possible. With the small stuff, such as bluing, yeast cakes, etc., this cannot be done; so do the next best thing; group these articles, and alot them a certain corner.

For Bags and Brooms.

For paper bags construct a shelf about 7 ft. long x 18 in. wide, and 4½ ft. from the floor. Make cardboard tickets, showing size of bags, and tack these along edge of shelf. This will be one of the handiest features of your storeroom, and well worth the little time required to build it. For brooms we use racks attached to the wall at a heighth of eight feet. These are simply parallel slats about 2 in. apart and long enough to contain one dozen brooms.

Some Suggestions.

Most grocers are compelled to economize space. This can be achieved by a little study of the stock, and helps to prevent confusion. For flour, a table formed by laying inch boards on empty packing cases will be found a great convenience. The sides may be knocked out of the packing cases and the space underneath utilized as storage room. The above hints are but a few of many that may be worked out with very satisfactory results, and besides adding greatly to the efficiency of the store, means a positive saving in time and labor.

Those merchants who intend to make plants a specialty this year should be started by now. This can be made a profitable side line by proper methods and also serves to attract trade.

The store is judged by its appearance and with the opening of spring the grocer should make any needed improvements. The delivery wagon should not be forgotten in the general spring clean up.



Wherever Did We Put That Box of Yeast?

Practical Methods in Retail Stores

Fredericton Dealer Who Finds It Good to Render Praise Where It is Due—Winnipegger's Provision Methods — Department Store System—Bag Holder Saves Time and Money For Regina Merchant—Toronto Man Who Considers Refrigerator an Absolute Necessity.

Bag Holder Saves Time and Money.

Regina, Sask., May 18.—A local grocer is satisfied that he made a good investment when he purchased his bag holder. In speaking of it recently he said: "For a number of years, I had no regular bag holder, I would leave the bags of all sizes on the counters, show cases and other places. The result was that I could never find the required size without a great deal of trouble, and quantities of them were constantly being tossed on the floor and destroyed. I purchased a bag holder and it has paid for itself several times over. The bags are always kept in first class shape, none are destroyed, while the saving in having the required size on hand is a great deal, while the convenience has also to be considered."

Refrigerator a Necessity.

Toronto, May 18.—"A refrigerator is not only needed in the grocery store, it is an absolute necessity," said Wm. Miller, a grocer, on Yonge St. "The grocer who tries to get along without one is pursuing a course of false economy. It is one of the things that the grocer has to have. Without it he can not hope to have his perishable goods in good condition, and without right goods he cannot hope for a continuance of trade. The amount he saves from goods that would otherwise spoil is a big item but the most important is supplying customers with goods in the best condition. It pays the dealer to purchase a good refrigerator, even if he has to pay a little more, for the amount of ice that a good refrigerator will save will soon make up for the extra cost. Besides a good refrigerator will hold in the cold air while a poor one will allow a good deal of it to escape."

Believes in Harmony.

Summerside, P.E.I., May 18.—A local grocer believes that good-will should exist among the merchants in every community. In speaking of this recently he said; "Business men could do much to benefit themselves if they would only work together in the interest of the business which they are following instead of continually knocking each other as is usual. Now, the grocers in this community work pretty well together, which is to the advantage of all concerned. If my competitor across the street advertises a sale of canned goods, I do not do the same and cut prices away down so that neither of us is making any money. When he is conducting a canned goods special I turn my attention to some other line, such as dried fruits, so that the efforts of both of us bring results not only in sales, but in the amount of profit."

Advertising Scrap Book.

Vancouver, B.C., May 18.—A local merchant keeps what he calls an "advertising scrap book." It is just an ordinary book on the front of which is inscribed: "We handle all the high grade goods." In the inside is pasted cut-out advertisements from magazines and newspapers showing goods which he carries in stock.

In speaking of it he said: "I believe there is nothing like dealer and manufacturer working together, and of the merchant taking full advantage of the manufacturer's advertising. The book is placed on the counter and a customer while waiting just naturally picks it up and looks it over. There she will find that we carry goods which she has seen advertised in the magazines and perhaps which she had thought of sending for. At any rate it should be of as much value as a book that you had printed yourself."

In Selling Provisions.

Winnipeg, May 18.—"I always try to display a piece of ham or bacon in such a manner that it would fairly make the passerby's mouth water for a meal off that particular piece," said a provision man recently. "That is the way to appeal to your customers in order to make sales, in my opinion. Attractive presentation so as to appeal to the eye and palate of the public is the big asset in promoting the sale of provisions." The first essential is that it be displayed prominently, and therefore it is wise to have the provision counter situated where the goods will be brought most frequently under the customer's eye. Arrange the goods so that the customer will be impressed, and if they do not buy at the time, they will know where to go when they do wish to purchase.

"The appearance of a plain whole ham or roll on a counter does not particularly appeal to a customer's appetite. It might make a sale if the customer had intended to purchase, but the idea of the dealer is to work on the customer's appetite so as to make them purchase. Now instead of showing a whole roll or side on a counter, I cut it in two, lay the two pieces on a platter, place some lettuce or other green goods alongside and it presents a very appetizing appearance."

Watching for Pick-Ups.

Montreal May 78.—A business in order to be successful must show a profit in every department, which is only possible by proper attention to each department by those in charge. One of the large departmental stores in this city recognize that fact and the system is such that each department must look carefully after the profits in their part of the business. In these large stores a large quantity of goods is "picked up" and clerks have to be on the alert or the thefts would cut down the profits in the department, for which they are responsible. Detectives are employed to watch for light-fingered individuals who sometimes make a visit. If they secure any goods off these people, the department from which it is taken are obliged to buy them back, so that each time this happens, it makes a decrease in the balance of profit that the department would otherwise show. If, however, any clerk of a department detects someone in the act of taking goods, and notifies a detective they are handed back to the department. In this way clerks are given a good reason to keep a sharp look out that articles may not be taken.

Praise Where Praise is Due.

Fredericton, N.B., May 18.—"If window trimmers in many stores received more encouragement from the merchant in their work," remarked a dealer yesterday, "they would put forth more efforts in this direction. Some merchants withhold praise even for an exceptional good trim, fearing that the employe may form an exalted opinion of his work. I know from experience that when a trimmer receives some recognition of this good work he puts more brain work into the details the next time, to produce something even better. If he finds that the boss seems to pay no attention to it, whether it be good or bad, he will likely drift and take little pains in fixing it. The boss should at least take a great deal of interest in the window, which is one of the greatest selling mediums, and should encourage the window dresser to make it as valuable as possible."

Latest Review of Grocery Markets

Trade Seems Satisfactory—Sugar Sales Not Brisk—Raws Steady—Dried Fruits Strong—Big Sale of Tomatoes to Canadian Jobbers Reported From Baltimore —Canadian Sardines Reported Down 50 Cents per Case—Teas are Strong—Review of Manitoba Trade for Year—Optomistic Feeling Prevails Throughout the West.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Canadian Sardines—Down 50c.

Dried Fruits—Firmer.

Canned Tomatoes—Stronger.

Montreal, May 18.—So Canadian jobbers have to go into the United States market for canned tomatoes! A report in another column of this issue announces a recent purchase of 30,000 cases of canned tomatoes to Canadian jobbers, the story emanating from Baltimore. This report at least substantiates the statements given out by the canners last year when they announced a short pack to the trade. More than one grocer was inclined to think otherwise. Jobbers have been telling from week to week about reduced stocks, until some were practically cleaned out. Others had bought more heavily and were in a better position. Therefore, an announcement to the effect that jobbers have had to go out of the country does not come as a great surprise to those who have followed the markets. It may not have been expected as soon as this.

A city traveler for one of the large wholesale houses here states that the high price of dried fruits is cutting down business almost to a minimum. "The trade I call on are doing hand-to-mouth business. Grocers," he said, "admit to me that they only want sufficient goods to say that they have a stock. Raisins, prunes, dried apples, apricots, these are the lines in which the effect is most noticeable. Men who used to have appreciable weekly sales of all these lines are practically without any goods now. They ask for but one box of raisins and so on. The price has proved prohibitive to their customers, and they do not care to handle goods that may hang on their hands." This traveler is of the opinion that this price-soaring, if long continued, will give the dried fruit business a hard blow.

Among the articles received from across the seas this week were pickles, arrowroot, canned herring, pineapples (canned), starch from England; gin Holland; light table wines, brandies and canned vegetables from France; wines from Sicily, and also from Spain. Ale, of course, formed part of the cargoes from Great Britain.

Canadian sardines are reported down 50c a case, from $4 to $3.50.

The market continues steady, with demand quite satisfactory. Failures this year have been comparatively few. The City of Montreal does not show conditions as satisfactory as those in the surrounding country. It is claimed by those who have followed the market for years that following a winter of light snowfall there is a tightness in the city. Collections among a particular class class have not been as good as they might be and, of course, the grocers catering to them have to wait until the money comes in. With not a few of the smaller grocers in the city conditions are rather pressing, but the summer is opening up well and this little stringency should soon pass. In the new districts grocers are opening up every week. The wholesale trade express satisfaction with the situation and they may be taken as an accurate criterion.

Sugar—The market here is steady and unchanged. Enquiries are encouraging in number, but there is no special feature to the trade.

A recent report on sugar conditions says: "It would seem that sugar prices have been advanced all they can be on developments in regard to the production. If we are to have higher values they will come because of an improved demand. A constantly growing demand for refined can be counted upon. We are at the outset of the season of greatest consumption. That should keep prices steady. There are sufficient supplies on hand to meet an ordinary consumption. But the fruit crops promise well, the refiners are carrying many thousands of tons less sugar than they had a year ago, the rapid advance and the demand they have had to supply preventing them accumulating a surplus, and with good trade ahead during the next four months the market should be steady enough with a good chance of bringing prices up nearer the European level."

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 55
" " " 50 lbs.	5 50
" " " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Jobbers are delivering molasses this week. The market is unchanged, both in molasses and syrups.

Molasses, to arrive, car load lots	0 28	0 29½
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls.		0 03¾
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 70
" 20-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits—The market loses none of the strength that has been mentioned heretofore. The situation seems to be growing tenser every week. Prices are certainly following that course and the exact character of the situation may be judged by statements to the effect that the big wholesale houses admit shortages of this line and other exhausted. Not that dried fruits are off the market, but the present situation is so strongly the combination of short spots and uncertain futures that there is nothing but firmness to the market, and it will likely continue so for some time.

A recent letter from Patras is to the effect that about 14,000 tons of currants suitable for export remain in the country. Up to the end of March the total exportations amounted to 102,000 tons, being 28,000 tons short of last year's total exports. From these figures and from the fact that the new crop does not come on the market for months yet the real significance of the situation will be apparent. Recent reports from the Mediterranean district report frosts, which have done serious harm to the nut, raisin and currant crops.

Evaporated apricots	0 19	0 21
Evaporated apples	0 14½	0 16
Evaporated peaches	0 11	0 12½
Currants, fine filiatras, per lb., not cleaned		0 07½
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizzas, per lb.	0 09½	0 10
Dates	0 05½	0 06
Fards		0 11
Figs, 3 crown	0 08 0 08½	Figs, 6 crown 0 11 0 12
Figs, 4 crown	0 09	" 7 crown 0 13 0 14
" 5 crown	0 10 0 11	

Prunes—		
30-40	0 15½	0 16
40-50	0 14½	0 15
50-60	0 14	0 14½
60-70	0 13½	0 14
70-80	0 12½	0 13
80-90	0 12½	0 13½
90-100	0 12	0 13
100 and over	0 11	0 12½
Bosnia prunes	....	0 12
Raisins—		
Choice seeded raisins	0 08½	0 09
" fancy seeded, 1-lb. pkgs	0 08½	0 09½
" loose muscatels, 3-crown, per lb	0 08	0 08½
" " 4-crown, per lb	....	0 09½
Select raisins, 7-lb. box, per box	....	0 52½
Malaga table raisins, clusters, per box	....	2 40 5 50
Valencia, fine off stalk, per lb	0 07	0 07½
" select, per lb	0 08	0 08½
" 4-crown layers, per lb	0 08	0 09

Coffee—The local market shows no change. Prices are as stationary as they have been for many weeks past. Coffee is steady, but uneventful in this section.

Mocha	0 21	0 30	Santos 0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo 0 20 0 25
Mexican	0 22	0 30	

Tea—The Japan tea market opened later than usual and with unfavorable weather toward the end of April. The supply is reported limited and prices are firm and tending upward, owing to the lateness of the season. The tea markets as a whole remain firm.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 21
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Spices—A quiet trade is passing in spices, but it is without any exciting features. This is the off season for a time.

	Per lb		Per lb
Allspice	0 13	0 18	Ginger, whole 0 20 0 30
Cinnamon, whole	0 16	0 18	" Cochin 0 17 0 20
" ground	0 18	0 19	Mace 0 75
Cloves, whole	0 28	0 35	Nutmegs 0 25 0 60
" ground	0 21	0 35	Peppers, black 0 16 0 18
Cream of tartar	0 25	0 32	Peppers, white 0 20 0 25

Rice and Tapioca—Jobbers report a fair business in rice and tapioca, with the former market a little stronger. Trade is opening up better with the advent of warm weather, and there is the possibility of increased sales during the summer months.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ¼ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ¼ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 06½
Seed	0 5½ 0 5½

CANNED GOODS

MONTREAL.—There is not much change to the local market. There is a firmer tendency in gallon apples and tomatoes. Jobbers report a continuation of good business in spite of prices, with tomatoes, corn and peas moving out well. The inclination is to get rid of stocks, where they are held in quantities that may be considered large, but this applies to only a few lines, as canned goods are not held in abundance.

A report from Baltimore, Md., regarding canned goods will be of interest to Canadian grocers: "Spot tomatoes appear to be stiffening up all along the line, in the west as well as in the east, and at the close of business this week the trend of the market prices is upward. A very interesting and quite significant feature in the market here during this week was a liberal buying movement on the part of Canadian jobbers, who took about 30,000 cases No. 3 standard tomatoes, for prompt shipment, at 80c a dozen, f.o.b. Baltimore. 8

Apples, gal	3 40	$3 50
Peas, standard, dozen		1 20
Peas, early June, dozen	1 20	1 35
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen	1 77½	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	1 00	1 05
Corn, dozen	0 95	1 00
Tomatoes, dozen (Ontario and Quebec)	1 40	1 50
Strawberries, dozen	....	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen	1 00	1 10
Lawtenberries, 2's, dozen	....	1 90
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 07½
½-lb. flats, per dozen	....	1 32½
1-lb. flats, per dozen	....	2 25
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10
Lobster—		

½-lb. flats, dozen, $2.40, $2.85; 1-lb. talls, dozen, $3.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 80
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	13 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 85	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—A fairly steady demand is being experienced in canned goods in general. Trade is not confined to any one line differing with the several dealers. As can be expected, retailers are purchasing supplies in small quantities, and as they require them. Canned salmon is now regarded with a certain amount of interest. Prospects for a small run for the ensuing season strengthens the belief that higher prices will rule before the year is out.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 32½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 87½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 45
Cabbage, 2's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUIT		
Apples, standard, 2's	....	1 30
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	5 52½	5 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	....	1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz. 1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz 1 87½
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			Lobsters, halves, per dozen 2 65 2 75
Humpbacks, doz	1 30	1 35	Lobsters, quarters, per dozen 1 80
Pinks	1 30	1 35	
Northern River Sockeye			1 95
Chicken	4 00		Soup, 2's 1 10
Turkey	4 00		Soup, 1's 1 40
Ducks	4 00		

Winnipeg.—Trade in canned goods has been exceptionally brisk.

Last year prices opened up at comparatively high figures, consequently the usual heavy fall demands were considerably curtailed, as country merchants did not see fit to load up at high prices, anticipating a somewhat smaller demand on that account. In spite of the high prices, however, the public appeared to want canned goods, with the result that a steady demand prevailed all winter on the local stocks, and the result is that stocks held here this spring are exceedingly low, and any blocks of goods held for sale in the east have been soon picked up. A feature of the year's trading has been the considerable amount of business transacted with the Americans, particularly in Wisconsin peas, and Baltimore potatoes.

ONTARIO MARKETS

POINTERS—

Dried Peaches—Firm.

Canned Salmon—Steady.

Currants—Firm.

Toronto, May 17.—The most marked feature in the grocery market during the past week, according to several wholesalers, has been the decided lack of demand for sugar. This was not regarded as unusual some time ago, immediately after the country had taken on heavy supplies, but a considerable time has now elapsed and with the advent of fruits such as berries and pineapples, dealers were looking for sugar to move again. However, the trade has been decidedly quiet which would evidently go to show that dealers have not as yet reduced stocks as low as they wish. Outside of this, business is reported by wholesalers to be quite satisfactory, the demand from both country and city comparing favorably with that at this time in other years. Collections might

be better, according to report. "Good in spots," remarked one dealer.

Sugar.—The sugar market is stationary. Raws, while they have made little headway over a week ago, are steady and barring any unfavorable news from the primary points, will probably continue strong. The estimates of the total Cuban yield still differ considerably.

Extra granulated, bags	4 70
" " 25 lb. bags	4 80
Imperial granulated	4 80
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup and Molasses.—The coming of warmer weather generally means a slackness in the corn syrup trade, but business is reported as quite satisfactory for the season. Maple syrup is also receiving attention. Molasses is inclined to quietness on this market. Barbadoes reports that the total of the crop this year will be about the same as last year and that the amount to be exported is growing gradually smaller.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ½ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03½	New Orleans, medium	0 30 0 35
Quarter " "	0 03½	New Orleans, bbls	0 28 32
Pails 20½ lbs. ea	1 70	Barbadoes, extra fancy	0 45
" 60 " "	1 20	Porto Rico	0 45 0 52
		Muscovado	0 30

Dried Fruits.—Raisins, especially seeded, are firm at the advance noted last week, while the condition of supplies in both prunes and evaporated apples are well known by the dealer. It has been pointed out before that the scarcity of prunes and evaporated apples had thrown the weight of demand on peaches, and that these would likely rule firm. It now looks as if this would be the case. Although the crop last year was comparatively larger than many other lines of dried fruits, these goods seem to be getting into rather small supply, and should bear attention. Holders of currants in the primary markets are not disposed to make any concessions in regard to price and that fruit continues in its firm position. Trade in the different lines, considering the high prices, is quite good.

Prunes—			
30 to 40, in 25-lb. boxes			0 17
40 to 50 " "			0 16½
80 to 90 " "			0 12½
90 to 100 " "			0 12
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes			0 18½ 0 20
Fancy, " "			0 20 0 21
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 12 0 12½
Dried apples			0 09 0 09½
Evaporated apples			0 15
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08 0 08½
Seeded, 1 lb packets, fancy			0 09 0 09½
" 16 oz. packets, choice			0 08½ 0 09
		Sairs	0 05
Dates—		Package dates, per 1 lb	0 06½ 0 06½
Hallowees—			
Full boxes	0 05½ 0 05½	Fards choicest	0 10 0 10½

Tea.—Teas, especially Ceylon, which has a large consumption in Canada, are firm. While the Japanese ruling has not as yet had any effect, still it has helped in creating a firmness generally in tea. The new Japanese crop is opening and cables so far have been higher, but the general situation, it is said, cannot be based on these early reports which may not reflect the true condition of the crop as a whole.

Coffee.—Prices on the local market are steady and unchanged with trade fairly active.

Rio, roasted	0 18 0 20	Mocha, roasted	25 0 28
Green Rio	0 15 0 16	Java, roasted	0 27 0 32
Santos, roasted	0 29 0 22	Mexican	0 25
Maricaibo, "	0 23 0 24	Gautemalo	0 22 0 24
Bogotas	0 23 0 25	Jamaica	0 20 0 22
		Chicory	0 12

Rice and Tapioca.—Tapioca is steady at the higher prices quoted last week, which seem to be well warranted by the condition of the primary markets. Sago is also firm. The primary market in rice is rather unsettled. Local trade is only normal.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 00

	Per lb.		
Rice, stand B	0 03½ 0 03½	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½ 0 03½	Tapioca—	
Patna	0 05½ 0 06½	Bullet, double goat	0 08
Japan	0 04½ 0 06	Medium pearl	0 06 0 06½
Java	0 06 0 07	Flake	0 08
Carolina	0 10 0 11	Seed	0 06 0 06½

Spices.—Trade continues normal for this season of the year. The market taken generally is strong. Cloves are firm, as are also peppers, while allspice, ginger, mace and nutmegs are steady at present quotations. It will be sometime before the yearly increase in trade begins to be felt, but dealers are apparently satisfied with the business being transacted now.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. do	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 80
Mace	....	....	0 80	....	2 75
Nutmegs	....	..	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 80
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts.—Prices are steady at the slightly higher prices noted last week. Brazils are holding steady at present quotations. Trade is normal for the season of the year, some houses reporting a brisk demand for shelled varieties.

Almonds, Formigetta	0 15	0 16
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	0 14	0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12½

Beans.—The situation in beans is practically unchanged,—prices for the best quality being quite steady.

Prime beans, per bushel	1 90	2 10
Hand picked beans, per bushel	2 10	2 25

Olive Oil.—The Wine and Food Export Journal of France, says of olive oil: "The manufacture of "extra" olive oil has not increased to any great extent. The present temperature is doing a great deal of good to the olive orchards and the remainder of the crop will doubtless allow of a greater amount of the superior oils, quotations for which are still firm, the only easiness in prices being in those for quite secondary oils."

MANITOBA MARKETS

Winnipeg, May 18.—Perhaps no better illustration of the progress of the entire west, and the general optimistic feeling prevailing could be given than a review of the western grocery trade, for the twelve months preceding this date. In every line of groceries the history has been one of steady advance in the volume of business transacted, from month to month during this period. Money has been fairly plentiful and all the wholesale houses have been, and are very optimistic regarding the progress of the west, and the chances of a good crop this year. Prices prevailing in many of the lines have been considerably higher than last year, and while wholesalers have by no means been lenient with the retailers they have not pushed delinquents too hard.

Optimism is the great factor in the upbuilding of the west, and this is noticeable on every hand. Last year in spite of the fact that considerably increased stocks were obtained the majority of the lines were underestimated rather than overestimated, with the result that this spring buyers were on the general scurry to replenish stocks, that under normal trade conditions would have lasted the entire season.

Dried Fruits.—The dried fruit situation this year was an entirely unique one, and one that is not likely to occur for many years to come. Prices prevailing throughout the entire year have been extremely high, various unavoidable circumstances having controlled conditions. At the commencement of the season, prices were moderately low, and the majority of the buyers went in for limited supplies. This was done in the face of a fairly light crop, but which under normal crop conditions in other countries would have been quite sufficient for the home demand. A world

wide scarcity, however, was soon found out to be existing, and Europe became a very heavy drawer from California, the home of the local supply. The market consequently was soon bare and prices advanced rapidly. Notwithstanding the fact of the inconvenience experienced by jobbers in short stocks, a good profit was made by local houses on the advance. The Mediterranean dried fruit market owing to the world wide scarcity of other lines of fruits had to advance in sympathy. Currants opened up at fairly high prices and continued to advance slightly during the whole year. The price prevailing during this period was about one cent per pound higher than preceding year's highest price. Raisins were higher than last year, showing also a steady advance all through the season. Figs opened about the same as previous year, and while a stronger market prevailed the advance was not as marked as in currants and raisins.

Smyrna Sultana raisins, uncleaned, per lb	0 13½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 [illegible]
" " choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 08½

Prunes—			
25lb. bx, 90-100, lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		
Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 09½
Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09½	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10½	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 17½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Evaporated Apples.—Much has already been written regarding the condition of this line during the year. A steady advance in prices took place until stocks became so depleted that practically none can be obtained anywhere. Short crops in the east and an increased export trade are the causes attributed to present conditions.

Sugar.—The sugar market adopted practically the same tactics as the other lines. A steady advance has been in existence since last fall except for a decline of five cents per hundred pounds which occurred a couple of weeks ago. The margin of profit on sugar is extremely small, and many years jobbers come out with a deficit instead of a profit. This year, however, no money was lost in handling this line on account of the advances. The natural result is that wholesalers are wearing "the smile that won't come off."

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" in ½-bbls	6 10
" " in 100-lb. cases	6 00

Syrup.—The syrup market has been likewise on the advance. Owing to the scarcity of dried fruits there has been an exceptional run on this line this year, and while advances have not been as frequent as in other lines, yet the recent advance of 15 cents per case within the last month, brings the relative advance pretty well up to the average.

Coffee.—The coffee market has been rather of an erratic nature, due to manipulation. During the latter part of last year the market was decidedly bullish, advancing from day to day. For the past six weeks, however, a reaction has set in, and a gradual falling off in price has been the order of the day. While the weakness has been general the decline has not been marked to any very great extent, present prices being only about ½ cent lower than the high point six weeks ago. Prevailing prices, however, are about sixty per cent. higher than at this period last year. Manipulation of the market, as has been explained time and time again, is the cause of all this evil.

Coffee, standard Rio	0 14½
Coffee, choice	0
Coffee, extra choice	0

NEW BRUNSWICK MARKETS.

St. John, May 18.—There were few changes of importance in prices on the local market during the past week, although an advance was noted in the price of flour. The best brand of Ontario medium jumped from $5.05 per barrel to $5.20, and the corresponding brand of Ontario full patented advanced in price from $5.25 to $5.40. Wheat still maintains a very strong position.

There is a marked scarcity of dried fruit, and prices hitherto unheard of on the local market, are being asked. It is practically impossible at present to secure evaporated apples. Fourteen cents was the price at which the last sold here, but a much higher figure would probably be asked for any that might now be offered for sale. An advance from eleven to twelve cents was noted in evaporated peaches, while raisins are also higher in sympathy with other dried fruits. Although there has been no change in the price of raisins, it is expected that the quotations for next season's goods will be considerably higher. Egyptian onions have declined from one-quarter to one-half cent per pound. Pork and beef are a little easier also.

NOVA SCOTIA MARKETS.

Halifax, N.S., May 18.—An increase of five cents per hundred pounds in the price of all grades of sugar, and an advance of one cent per dozen in the price of eggs are the principal changes in the local market this week. Extra standard granulated sugar is quoted at $4.75, United Empire $4.65, and bright yellow $4.55.

Low prices still prevail for pork products. Pork is about $10 less per barrel, and beef $6, than at the same time last year.

California dried fruits continue firm, with a good demand and stocks light.

A record price was paid for apples here this week. A few barrels of choice Northern Spies reached the market, and they sold from $7 to $8. This is the highest price ever paid for apples in this vicinity. The stock was choice, having wintered well.

During the present week navel oranges have been advanced 25 cents per crate. They are quoted at $3.75. Jobbers report a good demand for oranges.

There is a marked improvement in the quality of bananas arriving on the local market. The fruit is larger and of finer quality, and are quoted $2.25 to $2.50 per bunch. Pineapples are $4 to $4.25, and grape fruit $3.50 per case. The receipts of cucumbers are larger, and the price has dropped to 7½ cents each. New cabbage are now on the market, and are quoted $2.65 per crate. Rhubarb is also down, selling at 8 cents per pound. Bermuda onions are easier at $1.75 per crate, a drop of 25 cents.

Stocks of potatoes are rapidly growing smaller, but there are no changes in price, which is $2.50 per bag.

Another cargo of molasses arrived here this week. The schooner Ainstie from Barbadoes landed 200 puncheons, 30 hogsheads, and 141 barrels.

Apples, bbl.			
Winter stock	4 50	7 00	
Butter—			
Creamery prints per lb			0 29
Creamery solids per lb	0 26½	0 27	
Dairy, tubs, lb	0 23	0 24	
Bacon			0 18
Bananas	2 00	2 50	
Beans, per bus	2 05	2 10	
Cornmeal, bag	1 35	1 40	
Cream of tartar	0 30	0 32	
Canned goods—			
Beans		1 00	
Corn		0 97½	
Tomatoes		1 50	
Peas, std		1 20	
Peas, early June		1 25	
Corn beef, 1's		2 00	
Corn beef, 2's		3 35	
Cocoanuts, 100		5 00	
Eggs, new laid		0 19	
Flour h. wheat per bbl	6 15	6 20	
Flour, Ontario blends, bbl	5 00	5 10	
Rolled oats, bbl	5 00	5 10	
Fruits—			
Lemons, Messina	2 75	3 50	
Oranges—			
Valencia oranges	4 50	5 25	
Cal. navels		3 75	
Rolled oats, bbl	4 80	4 90	
Pork, American per bbl		21 00	
Pork, clear bbl		22 00	
Hams smoked		0 16	
Lard		0 16	
Molasses, fancy Barbados, bbl.	0 29	0 32	
Potatoes, bbl		2 75	
Onions, Egyptian per lb		0 03½	
Bermuda, crate		2 00	
Onions, Can., 75 lb. bag		1 40	
Raisins, Val		0 08½	
Sugars—			
Extra Standard, granulated		4 75	
Austrian granulated		4 [illegible]	
United Empire		4 65	
No. 1 yellow		4 55	
New cabbage, crate		2 65	
Tomatoes, crate		3 25	
Rhubarb, per lb		0 08½	
Cucumbers, ea		0 07	
Cheese, twin, old		0 15	
Cheese, twin, new		0 14	
Pineapples, crate	4 00	4 25	

JUST GOING TO.

There is a surplus of men in the world who are "just going to" do things. They are going to start a system or develop a line of work that will accomplish wonders. That is as far as many get. It's the man who does things, who delivers the goods, who is in demand.

DID IT PAY?

Are You Going to be Stung Again?

Mr. Retail Grocer:—

Don't you remember the time when your shelves were full of shop-worn and unsalable Breakfast Foods? Are you going to permit the same thing to be repeated?

There is a smooth salesman coming around to see you. Maybe he has called already.

He is a generous, big-hearted cuss.

He is going to give you a present of a case of goods, or else a generous rebate, which amounts to the same thing.

All that he wants you to do is to buy two or three times the amount of Breakfast Food that you need.

Not very good business is it?

The bright Grocer fully understands that when he stocks **KELLOGG'S TOASTED CORN FLAKES,** he is sure of a clean, steady sale of the goods, a nice clear profit of over twenty-six per cent.—in addition to the unique Coupon Deal, and absolutely no stale, unsalable goods left on hand.

Why then bother with imitations?

Handle and push the only genuine

TOASTED CORN FLAKES—KELLOGG'S

MADE AT LONDON, CANADA

How Clerk Won Through to Independence

Story of Boy Who Was Rewarded by Clerkship for Earnest Endeavor to Sell Goods While on the Round—Luck and Laziness Not to Go Together—The Taking Into Partnership — The Fire—Persistence Wins Big Reward.

By One Who Was One

"LUCK and laziness do not go together. The man who climbs must prove himself and know when to grasp his opportunities. The best advice to a young man is old and simple. Let him get knowledge and understanding. Let him determine to make the most of himself by doing to the best of his power such useful work as comes his way. There are no new recipes for success in life."

Such is the advice given to him who would attain greater things, by James J. Hill, the railroad man, who controls 20,000 miles of railroad in the United States and Canada, and who made his start in life behind the grocery counter in a small Canadian village.

Born in a log house at Rockwood, seven miles east of Guelph, Ontario, young Hill at the age of fourteen, owing to the death of his father, was forced to give up school and help support his mother and her six children. He secured a position in the village grocery store. His pay was one dollar a week. However in his first position he proved his worth and his salary was raised to three dollars a week.

We cannot all be James Hills. Opportunities presented to him and which he grasped are such that we cannot hope for. But we can, by following along similar lines, attain much greater success in life than will be ours if we are content to but drift along through life without any definite object in view.

To the young man who is willing to apply himself diligently to the work, the grocery business offers as good a chance as any other commercial endeavor. The young man who shows industry and determination will not long stand on the bottom rung of the ladder. He must first of all have the ambition to mount to heights above, but where is there a young man who has not? In the grocery business, even the youngest delivery boy has dreams of the day when he will be manager or owner of a business. Every boy builds these castles in his youth but it is only the ones with determination who ever reach those dreams in reality.

Hills of Incessant Labor.

How then may the young man in the grocery business hope to succeed? By giving careful study to the business in which he is engaged, by making a study of his goods, methods of salesmanship, and methods of management, but above all by having a determination to prove his worth. Some day he will look back with satisfaction upon the steep path up which he has traveled.

The road to success in the grocery business as in any other walk of life leads up over the hills of incessant labor and down through the valley of obstacles, but constant application and endeavor will in the end lead the ambitious youth to the position he desires. Rome was not built in a day, and the young man in the grocery business cannot expect to achieve great things in a short time. But he should remember



Cultivating a Business.

that others before him have succeeded, and that there are excellent chances for him to do as they did.

Another incentive to the clerk in this country is the fact that all our leading merchants are self-made men. They are those who have by diligent application raised themselves from the ranks. Scores of business men could be mentioned in this country who once stood behind the grocery counter in the position of the clerk, and many of them did not even have the advantages that most clerks of to-day have. But they have succeeded and you can do the same.

"That man started to work for me just 15 years ago as delivery boy," said a merchant the other day, referring to a man who is now proprietor of three stores and with bright prospects ahead.

"I have been greatly interested in him and have been closely watching his steady advance."

Started Pretty Small.

"I remember he started in with me at $2.00 per week and from the first showed his ability and determination. He was very careful in his delivering, seeing that every parcel was put down at the customer's home in proper condition. But what impressed me most at the first were his attempts to get business. When he was out delivering, he often used to get quite large orders, which other boys had never tried to secure, as they figured they would have to deliver them again and had no particular liking for it as it was done by means of a push cart. However, he was different and had not been with me long until I recognized his value in selling goods and promoted him to clerkship. He made friends quickly and was on intimate terms with all the customers. He had ideas of his own and was constantly bringing out some new method of getting business.

"The first spring business got very dull and for a time he kept busy dusting and cleaning until everything was perfect. He then conceived the idea of going out and hunting up business. Having received my consent, he started out, and succeeded in keeping trade quite brisk. He stayed with me four years and by that time knew the business as well as I did, and was just as much concerned about the amount of business and profit.

Offered Partnership.

"He went to a little larger town and entered the employ of a grocer there. He clerked for him over a year and then the grocer recognizing his ability offered him a partnership. There was a total of $2,400 in the store, and while he had saved $800, he did not like to take a third interest, so he came to me and I made him a loan of $400, so that he could get a half interest in the business. For security he gave me a mortgage on his portion of the stock. In three years the two had moved into larger quarters and considerably increased their stock and volume of business. His partner at this time was offered a government position and so the young man had the chance of taking over the business himself which he was able to do with the money he had saved.

Burnt Out.

"A good manager and salesman and with a thorough grounding, now with the reins in his own hands, things began to look bright. However, there are obstacles which every man runs against and about a year after taking over the business he was burnt out, and though he carried insurance, it did not completely cover his loss.

"He was not discouraged though, the reverse seemingly serving to make him put forth still greater efforts. He opened up again in another district where competition was keen. He saw that if he were to succeed, he must have some feature, so he opened up an ice cream parlor in connection with his store and the two combined boomed trade for him. He had soon regained the ground lost by the fire

SPECIALS

STRAWBERRIES

"MONARCH" BRAND IN HEAVY SYRUP

Sanitary Cans - - - $1.40 per doz.

ONLY FIVE CASES TO ANY ONE BUYER

APPLES

FINEST QUALITY

3s. - - - - - $1.20 per doz.

DRIED FRUITS

Nonpareil, Choice Peaches	25s. -	12
" " "	50s. -	11½
Evaporated Apples -	50s. -	15
Comadre Figs - - - - -		3¾
Natural " - - -	28s. -	3¾
Monarch Fancy Seeded Raisins - -		8¾
Floresca " " " - -		8¼
Jay Ef Choice " " - -		7¾
Easter Lily, Choice Seeded Raisins - -		8
Payne's Selected Layer Valencias -		6
Luscious Seedless Muscatels	50s. -	7½
Apricots, Choice - -	25s. -	17
" " - -	50s. -	16½
" Fancy - -	25s. -	18

H. P. ECKARDT & CO.

Wholesale Grocers

Cor Front and Scott Streets :: TORONTO

The Latest News From Trade Centres

FOREST CITY NEWS.

London Retail Grocers' Association to Have Moonlight Excursion.

London, May 18.—At a meeting of the Retail Grocers' Association, held in their hall last Tuesday evening, it was decided to run a moonlight excursion on June 7th. They have chartered the steamer "Forest City" for a two hours' sail on Lake Erie, and have also engaged an orchestra for dancing. No doubt a large number of the clerks and their lady friends will enjoy this part of the program.

The matter of the annual excursion was left over for a special meeting to be called by the president.

A resolution of condolence with the widow of the late J. A. Tucker was passed and order to be spread on the minute book; a beautiful floral wreath was sent by the association. The President, Mr. Norman McLeod, Vice-Pres. G. B. Drake, and Treas. Thos. Shaw, represented the association at the funeral. Mr. Tucker was a valued member of the association ever since its inception and he will be greatly missed. He leaves a wife and two young sons, to mourn his loss.

PAID RENT WITH NAIL-PULLER.

Retired Grocer Recalls Old Time Economies.

St. Louis, U.S.A., May 18.—"When I was in the grocery business," said John Mischel, retired grocer of this city, "I paid my rent by using a nail puller. I did it by saving all the boxes and barrels and selling them at the end of the month or so. I could sell them at a good profit because I did not take a hammer or hatchet and knock the heads in or rip off the lids, but because I used a nail puller and extracted the nails in the right way, without injuring the heads or lids."

"Success in the grocery business," he continued, "comes from watching the business end and taking care of the little things. You have to watch the business if you want to make money.

"I always counted the fish I got and always counted the pickles too. I often found shortages in both, and saved money by doing it. Many grocers fail because they do not watch these 'little things.'"

SELLING POWER OF A WINDOW.

Montreal Dealer Clears Out a Line of Figs.

Montreal, May 18.—The selling power of a window was well exemplified on Saturday in the grocery store of John Robertson & Son, St. Catherine Street, West. A special sale of figs was put on for the purpose of clearing out a stock the house decided to get rid of. The figs in boxes were given a prominent portion of the window, and a show card placed beside it. The announcement not only included the price but also a reference to the quality of the fruit. The price was reduced to half the usual figure, a fact that was not overlooked by the public. The result was a sale of between 300 and 400 boxes during the one day. It was learned that on a former occasion a special sale of that kind resulted in a sale of about 700 boxes. Of course the price was an allurement but the card was invaluable.

FINES FOR LAW-BREAKERS.

St. John Council Makes Early Closing Compulsory.

St. John, N.B., May 18.—For several years past in this city, it has been the custom among the retail grocers to close their places of business each evening at 7 o'clock, with the exception of Saturdays or nights before holidays, when the closing hour was generally extended three or four hours. In years gone by this rule has been abided by only through the honor of those engaged in the business, that is, the grocers kept their word to close at 7 p.m., although they were not compelled to do so.

At a meeting of the municipal council this week, however, it was decided to proclaim early closing as law, and to subject merchants in all branches of trade to a fine of $40 for closing later than the stated hour of 7 o'clock, except on Saturdays or evenings before holidays. Of course this law will make but little difference with the grocers, other than that they will now be compelled to clase early, whereas formerly, they did so voluntarily. The law will probably become effective about the first of June.

FIRST USED WAGON IN ST. JOHN.

St. John, N.B., May 18.—A. S. Sprague, who has conducted a grocery store in Main street, for thirty years at the same stand, has sold out his business to Messrs. Robinson. Mr. Sprague has been very successful since starting in business with the late John Souther, thirty years ago, and recalls with interest, old-time customs in contrast to modern methods of selling goods. Mr. Sprague was about the first grocer in the northern section of the city to use a delivery wagon to convey goods to his customers, at that time a sloven being the chief vehicle employed, and used only for carting heavy goods.

THE VALUABLE SALESMAN.

The salesman is much more valuable if he is able to make suggestions that will assist customers. Women do not know just what to order at certain times, and it is well that the clerk be able to make some good suggestions. Just at this time of the year the housewife finds herself in somewhat of a quandary in the matter of having something different for the meals each day. Often a customer will say: "I don't know what to get for a change to-day. We are tired of tomatoes and corn, and there seems nothing to take their place." If you are able to suggest some different line that she would like, such as beans or peas, she will be very thankful. At other times they will want a change from the dried fruits for pie filling. Here is your chance to suggest canned pumpkin or apples, lemons or babanas, or perhaps you have a prepared pie filling on your shelf that she would like. At other times she is preparing for a luncheon or other similar affair and would appreciate any advice which the clerk could give in this line. The trouble with many clerks is that they know nothing about these matters, and are therefore unable to make any intelligent hints to the buyer. It is, however, part of their business to learn this and they will make themselves much better salesmen if they will give a little thought and study along this line. Merchants would do well to take the lead in this and set an example to the clerks.

SELLING POWER OF LIGHTS.

It may cost some to light a store properly. It should also be remembered that it costs still more to leave it half lighted. A well-lighted window or interior helps a great deal in the making of sales.

A well lighted store in a block of poorly lighted places of business will generally get the bulk of the trade. It stands out like a beacon and has a peculiar attraction for customers.

It also shows the goods up much better. Take for instance a display of pickles in a window. With a poor light, the passer-by can recognize that they are pickles but cannot read the brand on the bottle, or other little details. With the well lighted window, in addition to the mere display, the strong light is reflected back by the bottles, and the brand and price card can be distinctly read. A much better impression is made on the customer.

After Forty Years

One of the most successful retail grocers in Canada, whose business capacity has enabled him through all the varying conditions of over forty years to keep steadily on the highway of success, building one of the largest retail trades in the Dominion and accumulating a large fortune, said to the writer the other day, "Cheap trade is no good to any man. It doesn't stick. Quality of goods and quality of service are the two things to consider in the grocery business."

Practical advice, this, and it applies especially to tea.

In **RED ROSE TEA** you have quality that has made it a standard among tea experts, and this, combined with such efficient service, has won and holds the confidence and co-operation of the trade.

Your customers cannot buy tea of better quality than Red Rose.

Try recommending it.

Red Rose Tea

"is good tea."

BRANCHES—
7 Front St. East, Toronto
315 William St., Winnipeg

T. H. ESTABROOKS
ST. JOHN, N.B.

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from $8.50 up.

Write us for Catalog.

THE POULTRY & SUPPLIES SALES CO.
109 Place Youville MONTREAL

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
Established 1886
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

When writing advertisers kindly mention having seen the advertisement in this paper.

CHEVALIER, POULIOT & CIE.
Wholesale Grocers
Proprietors famous "Congo" Brand Guaranteed Goods.
Correspondence Solicited. Address us at
JOLIETTE, QUE.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

The
Condensed Ad.
page
will interest you

LAING'S

This is the name to look for on provisions you sell. It is the guarantee of high quality. For years **Laing's**

Hams and Bacon

have enjoyed the very highest of reputation, simply because the packers never allowed quality to deteriorate. **Laing's** experience, combined with careful attention to smallest details, ensures excellence.

Experts do the selecting and curing of all Hams and Bacon.

For pleased customers sell **Laing's**

"Meats that Satisfy"

Also keep on hand a good stock of

Laing's Canned Meats

Laing's Lines are carefully packed, Government inspected, and guaranteed as to quality. A full range is packed.

Laing's Compound Lard Excels. Same price as others but of a perfection all its own.

Our Monthly Price List is very complete and full of valuable information.

Free to dealers for the asking.

THE

Laing Packing & Provision

COMPANY, LIMITED

MONTREAL

-L-A-R-D-

It looks very much like higher prices for lard. There is not so much being made, because live hogs are lighter in weight, and there is a good demand for pure lard. We do not think you can go astray if you buy at present prices.

F. W. Fearman Co. LIMITED

HAMILTON

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Provisions Decline at Montreal

Supplies There in Excess of Requirements — Other Markets Rule Fairly Steady—United States Markets are Slightly Easier—Old Country Markets Quite Weak Yet — Butter is Easier Under Increased Supplies—Eggs Showing a Somewhat Similar Tendency.

Canadian live hog markets have ruled steady to a shade easier. Provisions in Montreal have seen a general decline in prices, owing apparently to the accumulation of supplies on hand. The Old Country market for bacon is as yet quite weak. The western states' hog market ruled higher last week, owing chiefly to moderate supplies, but was slightly lower at the beginning of this week under liberal arrivals.

One authority says: "It looks like a moderate run and a steady market the rest of this week, but we expect a pretty heavy run again next Monday. Think there are plenty of hogs to supply the demand, and do not believe that prices will make any permanent advance for a few weeks yet; in fact, we are likely to see another decline just as soon as runs increase, but feel that prices will not go any lower than they did last week."

The general tone of the butter market is also towards easiness. The arrival at most centres continues large, the production at many points exceeding that of the same period last year. With the prospects for the production of butter good, it does not appear as if higher prices should be seen for a short time. However, the heavy demand from the West and the Pacific Coast which was felt a few weeks ago might at any time relieve the producing centres of any surplus. Present makes are not such as to allow storage, full grass butter not having yet started to be made.

Eggs are unchanged to a shade easier under steady receipts. While stocks at some centres have been stored in limited quantities others feel it unsafe with talk of reciprocity to store supplies at present prices. Some United States houses are offering eggs which they will hold in storage until any time up to January next and lay them down at Canadian points at a lower figure than eggs can be stored here at present.

The new make of cheese is increasing and prices exhibit a slightly easier tone. Old cheese, however, is very limited in quantity and prices are firm.

MONTREAL.

Provisions.—Owing to supplies being in excess of requirements, a general decline in prices was felt this week. Some lines of barreled pork have declined $1 to $1.50 per bbl.; pure and compound lard is off and so are hams. The market for live hogs was somewhat weaker. Dressed remained the same. Demand for pork products is fairly good, but supplies have apparently been creeping ahead.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10½
Cases, tins, each 10 lbs., per lb	0 10½
" " " 5 " "	0 10⅝
" " " 3 " "	0 10¾
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10
One pound bricks	0 11
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09⅜
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09⅝
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09¾
Pails, tin, 20 lbs. gross, per lb	0 09
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09¾
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	21 50
Clear fat backs	23 00
Heavy flank pork, bbl	20 00
Plate beef, 100 lb bbls	8 25
" 200 "	16 00
" 300 "	23 50
Boiled ham, small, skinned, boneless	0 21
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 12
Medium sizes, 13 to 18 lbs., per lb	0 13½
Extra small sizes, 10 to 13 lbs., per lb	0 15½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 17
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	6 65 6 85
" dressed, per cwt	9 50 9 75
Country dressed hogs, per cwt	8 00 9 00

Butter.—The production of butter shows larger figures than those quoted for the same season previous year. At country points prices are easier and the general market is in the same direction in sympathy with the tendency at country points.

New milk creamery	0 23
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 20

Eggs.—The market is unchanged in price, but the general tone is easier owing to the heavy receipts coming in. The demand continues good.

New laids	0 19 0 20
Selects	0 22 0 23

Cheese.—The local market is easier in tone. The make of cheese is increasing, but the season is considered several weeks late. This is especially true of parts of Ontario.

New make	0 13 0 14
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—On the surface, the provision market appears featureless this week. Prices down the whole list are unchanged from a week ago, and whether temporarily or not, the decline in live hogs has halted. Higher prices were paid by some packers towards the latter part of last week, but are again this week announced at last week's opening price, namely $5.75 at country pointsf The Old Country bacon market is still reported quite weak.

Long clear bacon, per lb	0 10½ 0 11
Smoked breakfast bacon, per lb	0 16 0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 17½ 0 18½
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	23 00 24 00
Lard, tierces, per lb	0 10 0 10½
" tubs "	0 10½ 0 10¾
" pails "	0 10¾ 0 11
" compounds, per lb	0 09¾ 0 10½
Live hogs, at country points	5 75
Live hogs, local	6 05
Pressed hogs	8 50 9 00

Butter.—The tendency is toward easiness again under continued heavy shipments, especially in creamery which is down another cent. Supplies are not of a quality to allow storage, and with the demand not measuring up to arrivals, an easier feeling is only natural. Dealers are not at least looking for higher prices, while if heavy shipments continue, there is danger of further easiness in the market.

	Per lb.
Fresh creamery print	0 22 0 23
Creamery solids	0 20 0 21
Farmers' separator butter	0 19
Dairy prints, choice	0 18 0 19
Fresh large rolls	0 18 0 18½
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 17

Eggs.—Eggs are unchanged to a shade easier. There is a fair arrival. Some dealers are storing stocks, while others regard it as a gamble to do so at present prices, in the face of the pending reciprocity proposal. "Prices will have to come down to a level with United States prices," said one dealer. "Eggs are being offered at St. Paul and other Western United States' markets, by firms that will store them until January next, supply cases free and lay them down here from ¾ to 1 cent. below the price that they can be stored at here now."

New laid eggs	0 19 0 20

Cheese.—New cheese is slightly easier and prices have been shaded ¼ cent. per pound. Trade is not overly brisk in any make of cheese, as new is not ready for present use and old is in small supply and high in price, from 14½ to 15 cents being asked.

New cheese—		New twins	0 13
Large	0 12½	Stiltons	0 14½ 0 15
Old cheese	0 14½ 0 15		

Poultry.—"Decidedly quiet at unchanged prices" is the report in regard to poultry.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

The Real Meaning of the Word Quality

Typical Instances How One Dealer Continually Realized on His Excellent Service—Man Who Got Things That Were Wanted—Man Who Delivered But Once a Day, and Lost Nearly All His Customers.

By James Simpson.

THE meaning of the word "quality" in the grocery store goes farther than the handling of high grade goods for it also pertains to the kind of service that the store gives to its patrons. The quality of "treatment" which a store gives to its customers decides to a large extent the patronage which that store shall receive.

If Jones and Smith, two grocers on the same street, can buy goods at the same price and on the same terms, they should be able to sell those goods at the same figure. The getting of trade then resolves itself into which store can give the best service to its customers.

A lady customer was about to visit, a grocery store to order some goods. There was one article of which she was doubtful whether the grocers in her neighborhood kept or not. She said: "I will go to Jones'. If they haven't it, they will get it for me."

Realizing on Service.

There was a case in which the grocer had realized upon a reputation for trying to give the best service to customers. It resulted in bringing a customer by another grocery to his store. If he had not impressed this customer with the service he gave customers, she would likely have stopped at the first store she came to.

The writer was in a Winnipeg home not long ago when the housewife was sending a youngster to the store for a parcel of goods. "You had better go to Smith's," she said. "They take more care in wrapping up the parcels. You will not be so apt to break it on the way home."

Thus Smith by his care in wrapping up goods had gained this woman's favor.

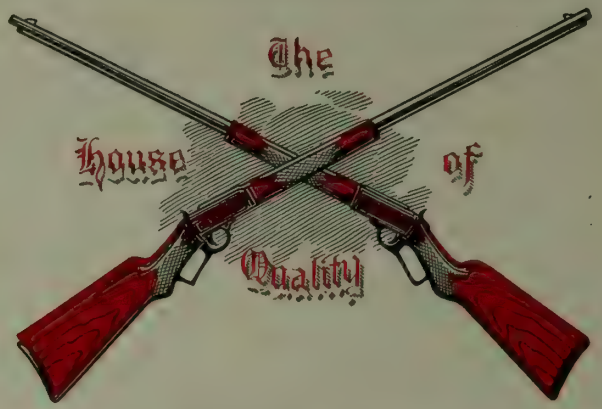
One Who Knew.

But Smith showed himself a person who knew that service counts. When the younster asked for the goods—50 cents' worth of sugar—Smith sent one of his clerks back with the youngster to carry the parcel. Thus he made a still better impression on the customer, and she remarked: "I like to deal at Smith's. He always tries to please his customers. I went down to Johnson's one morning last week and ordered some goods and he did not send them up until late in the afternoon, and when he did get them here, the parcel of cornmeal was broken open and quite a bit of the contents lost. When I pay for goods I like to have them delivered in proper condition."

The matter of delivery is another important factor in the grocery store's service. The store that can have goods delivered shortly after they are ordered is the store that will attract customers.

Delivered Once a Day.

A merchant several months ago decided that he would deliver only once a day. He thought customers were requiring too much of him by asking for goods to be delivered at all hours. In a month he found that many of his best customers were making a large reduction in their purchases. He began to enquire the reason and found that they were ordering from him only those goods which they were not in a hurry for, while when they wanted goods at once, which was quite often, they ordered from the dealer who gave prompt delivery. It was only because he had an old established trade that he held even the partial trade. After considering the matter again he decided that he would go back to the old method of delivering three times a day.



Where the famous 'Pon Honor food products are manufactured under Government Supervision.

Some of Our Specialties :—

"MAPLE LEAF" Breakfast Bacon, put up also wafer-sliced in fancy pound cartons.
"QUALITY" Breakfast Sausage in fancy pound cartons.
"QUALITY" open kettle rendered **Pure Leaf Lard.**

Our regular lines include all kinds of Pork and Beef Products, farm and dairy Produce.

ALL QUALITY GOODS.

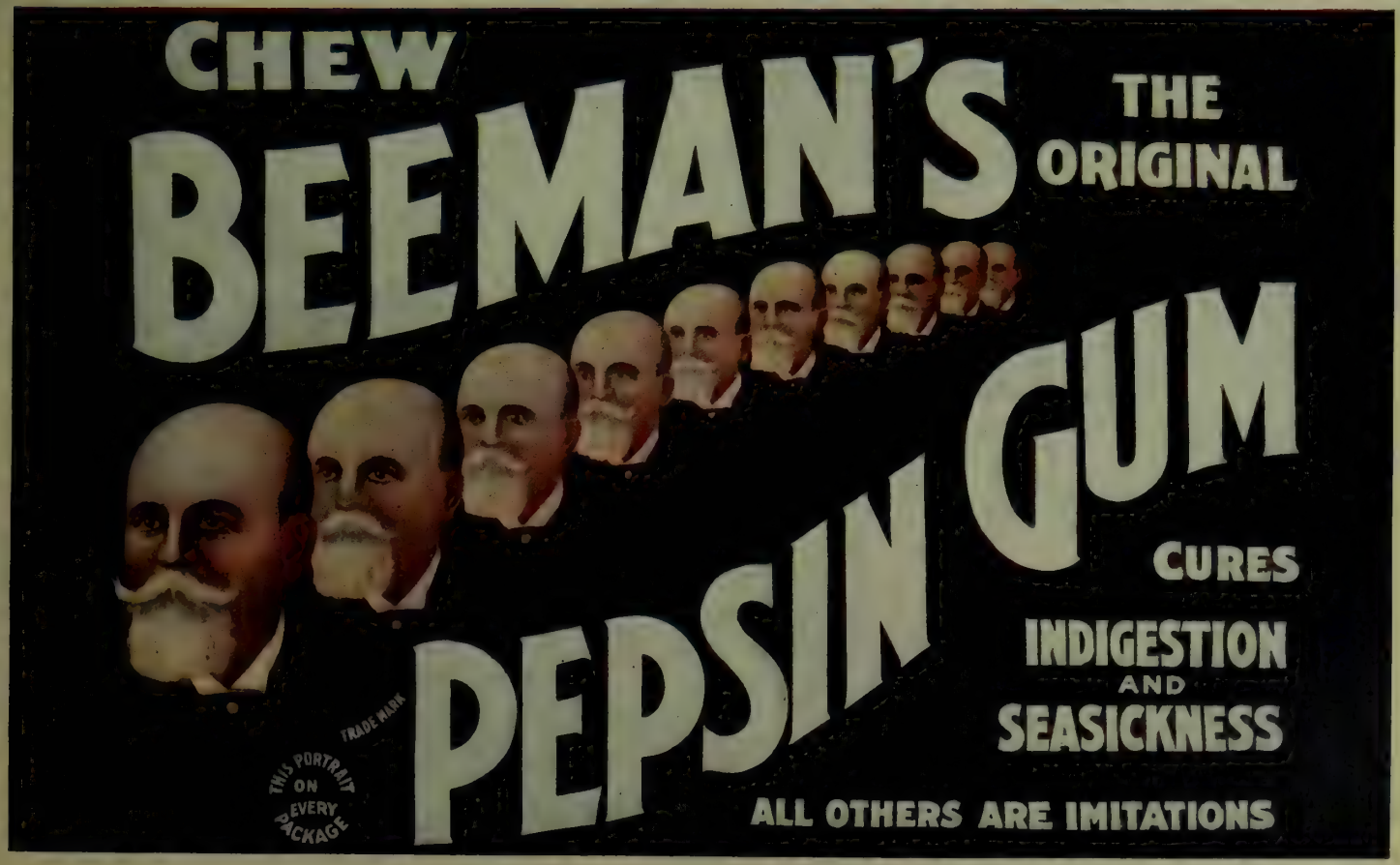
GUNNS LIMITED

Pork and Beef Packers TORONTO

WATCH for these on the Bill Boards!



WATCH and see that you have them in Stock!



WATCH your profits accumulate!

Flour, Pork, Grain,
Smoked Meats
AND
General Provisions
ALSO
Hay and Oats
GEO. TANQUAY
LOWER TOWN : QUEBEC

R. F. CREAM & CO.
General Brokers and
Commission Merchants.
Flour, Grain, Provisions,
Teas and General
Groceries
75 Dalhousie St., Quebec, P.Q.

If you want the best
Butter, Eggs, Cheese,
Hams and Bacon
communicate with us. Our prices are right. It will pay you.
EDMOND & COTÉ
22 St. Peter St., QUEBEC

L. E. Dastous & Co.
Grain and General Brokers
Sherbrooke, - Quebec
SPECIALTY { Sugars and Dried Fruits
Correspondence solicited from foreign shippers

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C STEWART, Halifax



A REVOLVING
DISPLAY STAND
Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.
LET US TELL YOU ABOUT IT.
George Bonnycastle, Winnipeg, Canada

NO CHEMICALS are used in the manufacture of
EPP' COCOA
Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.
Epps's
'MILENIA MILK CHOCOLATE'
Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.
MADE WITH FULL-CREAM MILK.
Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

7 QUARTS 15 Cents.
Foster Clark's Cream Custard is as superior to ordinary Custard as Rich Cream is to ordinary Milk
Equally delicious eaten alone or with Stewed Fruit.
Sold in 10, 15 and 25c. tins. Also 5c. pkt. to make 1 quart.
Foster Clark's Cream Custard
THE CREAM OF ALL CUSTARDS.
There is no more delicious dessert. Your customers will be quick to tell you this. Why not let us send you a sample packet FREE?
Agents: W. H. Malkin Co., Vancouver, for British Columbia; The Harry Horne Co., 30 King St. West, Toronto, for Ontario. Agencie open for live Firms at other points.
Send for Sample Free
On application a 5 cent packet of Cream Custard will be posted free from Foster Clark Ltd., Maidstone, England.
Agents: Darby & Turnbull, 179 Bannatyne Ave. East, Winnipeg, for Manitoba.

Grocers: A pleased customer and a fair profit are sure indications of a successful Grocer. To insure success care must be taken to select such goods as are sure to give satisfaction. Magic Baking Powder is made of the choicest of materials, and cannot fail to please the most discriminating customer. Every pleased customer is a valuable asset.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



TRADE MARK KEYSTONE BRAND REGISTERED

BRUSHES

——NEW LINES——

Very attractive values.

Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO



NEGRESS

PURE RICE STARCH

Manufactured by

Charles Vermeire-Van Geeteruyen

HAMME, - - - - BELGIUM

White, Blue and Cream

Suitable Packages for all markets

Write Sole Agents

PRESCOTT & CO.

63 Corporation Street

MANCHESTER, - ENGLAND

Believes in Persistent Advertising

Policy Followed By Big Store in Montreal That Has Always Produced Results—The Typographical Error That was Made Good at The Counter—The Customers Who Came in Asking for Lines of Important Goods—Circulars Sent Out and Clerks Kept Always Informed.

By Henry Thomson.

THERE may be retail grocers in some parts of the Dominion who use more newspaper space than Fraser, Viger & Co., Limited, Montreal, but few have pursued as consistent an advertising policy, and likewise it might be safely said that few have obtained better results than this grocery firm in the eastern metropolis.

Get Direct Results.

They are firm believers in daily newspaper advertising and an almost endless number of instances might be cited to show that direct results are regularly received from their advertisements. When customers take the trouble to clip out the "ad." and bring it down to the store, they feel they are getting good results.

One particular case was recalled by Mr. Alex. Davidson, manager of Fraser, Viger & Co. It happened that by a typographical error (which by the way covereth a multitude of sins and errors) one line in their ad. read, three tins of canned peas for twenty-five cents, where it should have been two.

Lived Up to Mistake.

The error was not discovered until too late and it was decided to give the three tins just as the "ad." offered, but at the same time to tell the customers that it was a mistake. Mr. Davidson concluded that it would be another opportunity to find out to what extent the "ads." were being read. All doubts were removed by that day's experience for many took advantage of the printer's mistake. The idea of giving the extra can rather than disappoint the people who came to claim it, cemented the bond with the customers where a refusal might have turned some of them away. When they found out that the store was living up to the error in the "ad.", those who took advantage of it went away with even a more favorable opinion of the company's methods.

It Sells New Goods.

Newspaper advertising is a valuable asset to a grocer who is endeavoring to sell new goods. This has been Mr. Davidson's experience as manager of Fraser, Viger & Co. This firm frequently takes up new lines which must be introduced and the selling power within the store is much enhanced by the introduction given through the newspaper space that has been contracted for. It is interesting to note a few of the instances of how new lines have been secured and what has been done with them.

Built Up Sardine Trade.

A member of a prominent club in Montreal once mentioned to Mr. Davidson certain Norwegian sardines which he had tasted somewhere in his travels and which he wished could be obtained in Montreal. Mr. Davidson decided to try a small lot and ordered one case, following a policy of what might be called caution with unknown goods. It was not long before a general demand was felt for these sardines and now the firm has its own brand and Norwegian sardines are sold everywhere.

Wanted Another Line.

Another customer was traveling in Egypt and secured a particular wine from the estate of the Baron de Rothschilds. It was mentioned to the firm when the customer returned to the city and now is carried rather extensively. Another instance was a caffiene-less coffee. It was introduced by this firm practically entirely through the medium of the press and of course by the selling power of the clerical staff. Mr. Davidson makes trips to the Old Country and invariably brings back with him a score or more of new lines including all kinds of articles that are to be found in a grocery store. A customer asking for some new article not carried in stock is accommodated, and the other customers are tried for the purpose of learning whether the article is likely to become generally popular.

Circulars Sent Out.

Apart from the newspaper advertising and the selling power of the clerks, circulars are sent out regularly. One method of accomplishing this is by sending a circular to each customer with every financial statement, generally monthly. Mr. Davidson is also a believer in the idea of giving special selling attention to one or two articles every day, and this method is regularly carried out. Seasonable goods receive special consideration. Lime juice, for instance, is not an appropriate selection for this method in winter time.



All Doubts Were Removed by That D ay's Experience.

Changing The "Ads.".

Any Montrealer reading either the principal morning or evening paper knows the name of Fraser, Viger & Co., if they have never seen the store. The company's advertisement is always in the same position and always on the same page. Moreover, it is changed practically every day with the result that every ad. has a special interest to the reader. In addition the articles referred to are chosen for their value to the consumer and special attention is given to the seasons and the articles that are respectively appropriate for them.

How to Increase Your Cereal Trade

"CANUCK" Cereals are quickly DISPLACING the inferior Cereals with grocers who realize that a SATISFIED CUSTOMER is their best asset—

--Because, "Canuck" Cereals are the FINEST on the market.

It will PAY you to STOCK

"CANUCK" ROLLED OATS
"CANUCK" OATMEAL
"CANUCK" GRAHAM FLOUR
"CANUCK" MAIZE MEAL
"CANUCK" SPLIT PEAS
"CANUCK" FLAKED WHEAT
"CANUCK" CORN FLOUR
"CANUCK" GOLD DUST CORN MEAL

They are packed in regulation sized packages and the margin of profit will please you. Let us quote prices on the quantity you sell per month.

The Chisholm Milling Company, Limited

FOOT OF JARVIS STREET, - - - - TORONTO, ONTARIO

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

CANADA: No better Country

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Promptdelivery is guaranteed.

Send your order to our nearest Agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.



Jersey Evaporated Milk

being enriched by greater evaporation will keep fresh longer after opening the cans than any other brands.

The salt sea breezes and excellent grazing lands accounting for the special richness and flavor of Reindeer Jersey Milk.

Your jobber will ship this brand if you specify **"Jersey"** and charge you factory price.

REINDEER LIMITED

TRURO - - - - CANADA

ORIGINATORS AND PRODUCERS

REINDEER MILK — REINDEER CONDENSED COFFEE

JERSEY EVAPORATED MILK — REINDEER CONDENSED COCOA

No Grocery Stock is Complete

Without

Grape-Nuts

Demand exists everywhere.

A sure seller at good profit.

There's no risk in stocking Grape-Nuts, because the sale is guaranteed.

Millions of users know

"There's a Reason"

FOR

Grape-Nuts



Canadian Postum Cereal Co., Ltd.
Windsor, Ont.

Rolled Oats Advance 20 Cents a Barrel

Result of Higher Oat Market as Pointed Out Last Week—Oat Market, However, is Slightly Easier Again—Wheat Values Not so Strong as a Week Ago—Flour Firmness Relieved to Certain Extent—Favorable Prospects for Wheat Crop.

The feature of the week was an advance af 20 cents per barrel in the price of rolled oats, which cereal was reported firm in the last issue in sympathy with the higher values for the raw material. It was also pointed out that flour showed considerable strength but that many millers believed the wheat market would not hold and were inclined to leave flour prices unchanged. The wheat market has weakened with a slight reduction in quotations, and flour has therefore lost a certain amount of the firmness it exhibited last week.

"Those who have anything like an intimate knowledge of the wheat situation feel assured that the present advance will be continued for several days, but that ultimately a sharp break will follow. In a market such as this the break may, of course, come at any time, and as a result it is considered to be an exceptionally dangerous market to trade in. The operations of the big Chicago manipulators continue to be the overshadowing influence, and as long as conditions remain in the present state of uncertainty normal influences must be laid aside."

The world's supply of wheat on May 1, was 193,983,000 bushels compared with 187,983,000 last year, and 136,844,000 in 1909.

However, a despatch from Chicago says that sentiment among some wheat traders has undergone a change to the bull side based on a hardening of the situation abroad, unfavorable crop outlook in Russia, reduction in the world's supply and the fact that crop prospects may not continue so favorable."

The advance of 20 cents in rolled oats makes the second rise of that amount within a month due to the higher values in the oat market. However, the market has weakened slightly this week, export bids being lower.

MONTREAL.

Flour. — A bullish tendency in the wheat market has added new strength to flour. The prospects for the new crops according to report depend largely for their brightness upon weather conditions. The movement has changed from a bearish tendency to the opposite direction. There is a good demand for flour and a feature is the increased demand from European sources for spring wheat flour with quotations slightly higher. As stated above, the market is slightly firmer with the tendency just now tending upward.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Rolled oats have advanced 20 cents per barrel. The firmness in the market was referred to last week. The demand for cereals continues steady and satisfactory.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—As pointed out last week, some millers were inclined not to raise flour prices, believing that wheat would not hold its position. This has been the case, and while No. 1 Northern Manitoba was quoted at $1.00½ a week ago, it has now dropped to 99 cents, thus lessening the firmness in the flour market to a certain extent. One miller in speaking of the situation said: "With the present large available stocks of wheat, I do not think we will find it needful to raise flour prices." However, wheat quotations will rule the flour market, but the wheat situation at the present does not look very bullish. Ontario wheat is holding quite firm at prices ranging around 85 to 86 cents.

Manitoba Wheat.		
1st Patent, in car lots		5 10
2nd Patent, in car lots		4 60
Strong bakers, in car lots		4 40
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals.—The firmness in the rolled oats market noted in our last issue has resulted in an advance of 20 cents per barrel in the price of that article. The oat market, however, has developed a slightly easier feeling. Cornmeal is quoted from $1.75 to $1.90. Trade in the general line of cereals is normal.

Rolled oats, small lots, 90 lb. sacks		2 25
" " 25 bags to car lots		2 15
Standard and granulated oatmeal, 98 lb. sacks		2 45
Rolled wheat, small lots, 100 lb. bbls		2 75
" " 5 bbls to car lots		2 65
Cornmeal, 100-lb. bags	1 75	1 90

THE WEEK'S TRADE CHANGES

Interesting Items About Canada's Grocery Dealers From Coast to Coast.

Towns Bros., grocers, Dundas, dissolved.

ONTARIO.—R. A. Harper, grocer, Hamilton, sold to C. B. Ellison.

Eric C. Jamieson, grocer, Hamilton, has moved into his new store at the

VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.





OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

corner of Wilson and Fairleigh streets. He has added a meat and poultry department.

Duncan Forsythe, general merchant, Kingsbridge, has assigned.

John Nott & Son, have purchased the grocery of T. P. Galbraith, Dunnville.

Agnes B. Robertson, groceries and crockery, Cobourg, sold to W. W. Lawrason.

Mahon Bros., general merchants, Campbellville, dissolved, Ed. Mahon continuing.

QUEBEC.—The assets of J. A. Gervais, general merchant, Point aux Trembles, have been sold.

J. A. Mercier, general merchant, St. Damien, has assigned.

J. A. Giard, grocer, St. Hyacinthe, has offered to compromise.

The assets of J. W. Vaillancourt, general merchant, Tring Junction, have been sold.

MARITIME PROVINCES.—Jas. Anderson, general merchant, Church Point, N.B., deceased.

E. M. Spragg, grocer, St. John, N.B., sold to R. G. & F. W. Dykeman.

H. S. Armstrong, grocer, Moncton, N.B., succeeded by Armstrong & McFarlane.

WESTERN CANADA.—J. E. Gerard has opened a general store at Dufrost, Man.

W. S. Shipman has commenced in groceries at Winnipeg.

A. McKinnon has opened a general store at Dilkie, Sask.

E. W. Anderson has opened a grocery store at Buchanan, Sask.

S. Ritchie has opened a grocery store at North Vancouver, B.C.

S. R. Sylvester, Bergan Valley, Alta., has opened a general store.

Vance Bros., are opening a general store at Grandview, Man.

Macdonald Bros., have opened a grocery store at Edmonton, Alta.

J. Valinsky & Co., have opened a general store at Komarno, Man.

B. Rosenfeldt, general merchant, has moved from Kamsack to Foam Lake, Sask.



LEITCH ANCHOR BRAND OAK LAKE

"Always The Same"

Milled from the very best wheat, with every advantage given by intelligent use of modern equipment,

ANCHOR BRAND FLOUR

is "always the same," of uniform excellence, the highest standard of flour quality.

Manfd. by Leitch Brothers Flour Mills,

Oak Lake, Manitoba, Canada 10

SECURE THIS AGENCY

Make sure of your trade by stocking this brand of flour, milled successfully during 25 years under one management and proprietor, and kept up at "**top notch quality and uniformity**" at all times. Many customers have continued their patronage for over 20 years without ever seeing our salesmen, though incessantly canvassed by all the other and largest Mills of Standard excellence. We are open to appoint a responsible exclusive agent in every town not already represented—dealers preferred—and co-operate with him in the sale of "Anchor Brand Flours."

MAKE GOOD PROFITS

Write us to-day for full particulars about "**How to obtain exclusive trade, free from price cutting, with assured profits.**" Notwithstanding the acknowledged superior quality of our mill products, our prices are never higher than the Standard market quotations, and oftentimes they are lower.—Moreover, we protect our customers at all times.

SALES DEPARTMENT AT OAK LAKE, MAN.



Does Advertising Help You Any?

As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

Apply your answer to our **Dromedary Dates,** which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates,** selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

The carton means a good deal more in dates than it means in most other things.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.

Beach and Washington Streets, NEW YORK

· CHRISTIE ·

When it comes to Biscuits the grocer who knows stocks

CHRISTIE'S

Because they are the best

The superiority of Christie Biscuits is unquestioned. Since particular women from coast to coast call Christie Biscuits "The Best Baked" and "The Purest of all Pure Foods," the reasons for the wise grocer's preference are self-evident.

There's just one surety of biscuit purity—rigid inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

CHRISTIE BISCUITS are the best and purest because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high-grade quality—we have constantly improved our facilities, until to-day our big factory is known as the cleanest and most modern in all Canada.

All our energies have been concentrated *in the making of better biscuits.* The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

N.B.—*Christie Biscuits sell more than biscuits.*

Christie, Brown & Co., Limited

TORONTO

· BISCUITS ·

The Baker is Still Far From Supreme

Just a Few Hints to the Effect That the Canadian Housewife is Still Using a Large Quantity of Flour — How One Dealer Corners Trade in Average Town—The Season for Cereals—Displays.

By Henry D. Brown.



THE baker is still far from being supreme. The love of the home-made bread still lingers. The amount of flour used by the housewife is still large and should form a large portion of the merchant's trade. Especially in the country there is a good demand for flour while even in the towns and cities, there are many who still bake their own bread, while many more could be induced to, if proper methods of selling flour was used. At any rate in all communities there is a good sale for pastry flour.

A housewife the other day was about to bake. She needed some flour and some other lines of groceries. She said: "If I go to Janes at the first corner, I will not get good flour. Smith, keeps good flour, but he is three blocks away." But she went the three blocks to Smith's and bought all her groceries. The merchant should think over this It shows that the flour trade controls a great deal of the general trade of a customer.

Why is It?

"Why is it," said a traveling salesman the other day, "that some one grocer in every town seems to corner the flour trade?" Further probing into the matter seemed to show that every such merchant gave particular attention to the selection of his flour. It is decidedly one of the lines in which quality and not price rules. Where is there the housewife who is not willing to pay a little more for her flour, if she is sure that it is good? Many merchants take chances and give a customer a poor flour, believing that the lower price will prove an attraction. But the quality of the bread which that flour makes rules future buying and that is the reason that such a merchant fails to build up an extensive and steady trade in this line.

Hard to Win Back.

It is also a difficult matter to win back a customer who you have disappointed by supplying with a flour that did not make good bread. Even if a brand he may offer them in the future may be of the highest grade, that merchant will find difficulty in selling it to the customer. A customer in buying flour will generally always ask you: "Is it a good flour?" and of course the answer is "yes." That is as good as guaranteeing it. He stakes his reputation behind it in that one word and if it turns out bad, he has lost the confidence of that customer.

Selecting Brands.

Some dealers give no attention to the selection of brands. As long as it is flour they seem to be satisfied. But it has been shown that the dealer who wishes to build up a trade must handle good flour.

Window Display.

Window display is another manner of promoting sales. Here is a suggestion for a flour window. At the front, in a circular form, place small bags of flour. Behind this in the centre have a pan with flour heaped up in sloping form. Behind this raised up a little, have a large sack of flour sitting upright. On each side of the pan of flour have a slight elevation on which is placed some good large loaves of bread and further outward full sacks of flour. This can be headed: "More and better bread—that's what you want."



"Dessert 's Coming, and it's Jell-O."

Ice Cream might get such a greeting as the children give Jell-O, but not pie or any of the common kinds of pudding. The little folks like Jell-O and it is good for them.

JELL-O

is pure, sparkling, beautiful and delicious. It is so perfect that it is the delight and pride of every housewife to serve it on her table.

The merchant who furnishes what housewives want has solved a trade problem that has bothered a good many business men.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

Eliminating the Risk In Buying Flour

Life is too short for dealers to study up and become expert on every line of goods they buy. How many, do you suppose, could select the best flour from a dozen different brands if there were no labels on the bags or barrels?

PURITY FLOUR



All brands of flour look very similar to the untrained eye. So, you see, ordinarily there is a certain element of risk in buying flour. It is to eliminate this element of risk that we stamp the PURITY trade-mark on certain bags and barrels of our flour. These bags and barrels of flour consist exclusively of the high-grade portions or constituents of the best Western hard wheat. There is no low-grade flour in them, nor is any soft wheat flour added.

The PURITY trade-mark stands for the highest standard of quality yet attained in the milling of flour. It stands for certainty—for satisfaction to the dealer and the user. You take no risks when you give your order to the PURITY flour salesman, and you are safe in recommending PURITY flour most highly to your customers, especially to those who desire

"More Bread and Better Bread"

Western Canada Flour Mills Co.

Limited

Toronto, Montreal, Ottawa, St. John, Goderich, Winnipeg, Brandon, Vancouver

Give Your Customers

Redpath

Extra Granulated Sugar

It is in your interest to supply your customers with the BEST.

Make a test yourself. Place samples of other manufactures alongside it. You will see the difference and recognize the advantage to you of recommending it as the BEST. : :

Manufactured by

The Canada Sugar Refining Co., Limited

MONTREAL

Established in 1854

BUSTER BROWN

BRAND

LEMONS



Care is taken to pack our lemons in a manner that will be satisfactory to every buyer. Our largely increased sales are an evidence of that confidence which must exist between buyer and seller when the interests of each are best served. No fruit is handled that shows more profit, a steady margin of gain. **Why not try to sell more Lemons ?**



PROFITABLE, REFRESHING, HEALTHFUL and a TONIC for jaded nerves. Order always

OUR PACK

OF

LEMONS

See that every box you buy is packed by

FRATELLI FOLLINA, Palermo and Messina ITALY

W. B. STRINGER, - TORONTO

Canadian Sales Agent

To Help the Grocer in All Departments

Suggestions Calculated to Make Work of Handling the Business Lighter—The Value of Mailing List, and Methods of Securing One—The "Low-Stock" Book, and Its Important Place in Store Management—Other Ideas.

By J. B.

NO matter how large or small his business may be, the merchant should keep on hand a mailing list, revised to date, that he may at intervals send letters and circulars to his customers or those he wishes to become his customers, without loss of time in compiling the list.

The merchant must necessarily know the value of a mailing list. First, for regular customers, showing them that you appreciate their trade, and in an endeavor to cause them to increase their purchases. Secondly, for the occasional customer, to interest them so that they will become regular patrons of the store and then for those who have never dealt with you, but whom you wish to do so.

The list of regular customers is easily prepared by going over your books. By engaging occasional customers in conversation you can generally secure their name or address, and in this manner compile your second list. The names of those who have never dealt with you may in the country and village be secured from a voters' list, which may be had from the clerk of the municipality for a small sum. In the city those in your neighborhood whom you wish to interest may be secured from the city directory.

To those on this list, circulars, announcement of sales or of introduction of new lines may be sent.

The Personal Letter.

For the merchant who has the time a personal letter is a good trade puller, showing the people that you are taking a personal interest in them. A typewriter is a valuable aid for a merchant who wishes to take full advantage of his mailing list.

Want Book.

A want book is one of the necessary things in a grocery store in order to keep the stock complete. Without it a dealer will continually be running out of certain lines of goods, and that is a bad thing for the business.

Those merchants who wait for customers to ask for a certain article before they discover that their stock is gone, are inferior stockkeepers, and need to prepare some method to keep their stock complete.

Just Simple Book.

A simple book in which the clerk may note the goods that are getting low will do for the small store. In the larger store, it is well to have one of the clerks check over the stock every couple of days and see what lines are getting short, so that they may be bought before the stock completely runs out. This checking of goods may be easily done in a store where the stock is kept in a proper manner. and where all the stock of one article is kept in one place. With goods arranged properly a sweep of the eye along the shelf will show whether any article is running short. But without the want book there are many things which are liable to be forgotten. It should always be kept in a handy place, so as to be convenient for the clerks.

Future Orders.

The merchant should have some method of keeping track of his orders for goods for future delivery. If he does not do this, he is liable to forget and re-order the same article again so that he finds himself with a double supply on hand. For this, all that is necessary is a simple file or book. If a traveler leaves a copy of the order all that is necessary is to place it on the file or pin it in the book. If you should order by mail you should make a copy of the order yourself, or instruct the company you order from to send you one. This will eliminate all double ordering, and gives you an idea of what goods you have contracted for.

A price book both for the keeping of cost and selling price is a useful thing for the grocer. The merchant cannot keep his invoices so he can look up the cost of an article without trouble, but in the cost price book if properly kept it is only the work of a moment to find this out. The merchant quite often requires to know the cost of an article and this saves hunting through a long list of old invoices. The prices should be checked up whenever a new shipment of an article is received, so as to keep the figures correct. Now for the merchant who marks all his goods with the selling prices as they come in, a selling price book is not really necessary. However if this is not so, a selling price book should be kept for the convenience of clerks. The price of those articles which are not often called for may be forgotten by the clerk.

Discount Book.

Many merchants who realize the importance of taking their discounts, keep a book that they may miss none of these. As the invoices come in, all those on which any discount is allowed are placed in this book, with the name of the firm, the amount, the percentage of discount, and when it must be paid in order to get the discount. In this way they make sure that they do not miss any.

Draft Book.

A merchant in order to be prepared for his drafts when they come due, should have a draft book by which he can tell at a glance just how much he will be required to pay for a certain time ahead. This is very simply prepared. One page is devoted to each month. When a draft is accepted, the date it is due with the amount is placed in the draft book under the proper month. As the drafts are paid, it is checked off so that the merchant knows the amount of his obligations for the next day, the next week or month. Supposing a big draft comes due in a certain week. He looks up the draft book and finds he has a number to meet that week, and he will at once plan for to meet them when due, while if he did not have the draft book, he might not know about them until notified by the bank.

HAPPENINGS ON COAST.

Items of Interest to British Columbia Dealers.

Vancouver, May 18.—George Bevilockway, of Nanaimo, has sold his grocery and dry goods business to James S. Knarston. The business was established in 1860, by A. Meyer & Company, and was purchased by Mr. Bevilockway in 1892, who previous to that time conducted a grocery store on Victoria Crescent.

A new grocery business in Nanaimo, has been opened by Charles Rawlinson and William Glaholm. The former has been with the A. R. Johnston Company for twenty years, while Mr. Glaholm grew up with the same business, of which his father was a partner at the time of his death. In their employ is Richard H. Sherwin, who has had eleven years' experience in the grocery business, four of which was with the A. R. Johnston Company.

The Retail Merchants' Association of Chilliwack, has unanimously decided to adopt the summer half holiday weekly, continuing until the end of September. The holiday was instituted two years ago, and the members in discussing the favor were much in its favor, both the merchants and the clerks looking forward to it. The day set is Thursday

Before placing a tap in a vinegar barrel, if placed in hot water for a few minutes, the wood of the spigot will swell enough to keep it from leaking

WHAT THE PRESS SAYS:

"Ventilation and light make the new building of Ramsays Limited, Montreal, a ***Veritable Sunshine Bakery.***"

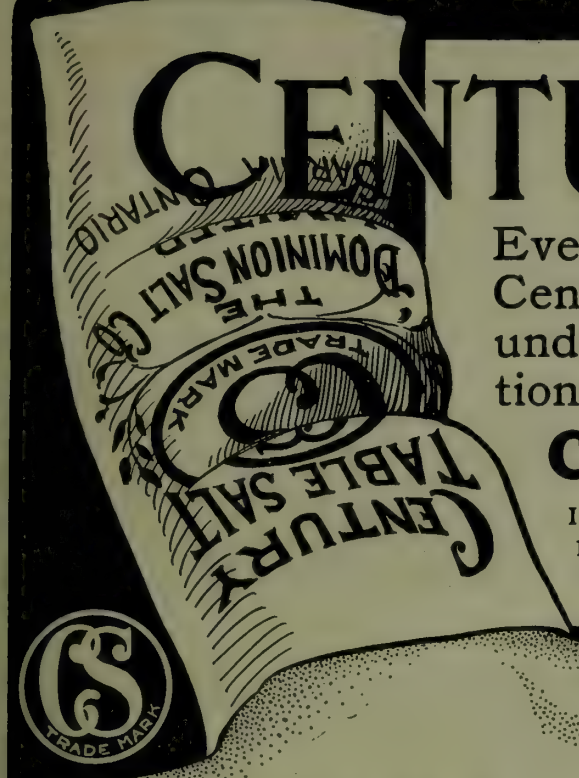


We make only one grade of biscuits, the best that the purest and richest material can produce, and fully equal to anything made abroad.

RAMSAYS LIMITED

29-31 Vitre Street, MONTREAL

CENTURY SALT



Every step in the preparation of Century Salt for the table is taken under the strictest sanitary conditions—Purity First.

Century Salt is All Salt

It is impossible for any foreign matter to get in during the process, and it comes to the grocer packed ready for delivery. SELL THE BEST—THAT'S "CENTURY."



TRADE MARK

THE DOMINION SALT COMPANY

SARNIA ONT. LIMITED.



ARE YOU SELLING

QUEEN QUALITY PICKLES?

If you are, you know their good quality, how nicely they are packed and what a constant demand there is for them.

But if you haven't been selling them, stock up at once, they are a veritable gold mine for the grocer.

10 and 20 oz. BOTTLES

SWEET MIXED and CHOW	ENGLISH CHOW CHOW in pails
BULK PICKLES in pails	PURE TOMATO CATSUP, bottled or in bulk
PERRY'S ENGLISH SAUCE	WORCESTER SAUCE, bottled or in bulk

QUEEN QUALITY UNIVERSAL SAUCE

WRITE FOR QUOTATIONS.

TAYLOR & PRINGLE CO., LIMITED

OWEN SOUND, ONTARIO

Interior Display a Valuable Asset

Feature of Merchndising That Should be Considered as Almost of Equal Value to Window Display — Necessity of Changing Arrangement Often—Goods About Pillars—Offerings Should be Seasonable.

By James D. Smith.

WHILE the show window is a mighty important thing in modern merchandising, interior display is not neglected by those merchants who have studied the matter, and the grocer should look well after this method of increasing sales. Those who have put forth special efforts in this direction have found that the amount of time expended in this work has been spent to good advantage.

Extra care must be taken with interior displays, as they are more minutely examined by customers than is the show window, This is generally given only a glance. But the displays within the store have to be made so that they will catch the eye of the person that is purchasing or looking around.

All such displays should be timely, giving special prominence to goods that are in demand on account of the season. It will mean more money for the merchant, as sales will be larger in the line displayed if it is seasonable, than if not. For instance a display of oranges, nuts or candies, just before Christmas would make more sales than a display of tomatoes, although a display of tomatoes even at that time would cause an increase in sales.

Should Be Changed Often.

Display should be changed often, so that the customer will not be presented with the same old sight on each visit to the store. A customer after seeing a display once, loses interest in it, so it should be the aim of the grocer to have something new for her to see each time. Even if it is presented only in a different manner, it is better. Displays should constantly be interchanged and even tearing down a display and replacing the same goods in the same manner will make an improvement because of the removal of dust that is taken up in the changing.

The grocer caters to appetite and has an excellent chance to increase sales by placing eatables in tempting array. Take advantage of customers' appetites and place the goods in such a manner as to tempt them to buy. You have quite likely seen displays in candy and fruit stores that have brought a longing for a taste to you and have caused you to buy.

Made Around Pillars.

Displays may be made around pillars, and in odd corners that could be used for nothing else. Many stores have bare spots about the shelves and counters that would be greatly improved by display, and advantage should be taken of all available space, for it makes more money for the merchant.

Ideas for display may be gained by visits to other stores and to larger towns. Very often by visiting another store, you will get a valuable plan for increasing the amount of your display. Proper fixtures help a great deal and merchants should not stop at a small expense for fixtures if it is going to bring him more business.

Same Rules as in Window.

In making interior displays about the same rules should be followed as in window display. The main idea is that it be symmetrical and evenly balanced, and not only present an appearance of attractiveness, but also carry out it's real aim. That is to sell more goods. Price tickets will be found a valuable asset in making sales and plenty should be used.

Then again, the shelves themselves in a store should display goods to the view of customers, so as to make sales. They are not merely places to be filled up, but points where goods may be attractively presented to the customer. To carry out the selling idea, goods of one kind should all be placed together as a quantity of goods makes sales easier as customers will not think that they are just a few left overs.

Canned goods should not be stored in a damp place as it will rust the cans and destroy the labels.

If a box is kept handy in which waste paper and dirt off the counter, may be placed, it will keep the space behind the counter much cleaner.

The house-fly is a terrible breeder and the grocer should start early in the season in his efforts to exterminate this great pest of the grocery store.

Those merchants who do not do so, should make a practice of ringing up a number of customers each day, and enquire about their wants.



It looks all right, but will it sell goods?

THE SAUCE THAT MADE THE OTHERS ADVERTISE

HOLBROOKS

Imported Absolutely!

The rapid growth of the sale since its introduction into Canada six years ago---due to its excellent quality, moderate price, and supported by live and persistent advertising, has attracted unusual interest even from competitors---a sure proof of its growing popularity.

HOLBROOKS WORCESTERSHIRE SAUCE sells at a popular price---25c., and yields a larger profit to the retailer than any other advertised sauce.

HOLBROOKS LIMITED

FOUNDED WHEN GEORGE THE THIRD WAS KING

CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST. MANAGER H. GILBERT NOBBS **TORONTO**

Head Office and Manufactory - Birmingham, England

Pineapples

Are now arriving in fine shape. Prices reasonable.

ORANGES

Are still receiving two cars weekly of **Volunteer Brand.**

NAVELS

Stock as usual. Fine Mediterranean Sweets and Valencia case oranges.

Messina Lemons Tomatoes
Cucumbers New Potatoes
Asparagus, etc.
Bananas Grape Fruit

Can fill your orders with any stock



25-27 CHURCH ST. TORONTO
are Largest Receivers

Is This Lemon Weather?

WELL YES

Buy a few Boxes of

"ST. NICHOLAS"
"HOME GUARD"
"KICKING" or
"PUCK"

They sell like hot cakes in the winter.

J. J. McCABE

AGENT

TORONTO, ONT.

Oranges Still Command a Steady Trade

Tomatoes and Strawberries are too High in Price to Materially Affect Orange Trade—Prices are Higher — Navel Season Drawing to a Close—Apples are Scarce—Potatoes are Scarce in the West—Not Overly Plentiful at Any Points—New Potatoes From the South.

Oranges are enjoying a satisfactory trade despite the fact that the sale generally falls off at this time. However, this year lines which generally take their place are none too plentiful, or else they are too high in price. Prices on oranges have strengthened again this week, the end of the navel season being not far off. There is some little waste shown in the lower grades, but the best are arriving in good condition while the arrivals at present are mostly of the better class of fruit. Prices are still quite reasonable which is in part responsible for their steady sale.

Pineapples are beginning to be shipped from primary points in larger quantities, arrivals in New York this week from Cuba and Porto Rico being fairly large. One dealer said: "With the heavy supplies just opening, there may be a little easier price for a short period but I do not think for long." Shipments will continue in fair amounts for probably five weeks when they will start to drop off. Florida pines are just starting and the crop will not be heavy, although the quality promises to be good.

Apples are certainly apples just now. Supplies are short at all centres, and prices are high. Nova Scotia reports spies selling at $8 per barrel, while in both Montreal and Toronto, the markets are extremely bare and quotations as high as $8 per barrel.

Sweet potatoes are gradually being taken off the market, with new potatoes from the south steadily gaining in favor although present prices restrict trade. Canadian potatoes are in short supply in all the western provinces, while Nova Scotia reports supplies growing smaller. Receipts at Toronto and Montreal are steady, but none too large in volume, but it seems uncertain whether this is due to the smallness of stocks held or the busyness of the farmer.

Fruitmen are looking for an increase in business for Victoria Day. Being recognized as a holiday in all parts of the Dominion, there is always an increase in the fruit and green goods business, and with favorable weather this year should be no exception. Dealers should figure on their requirements in time that they may receive their goods in plenty of time.

MONTREAL.

Green Fruit.—Favorable weather has augmented the sale of fruit of late. Strawberries are popular and the demand has been rather heavy. New fruit has been generally in good condition. Lemons are growing in demand with the continuation of summer weather and the market is firm. Grape fruit is also moving out well and affords the grocery trade an opportunity of opening up a new line. Fruits are finding their way before the public more and more every week.

Apples, bbl.	6 00	8 00
Spies	7 00	8 00
Bananas, bunch	1 50	1 75
Cocoanuts, bags	4 25	4 75
Grape fruit, Flo.	3 50	4 75
Lemons	....	3 00
Limes, a box	....	1 50

Oranges—		
Cal. navels	3 75	4 25
Valencia	4 50	5 00
Mexican	2 00	2 25
Pineapples—		
Floridas, case	4 00	4 50
Strawberries, N. Carolina	0 17	0 25

Vegetables.—Tomatoes are again higher this week. Supplies are light, and in spite of high prices the demand is well maintained but is small compared to what it might have been with a steady and ample supply. Asparagus is down in price largely due to the arrival of new Canadian grown goods which are beginning to go into consumption. Sweet potatoes are being gradually taken off the market as the weather grows warmer. New beans, beets, radishes, etc., are in fair demand but it is still light.

Asparagus, boxes of 2 doz.	8 00	10 00
Asparagus, Canadian, basket	1 50	2 00
Beans, hamper	3 50	4 50
Beets, doz.	....	1 25
Carrots, doz.	....	1 25
Cabbage, crate	3 80	4 00
Cucumbers, bas.	3 25	3 50
Cukes	....	2 00
Garlic, 2 bunches	....	0 25
Green Peppers, small basket	....	1 25
Leeks, doz	1 75	2 00
Lettuce—		
Boston lettuce	2 75	3 00

Onions—		
Spanish, crate	3 00	3 50
Egyptian, bag	3 00	3 25
Bermuda, crate	....	3 50
Potatoes, bag	1 25	1 40
New Bermuda potatoes, bbl	6 50	7 00
Parsley, crate	....	2 00
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	....	0 50
Spinach, bbl	....	1 75
Tomatoes, crate	4 50	5 00
Turnips, bag	....	1 75

TORONTO.

Green Fruits.—The orange trade is keeping quite large in volume, despite the fact that it generally drops off with the advent of the warmer weather. This is accounted for by the fact that lines such as strawberries and tomatoes which generally take their place are in rather scanty supply. Navels have advanced another 25 cents per box, and are now quoted at $3.50 to $4.00. Strawberries at 18 to 20 cents are rather high for the demand to be heavy, while the quality at present is reported to be none too good. Tomatoes at present are in very short supply on this market at the high quotation of 4.50 to 5.00. This is favorable weather for the lemon trade, and they are going out freely at steady prices.

Apples, bbl.	3 50	8 00
Apples, box	1 75	2 50
Bananas	1 00	1 75
Cocoanuts, sack		4 75
Grape Fruit—		
Florida, per case	4 25	5 00
Lemons—		
California		3 50
Messina	2 50	3 00
Limes, box		1 25
Oranges—		
Med. sweets	3 00	3 50
Navels, large	3 25	3 75
Navels, small	3 75	4 00
Pineapples crate	3 50	3 75
Strawberries—		
Carolina, qt.	0 18	0 20
Tomatoes, case of 6 baskets	4 50	4 75
Rhubarb, doz.		0 75

Vegetables.—A normal trade is being done in vegetables, both old and new under favorable weather conditions. Canadian asparagus is cheaper at 75 to $1 per dozen, as is also Boston head lettuce, which is quoted at $1. Old cabbage is about done, while the imported South Carolina product is higher in price, at $2.75 per crate. Egyptian onions exhibit a slightly easier feeling while Florida celery is about done, and as high as $4.50 is asked for any that there may be offered.

The potato situation is unchanged, and there are differences of opinion regarding future movement. One dealer said: "With a good demand being felt here, the advancing price at some Ontario points, only a normal offering and a big scarcity in the west, it looks to me like a strong market." However, other dealers hinted that the present limited offerings were due to the busyness of the farmer, and that there might be an increase later.

Beets, Louisania doz.		1 25
Canadian beet, bag	0 60	0 75
Cabbage, South Carolina	2 25	3 75
Carrots, Canadian, bag		0 50
Carrots, Louisania, doz.		1 00
Celery, Florida, case 3's, 6's, 4's	3 50	4 50
Cucumbers, hamper	3 00	3 25
Endive, 12 heads		1 00
Wax beans, hamper	3 0	3 50
Green beans, hamper	2 00	2 50
Lettuce, Canadian, head	0 20	0 40
Boston head lettuce, doz.		1 00
Boston head lettuce, hamper	4 50	5 00
Onions—		
Texas, case		2 50
Egyptian, sack	3 00	3 50
Potatoes, Ontario, bag	1 00	1 10
Potatoes, new, bushel		2 75
Sweet, hamper		2 75
Parsley, per doz		0 75
Parsnips, bag	0 40	0 50
New turnips, p r 11-qt. basket		0 50
Asparagus—		
Canadian, doz.		0 75
Spinach—		
Hamper		0 7
Barrel		2 25

Never clean windows when the sun shines on the glass, as the moisture dries unevenly before it is taken up by the cloth. If the dry process is used it is difficult to polish the surface evenly.

HIGH CLASS

BANANAS

Over 3,000 Bunches sold last week.
New Banana Rooms being built to accommodate the increased business.

We are the recognized Banana leaders.

WHITE & CO., Limited

HAMILTON TORONTO

SPECIALTIES FOR VICTORIA DAY

"Golden Orange" brand Navels. Fine flavor and full of juice.

BANANAS

Send along your orders for the 24th trade.

PINEAPPLES

Extra Fancy—Good Color—all sizes.

STRAWBERRIES

Fresh arrivals every day, very Fancy quality.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

How to Make the Fruit Department Pay

Merchant Who Knows Food Values and Methods of Preparation Has Secured Good Grasp on Success—Hard Work Done on Fruit Diet—Their Medicinal Properties—Uses of Raspberries and Strawberries.



KNOWING the great food values of fruits, the many ways in which they may be prepared for the table and to utilize their comparative cheapness, is to give the dealer arguments that should help to make of his fruit department a valuable asset of the business, at least during the summer months.

The good season for the sale of fruits is with us, and the grocer should make the most of it. Below are given the food values of different fruits and as each of these come on to the market, the dealer might use the argument to advantage in pushing their sale.

Their Sustaining Quality.

Many people have the idea that fruits are taken more for the agreeable taste than for the benefit to the system, whereas the best and hardest of work can be done on a meal of fruit. There are several reasons why fruit is important as a food. It is itself a food, a complete and full nutriment for the body. It is of essential value in assisting other foods to be digested, and is of utmost value in helping the body eliminate waste matter. The acid in fruit assist in digesting the fats in food. In some forms of disease fruit is given because it is both curative and nutritive.

Fruits supply a variety of flavors, mineral substances, some carbo-hydrates and necessary waste for aiding in intestinal movement. The flavors are most valuable possessions as stimulants to the appetite and aids to digestion. The acids are converted in the body into the corresponding carbonates and so help to render the blood more alkaline. In some diseases, such as scurvy, this property is turned to good account.

Assures Health and Energy.

Recent investigations show that fruit as a food, assures both health and energy. Ripe fruits are absolute necessities to the people. Their acids and sugars render fruits in combination, perfect health and strength givers and provided their selection is based upon a knowledge of their qualities and virtues, they will readily tend to prolong life.

At the same time it should be remembered that good quality fruit is of the utmost importance. Fruit eating enables us to check the encroachment of death upon life, which comes through ossification of the tissues of the body and bones. The fruit juice cleanses the earthy matter from the tissues and in this way tends to prolong life. In the fruit garden man can be assured a perfect body and a perfect mind.

Properties of Oranges.

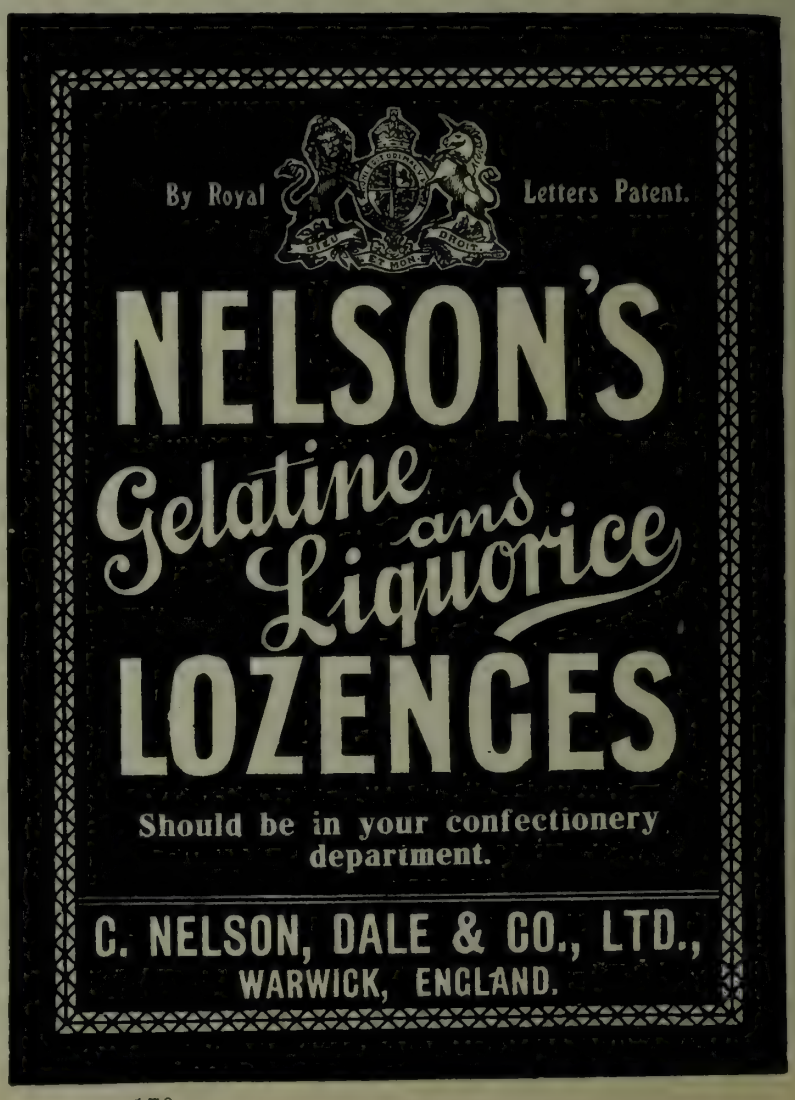
Oranges are considered very healthy fruit. They are exceedingly agreeable to most palates, they quench thirst, refresh the stomach, help to subdue fever and replace laxatives. They have acquired a reputation as a curative for several ills. In Paraguay, the natives regard the orange essence as a valuable medicinal ointment with extraordinary healing properties.

The nutritive value of the banana is about equal to the potato and of rice. They contain less water and more nitrogenous matter than most fresh fruits. As a medicine, it is said to dispel constipation in children and for adults has good effects in cases of acute indigestion. Bilious people are advised to eat the banana in the morning.

The Strawberry.

Strawberries are very healthy, digestible and refreshing and may safely be eaten in quantity. They are considered the mildest of all the cultivated fruits, are very cooling and wholesome with laxative qualities. The juice of the strawberry is a good natural preparation for the cleansing of the teeth. Strawberries contain only very small proportions of citric acids.

The raspberry and blackberry belong to the sub-acid class of fruits. The raspberry loses its freshness and becomes mouldy sooner than others, but as a food, it is second to none, containing a good portion of sugar. From them is made a vinegar that is a particularly cooling and refreshing beverage in fevers and hot weather and which is regarded as a very valuable medicine.



See that Advertisement over there, where the hand points ?

That's a Sample of the Advertisements we run in the Newspapers to let your Lady Customers know about



DY-O-LA
ONE DYE FOR ALL KINDS OF GOODS

Then they look around your store for a Handsome Little Cabinet like the one shown here. SMALL Stock, SPLENDID Profit, SATISFIED Lady Customers, FULLY Guaranteed to give PERFECT Satisfaction or Money Refunded. Splendid MUTUAL Advertising Proposition. Send Post Card for full particulars.

The Johnson-Richardson Co., Limited
Montreal, Can.

OUR PART.

Well, Well!

THIS is a HOME DYE that ANYONE can use



I dyed ALL these DIFFERENT KINDS of Goods with the SAME Dye.
I used

DY-O-LA
ONE DYE FOR ALL KINDS OF GOODS

CLEAN and SIMPLE to Use.
No chance of using the **Wrong** Dye for the Goods one has to color. All colors from your Druggist or Dealer. FREE Color Card and STORY Booklet 10, from
The Johnson-Richardson Co., Limited
Montreal, Can.

A GENUINE
TRADE-BUILDER

KLENZINE
Contains Ammonia in its Purest Form

KLENZINE

¶ Help your customers make their work easier, and they will help you increase your sales by always asking for

KLENZINE

It acts like magic with very little muscular effort in cleaning bath tubs, sinks, etc. Works with equal success for china and glassware—and makes clothes look snowy white. Can be used for washing the finest fabrics with perfect safety.

A line that is constantly in demand. Order a stock—the profit is good.

The Alpha Chemical Co., Ltd.
Berlin, Canada

June Windows—Suggestions as to Scope

Show Window Becoming More Widely Recognized as a Selling Power—Customer Judges Store by Appearance of Window—Demand Increases With Warmer Weather for Goods That Can be Quickly Prepared—Preserving Time and its Possibilities.



THE selling value of the show window is becoming more generally recognized in all lines of business. Especially is this so in the food trade. Through it, the merchant can appeal to the public's appetite in a manner that will mean more business for him. It has been demonstrated time and again that it is one of the most valuable assets the merchant has.

"Take away my windows and you take away my business," said a merchant on one of Toronto's main streets recently to The Grocer.

"I depend on the amount of goods sold through the window to pay my rent, and it is only through them that I am able to make my business pay. I can trace the source of many of my best customers to my windows and that is the reason that they are so valuable to me."

Some the Other Way.

Still there are those who do not fully recognize the enormous advantages to be reaped from the window, or, if they are aware of the fact, they do not take advantage of it, so as to benefit themselves. This is shown by the poorly-dressed windows which are still found in many stores. There are those merchants who seem to be entirely satisfied if they have their windows filled with goods, regardless of their salesmanship power. This should not be and the wise merchant is beginning to fully recognize the fact.

The customer generally judges the store to a large extent by the appearance of its window and for this reason if no other, it behooves the merchant to give such attention to his window that its appearance will favorably impress customers.

First of Summer.

June, the first month of summer, so the family almanac tells us, is near at hand. It is an excellent month for the merchant to put forth special efforts and take full advantage of the possibilities which his window affords. It is a season of the year at which the window may be made particularly attractive and as during this month the weather is of such a nature that the streets are frequented a great deal, the direct benefits to be secured by giving special attention at this time are very great and the grocer should already be making plans that those benefits may be as great as possible.

With the approach of the warmer weather, the demand increases for those lines with which meals may be prepared in the shortest time and with the least amount of labor. Now is the time for the merchant to seize the opportunity presented for building up a good trade during the summer months for such articles, for the merchant who interests customers in these lines early in the season will receive a large share of the business during the remaining portion of the season. And in this respect the show window may be used to good advantage.

A Suggestion.

A suggestion for such a window might be the arrangement of three steps on which these articles could be arranged. On the bottom one could be placed pickles and olives. On the second one, on one side canned vegetables, and on the other canned soups, while on the top one show three or four kinds of canned meats. Topping this a card with some suitable inscription, such as: "We solve the problem of summer meals at least expense and trouble."

Cooked ham enjoys a good summer sale and can either be shown with the canned meats or a show card presented, informing customers that you carry it.

An Attractive Display.

Last year a store had a very attractive window display, which was headed: "Suggestions for every meal." This window also had the step idea brought into use. On the bottom one, which was headed "breakfast," was shown several lines of breakfast foods, camp coffee, and in the centre a pyramid of oranges. The one headed "dinner" contained canned soups, cooked ham, canned vegetables, pickles, pie filling and quick tapioca, and thus covering the whole meal. The "supper" step had canned meats, olives, cheese, canned fruits and fancy biscuits.

The Midnight Lunch.

The window in question (the idea can be followed or not according to the trimmer's notions) had far above all, a shelf with a card, "The midnight lunch," which contained crackers, cheese, sardines, lobsters, pork and beans and pickles.

Other ideas will present themselves to the trimmer, but the idea is to impress the customer that you have goods that will allow them to prepare meals quickly and at no great cost. Another idea is to show different lines in the display and in the centre have a clock set at 5 minutes to six, and a show card: "Prepare a meal with these goods in 5 minutes."

Of course, June is remembered as the month of many marriages, and the idea of a June Bride window will at once suggest itself to the trimmer. Numerous new homes are being established during this month throughout the country, and the merchant should make a bid for their patronage. Personal application is a good method, but a good window, bringing out the idea, will not only attract those who have recently taken the important step, but will create general interest. In this way many ideas can be worked out, first to create interest in the window, and secondly to sell goods.

The Preserving Season.

The appearance of a table in the window set for two, and the addition of hearts, flowers, wedding bells, bridal arch or any other appropriate setting will first create interest, and then have some neat displays, but not too many to carry out the real intention of the window, and that is to sell goods. Some inscription bearing on the window should also be shown.

June finds the preserving season getting well under way, as home grown strawberries begin to arrive in large quantities, and, of course, this suggests three items to the grocer's mind, namely, fruit, sugar and sealers. Some very good windows combining these three articles can be made by the grocer. We give a suggestion for a display along this line. In the background, raised about three feet above the window floor, is a shelf covered with sealers, the front ones, if at all possible, filled with preserved fruit, thus giving the idea that they are all filled. In front of this, in the centre, is placed a couple of crates of fresh berries, with a card, "Good, solid fruit." On one side is a pyramid of sealers with a card, "Air tight jars," while on the other side is a pile of loose sugar with a card, "The best sugar." At the front of the window is an inscription, "A good combination," while above the shelf a show card, "A shelf of good fruit is the housewife's pride."

THINGS THAT SHOULD NOT BE.

Sitting around on the counter, discussing matters with people who come to loaf and not to buy.

Advocating a customer to buy an article because it is cheaper than another.

Yawning and stretching while a customer is giving an order.

The Way to Stimulate Your Tea Trade

While you keep your customers supplied with the most satisfactory tea at the minimum price, you need have no fear of the inroads of either competitors or house to house peddlers.

"MAYBELL" CEYLON TEA

in 5 and 10 lb. lead lined decorated chests,

is more attractive in appearance and quality than any other tea at anything near the price.
The following prices will enable you to meet every price offered through peddlers and get a LARGE MARGIN OF PROFIT.

5 lb. Box (8 to a Case)	24c. per lb
10 lb. Box (4 to a Case)	23½c. "
50 lb. Half Chests	20c. "

All in Sealed Lead Lined Packages.

CANADA BROKERAGE COMPANY LIMITED

Toronto, Ont.



Confidence Brings Trade

We are working overtime filling orders for Baking Powder. Sales are increasing daily, and we are continually receiving repeat orders. Our facilities for handling this large growing trade have been increased and we can give you prompt service. Quality and right prices are responsible for this. Insist on

Sweetheart Baking Powder

A FEW OF OUR WINNERS—

SWEETHEART COFFEES—Refreshing and Appetizing.
SWEETHEART JELLIES—A Delicious Dessert.
SWEETHEART EXTRACTS—Finest Fruit Flavors.

TRADE BUILDERS AND TRADE RETAINERS.

IXL SPICE and COFFEE CO., - London, Ont.

WESTON'S



New Factory erected in Toronto, corner Richmond and Peter Streets, to be run in addition to present plant on Soho Street—2 blocks north.

It is interesting to note that the ovens in this plant are built and operated on the top floor. This prevents the Biscuits being subjected to the influence of heat and gas as must happen when ovens are on the ground floor. The factory is designed from the latest suggestions and plans of the best American plants, is up-to-date and modern in every detail.

All customers and friends are cordially invited to call and visit us and see the plant in operation.



BISCUITS

he demand for Weston's uits has increased with great lity.

ommencing in a small way, orted and backed by the local and for Weston's Bread, we been able to build up a very factory and rapidly growing e.

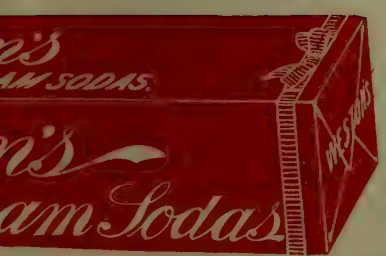
he reason of this is not far eek.

uality always brings its re- d.—Confidence in **Weston's** *uits on the part of every cus- er is based on the fact that Biscuits are unsurpassed— uality and flavor.*

a **Weston** *traveller has not nd his way to your section— e us for price list.*

Ve solicit mail orders and give every attention to your ands. We handle a full of Candies, Gums, etc.— rs for which are promptly d with biscuit shipments.

EORGE WESTON,
Limited
TORONTO





Weston's Marshmallows

are absolutely UNEQUALLED in quality and appearance. You might just as well buy the **best**---prices no greater than for ordinary goods.

Weston's Cocoanut Macaroons

A delicious Biscuit for those whose fancy runs to the higher grades---in bulk or packaged.



Weston's Sodas

We guarantee every package. The best materials and carefully graded flours are used to produce a Biscuit which we consider has no superior. Put up in all size packages, in free corrugated boxes or in bulk.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
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PEEK, FREAN'S

GOLDEN PUFF

BISCUITS

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.
INGERSOLL, ONT., CANADA



Contractors to the Admiralty

Steady and Profitable Sellers!



Keep on the safe side by handling lines of world-wide repute.

PURNELL'S
Sauces, Vinegars and Pickles

are purity personified. They never fail to satisfy the consumer and increase the profit of the retailer.

Sold by all Canadian Jobbers.

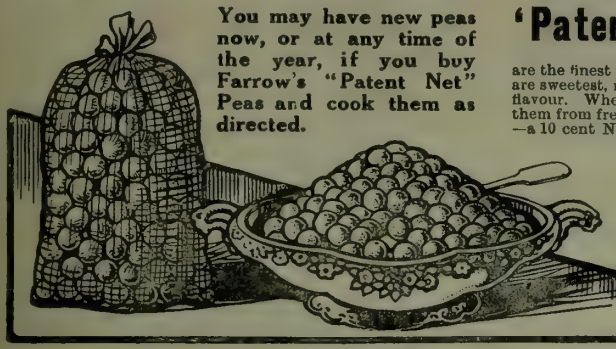


Here's a list of our agents:

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED
Bristol, Eng. - - Est. 1750

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS



are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservative and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

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COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**

Strength | Purity

Your guarantee of profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT LIMITED

Manufacturers

Uniformity | MONTREAL | Reliability

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

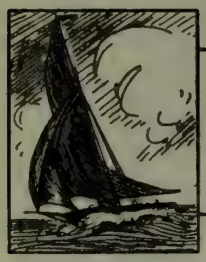


Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



Fish - Oysters



Nova Scotia Ships Lobsters to States

Record Shipment of Season—American Markets Offer More Attractive Prices—Lobster Canneries on East Coast Now in Full Operation—Steady Arrival of Fresh Fish.

Fresh fish are arriving steadily and are meeting with a good demand. Speaking in general terms the supply is rather liberal in the prominent lines and prices are quite reasonable. Dealers report that not only is the demand steady for fresh lines, but that smoked fish are still moving satisfactorily. New fillets and haddies are arriving regularly and are going into consumption.

All parts of the country are taking them up, especially the West, where the growing population has created a big fish trade. Haddock and cod are plentiful, and prices are quoted lower. Whitefish and trout are in good demand. Business, on the whole, is quite satisfactory.

Nova Scotia last week sent a record shipment of lobsters to the American markets where better prices are obtained. Good catches are reported from the north shore of Prince Edward Island, and the factories are now in full operation. Fresh fish are reported less plentiful at Halifax. Plentiful supplies of halibut are reported at British Columbia with a steady demand.

QUEBEC.

Montreal.—The fish market continues fairly active, halibut, haddock and cod are in good supply, and quotations on the latter two varieties are lower. Dressed perch and bullheads are arriving freely, as are also alewives. Brook trout are still scarce. Whitefish and lake trout are arriving steadily, and are in good demand.

There is still enquiry for frozen fish.

FRESH

Alewives (shad herring) per 100 fish	2 00	Steak cod, headless, per lb	0 05
Dressed perch, per lb	0 10	Halibut, express per lb	0 09
Dressed bullheads, per lb.	0 10	Salmon, per lb.	0 22
Haddock, per lb	0 04 @ 0 04½	Salmon, Gaspe lb.	0 3[illegible]
Haddock, fancy shore, per lb.	0 05 @ 0 05½	Shad, buck, each	0 30
		Shad, roe, each.	0 70
		Lake trout, lb.	0 11
		Pike, per lb.	0 07
		Whitefish, lb.	0 10

FROZEN

Codfish	0 03 @ 0 03½	Salmon, B.C., red	0 09 @ 0 10
Haddock	0 03	Gaspe salmon, per lb.	0 15
Halibut, per lb.	0 09	Qualla salmon	0 09
Pike round, lb	0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Pike, dressed & headless, cases 150 lbs., per lb	0 06	Whitefish, large, lb	0 07½ @ 0 08
Bass pike	0 05	Whitefish, small	0 06
Steak cod	0 04		
Mackerel	0 11 @ 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" " pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
" ½ bbls	3 00	" " ½ bbls	8 50
No. 1 pollock, bbl	6 00	" " trcs., 300 lb.	21 00
Scotia herrings, No. 2, bbl		Salt eels, per lb	0 07
Lake trout, half bbl.	6 00	Scotch herring	6 00
Choice mackerel half pail	2 00	" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00

NOVA SCOTIA.

Halifax.—Nova Scotia this week sent a record shipment of lobsters to the Boston market. The steamer Boston taking from Farmouth on Wednesday, 1,604 crates, of a live quality. On the local markets only small lobsters are offered, and they are quoted this week at $1.50 per dozen. Reports reaching here from the north shore of Prince Edward Island are encouraging. Some large catches of lobsters are being made, the boats landing from 1,500 to 2,000 pounds each, daily. The weather conditions have not been favorable for fishing on the Island shore, but the prospects are that the season's catch will be large. The lobsters are large and well filled, and are exceptionally good for the canneries. All the factories are now running on full time.

BRITISH COLUMBIA.

Vancouver, May 18.—One of the largest catches of halibut for some time was brought in last week. There is a good demand for this fish. Those who taste halibut off the ice and when fresh out of the water declare there is a great difference in the flavor and firmness, the packing in the ice, while keeping the fish good, does not keep it hard.

An oyster company which has beds at Boundary Bay, brought in this week a shipment of 1,200 sacks of seed oysters from Worcester, Mass. In all 34 carloads of seed oysters have been brought out this season by various companies operating in the vicinity of Boundary Bay. This business was started less than ten years ago and has expanded rapidly.

ONTARIO.

Toronto.—Supplies of fish on this market are quite plentiful and demand is of a steady nature and quite satisfactory in volume. Fresh varieties are coming in for a large portion of the trade, with frozen fish also receiving their share of attention. Prices are unchanged this week.

FRESH CAUGHT FISH

Steak cod	0 08	Fresh trout	0 12
Fresh halibut	0 10	Fresh caught white	0 12
Perch	0 07	Fresh caught herring	0 07
		Haddock	0 06 @ 0 07

FROZEN FISH

Goldeyes	0 05	White fish, winter caught	0 09
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 @ 0 09	Mullets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs		Haddie, Finnan	0 08
per crate	5 40	Pickled lake herring, 100 lb. kegs	2 80
Shredded cod	2 25	Quail on toast, per lb	0 07
Cod, Imperial, per lb	0 06	Shrimps, per gal	1 25
Fillets, per lb	0 12		

NEWFOUNLAND.

St. John's.—The weather has been splendid for drying fish during the past week and quite a large quantity was prepared for export. The price of cod oil still keeps the same as since last fall, namely, $110 per tun, with a fair demand being experienced. It is believed that the price will likely drop below present quotations in a short time. Refined oil is still high, and 80c per gallon is the price being asked

Codfish, large and medium merchantable, per qtl.	6 80
" small " "	6 20
" large Madeira "	6 80
" small " "	6 20
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	3 70
Haddock	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Ling	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins	15 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	20 00
" No. 2, large	18 00
" No. 3, large	16 00
" No. 1, small, "	18 00
" No. 2, small	16 00
" No. 3, small	14 00
" 48 1-lb. tins, per case	6 50
Cod Oil, hardwood casks, tun	110 00
" softwood " "	104 00
Cod Liver Oil, gallon	0 80

NEW BRUNSWICK.

St. John.—Dried codfish has slumped fifty cents per hundred pounds, and will probably go down still more in the near future. Haddock and cod are still very scarce, but remain at the same price. Lobsters are not on hand in very great quantities, although slightly more plentiful than was the case last week.



FIGURES TALK

15,000,000 lbs. of FISH distributed in Canada during one season. Over 50 cars of our

SMOKED, SALT AND FROZEN FISH

have been carried to the principal houses from Winnipeg to Victoria. This goes to show that our business is not confined to Eastern Canada alone.

OUR PLANTS

are recognized by authorities as second to none HALIFAX, situated right on the ATLANTIC, possesses extensive wharves which have always a busy appearance and facilitate export business. Our up-to-date and sanitary COLD STORAGE PLANTS, SMOKE HOUSES AND PACKING HOUSES are located there and at Port Hawkesbury, while branches are established at the latter, at Canso and other seaport towns.

SOME OF OUR MANY LINES

OCEAN Brand

- HADDIES
- KIPPERS
- BLOATERS

BOUTILIER'S SMOKED FILLETS and SMOKIES

Canada Strip Boneless Cod
Salt Mackerel Salt Herring
Frozen Mackerel Frozen Smelts
Frozen Sea Herring Salt Eels
Frozen Lobsters Frozen Eels
and all kinds of
Smoked, Frozen and Salt Sea Fish

NOTE:—We are in a particularly strong position to deal with business from any part of the world and solicit orders.

WRITE FOR FURTHER INFORMATION TO

The Halifax Cold Storage Company, Limited

P. O. Box 161, HALIFAX, N.S. OR **Montreal Selling Branch, 47 William St.**

D. HATTON COMPANY

(ESTABLISHED 1874)

18 BONSECOURS ST., MONTREAL

LARGEST RECEIVERS AND DISTRIBUTORS OF **FISH** IN THE DOMINION

FOR SUMMER TRADE--Live Gaspe Salmon, Brook Trout, Frogs' Legs, Lobsters, live or cooked; Western White Halibut.

WE HANDLE ALL KINDS OF SEA, LAKE AND RIVER FISH.

DURING THE WARM WEATHER ORDER FROM US.

THE BEST IN THE MARKET—Pickled No. 1 Labrador Salmon, in Tierces and Half Barrels.

WE HAVE the best facilities for disposing of consignments.

WE SOLICIT shipments of Frogs' Legs, Turtles, and Fresh Water Fish.

WE MAKE daily cash returns for such shipments.

Write, wire, or telephone us.

CONCORD
NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin

Only the finest, freshly-caught autumn fish and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.

CCC Norwegian Canned Goods

Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk---4 doz. in case—				**$3.35**
Princess Condensed	„	„	„	**3.90**
Banner	„	„	„	**4.40**

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON

St. George, : : : : Ont.



Our Delectable Brunswick Brand Herring in Tomato Sauce.

Three Favorite Lines From the Connors Group



Our Ever Popular Brunswick Brand Kippered Herring.

CONNORS BROS. have won their present standing in the grocery supply business by a conscientious keeping up of grade, and their long experience gives them a place of authority in the fish trade.

All their goods are packed under ideal conditions and come perfect to the consumer.

When you handle CONNORS BROS'. goods you sell the best there is.

OUR CHIEF SELLERS:

¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Both Oval and Round Tins)	Scallops

OUR GOODS YIELD A GOOD PROFIT ON THE MONEY INVESTED AND THE STOCK NEVER LIES IDLE.



Our Famous Leader, Brunswick Brand Sardines in Oil.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

CONNORS BROS.

LIMITED

BLACK'S HARBOR, N.B.

A Fish Known Under Score of Names

A Short History of the Notorious Catfish—A Probable Conjecture as to Why it is so Named—Its Great Weight in Mississippi River—How it is Caught and How Prepared for Market.

Written specially for Canadian Grocer by J. A. Paulhus, Montreal.

The catfish lives and thrives on the North American continent in all the rivers, lakes and pools, extending from the Rockies to the Atlantic seaboard. Some specimen are even found in quantities south, in the bayous formed by the gulf of Mexico, and the delta of the Mississipi.

This specie of fish is known under a score of names, according to the localities and waters in which it is found. Amongst the different denominations, the most popular are bullheads, bullpouts, horned pouts, borbottes, borbues, basham, etc. One of the Mississipi—CATS—will often tip the scale at 150 to 175 lbs. weight, and even more. At the market, this fish is sliced in steaks and sold the same fashion as is done with the halibut.

Some rivers in southern latitudes like the St. John's in Florida, the Potomac and other streams emptying in Chesapeake Bay yield large catfish weighing 50 to 60 pounds each, though the average weight would run from 8 to 10 pounds each for the largest species and 2 to 3 pounds for the smallest ones.

Smaller in Canada.

In this country, the catfish does not grow to such a size, the largest type averaging 8 to 10 pounds and the smallest 1 to 2 pounds. But what is better the flavor of our—CATS—due to climatic conditions, and cooler water is superior to the fish caught in southern regions and for this reason, are always the favorite in the different markets where they are offered.

Why Cat Fish.

Why this fish has been so called is purely a matter of conjecture. We can understand the meaning of parrot fish, hog fish, sunfish, etc. There are certain resemblances, or similarity either in the form, shape or habits between the bird which is called parrot and the fish of the same name. The sun fish has the form of the sun, the hog fish has a grunt which reminds one of the hog.

But the catfish has nothing which would suggest such a name. There are no two things in creation so widely different in every point as the animal cat and the fish cat.

The Cats Like it.

But it is known cats are in general very fond of the fish flesh, though no fish will tickle their fancy as much as the catfish, and this would perhaps explain in a way the origin of the name due to this taste of the cats for the catfish.

If it is so, cats are certainly poor anglers, though they are clever hunters. A cat will climb up a tree, watch silently for hours, like a statue, motionless, in the hope of catching a bird, a winged thing with power to escape the talons and the cruel set teeth of the smooth pussey. Nevertheless cats destroy lots of birds. A cat will take the chance at the peril of his life to fight vigorous and vicious rats with the disadvantage of cramped space under decayed floors or soiled drains. Still at the cost of blood and wounds, they exterminate vermin.

Fish Easy Prey.

It would be so easy for them, it seems, to go under cover of darkness, which is light for their eyes, and gather along the quiet streams at night all the ambroisie for which they have such a craving, because catfish on peaceful evenings roam about in quantities near the shores in quest of food themselves. They would be an easy prey to the alertness of the feline race. No doubt nature in its profound wisdom has ordered it to be so, but all the same cats are indeed poor fisher folk.

When to Fish.

Fishing catfish with a line and rod is a very enjoyable sport. It does not require intricate tackle. The catfish is not a game fish in the sportman's sense of the word. It will not rise to the tempting colors of a—Jock Scott—fly, but on a cool, early summer day, when the wild cherry trees are all in blossom, the green grass soft and thick, the fields dotted with the white and yellow tints of daisies and buttercups, the air sweet, balmy and resonant with the ringing voice of the Bobolink, there is charm to watch the float of the line tossing, plunging in a still pool. It is a seduction to tantalize the voracious appetite of the catfish, with a well baited hook, when he is hungry, as they move in shoals, when the angler is lucky enough to throw his line in the proper spot, he is always sure of a big haul. A detail to note. Catfish never bite when the wind blows from the east. It is an omnivorous feeder—worms, flies, flesh, insects, vegetables, plants, are his everyday bill of fare and in time of famine, like Saturn of mythology, he will devour his own children.

Crows Like Rooster.

When landed, the difficulty is to unhook him, its dorsal skin always erected, is a dangerous weapon and always inflicts painful wounds to the untrained or unprotected hand—and often occasion blood poisoning. It also, at the moment of being pulled out of water makes a peculiar noise which imitates almost to perfection the crow of a rooster when some of his hens are alarmed by the flying of a crow nearby.

Canadian Species.

In Canada the catfish is of two well characterized species; both have the same form and shape except that the barbues, the largest type, has a tapering head and a forked tail. The borbottes, the small type, has a broad, flat head, and a cut square tail. Both inhabit the same waters. The weight of the borbues is from 6 to 10 pounds and the borbottes average 1 to 2 pounds.

Early in the spring they follow the waters submerging the fields to bask in the sunshine and to feed abundantly upon the debutus left by the melting of ice and snow. As soon as water recedes they return to the shallow depths of streams and start the work of propagation.

Soon after, masses of a gelatinous substance dotted with innumerable black specks, the eggs, are seen floating and maturing through the action of water and sun.

Mothering the Fish.

When hatching time is past a female catfish may be seen near the shores, with a schoal of young ones, which she nurses and feeds much the same fashion as a hen does with her chicks. The growth of the catfish is very rapid. The adult stage is attained in about 3 years' time.

Being protected with dangerous fins, principally the dorsal, the catfish can swim about in safety into the watery depths without fear of deadly attacks from enemies, if we except the pike, and this shark of inland waters is severely punished when his voracious appetite urges him to attack indiscriminately any fish that comes in the radius of his eyesight. It means sure death for him. The prongs or fins of the catfish like pieces of tempered steel cut through his throat or stomach and send him floating on the surface of the stream, a dead body to be preyed upon by the aquatic birds.

Depredatory Instincts.

The borbottes have very depredatory instincts. They are considered a pest in the lakes where trout is reared. Not because they will attack and kill that

fish, but simply because they will destroy hatcheries—as they are very fond to feed on the eggs laid by other fish.

The flesh of the catfish is of a fine texture and good flavor—something between the eel and the sturgeon. When it is caught in cool, clear waters and well cooked, it is a delicious morsel. Somebody has said that catfish is like—pate de foie gras—one likes it readily or detests it for ever.

Lives Out of Water.

For trade purposes, catfish is caught with traps or nets. The fisherman empties the contents of his daily catches in a big basin and keep the fish alive until market day is at hand. The catfish is very tenacious of life and will live out of its proper elements for hours and even days if kept covered with green grass. For marketing the fisherman decapitates the fish, peels the skin, removes the entrails and places the product in a cool place.

The Marketing.

This process stops the flow of blood and bring on that deep purple color so appreciated by the connoisseurs. For shipping, the fish is placed in neat boxes between layers of ferns or large tree leaves. No ice is used. The price of dressed borbottes ranges from 6 to 10 cents a pound and sometimes run as high as 15c a pound. All the rivers emptying into the St. Lawrence yield annually tons of dressed bullheads. Lake St. Peter district, Lake St. Louis, Lake St. Francis, Chateauguay river, Richelieu river are noted for the excellence and good qualities of the catfish they produce. Catfishing is a big assets for the inhabitants of these localities, and is worth at least $100,000 a season. Unfortunately of late the crops have been reduced considerably due to overfishing. Unless some means of protection are resorted to, the day is not far when dressed bullheads, like shad once so plentiful, will be a luxury to be enjoyed only in the first class hotels and cafes, by the wealthy or multimillionaire class.

SOME LITTLE HINTS.

When you announce a special sale for a certain length of time, hold it for that length of time, and then stop it, unless you have a reason for continuing it that will seem good to the public.

Be sure that there are no nails, projecting from any barrels or boxes in your store to tear a customer's clothes.

If a mis-statement of price should happen to occur in your advertisement, it is best to live up to it, unless it would cause you a loss you positively cannot afford.

BAD LOBSTER SEASON.

Nova Soctian Fishermen Lose Much on Account of Storms.

The lobster fishermen of Nova Scotia, have had a hard time of it during the season just closed, and yet there are some bright features. In the number of lobsters caught this has been the smallest season lor many years, yet the revenue receipts will average up with last year, as from the beginning of the season, on December 15, the price has been unusually high, and will average about $22 or $23 per crate, as against not over $18 or $19 for previous years.

It has been a very hard year on account of loss of traps through frequent and distructive storms, several of which destroyed thousands of traps and gear, meaning many thousands of dollars to the fishermen. Taking this loss in connection with the reduced catch, notwithstanding the high prices, the season, on the whole, has been a bad one, probably the worst for many years. The canneries have practically done nothing, owing to the scarcity of the lobster and the high prices, and thus far the amount canned in this district is not one-half what it was one year ago at the same date. Canners are somewhat disturbed about the matter, as many have booked orders which it will be difficult to fill.



INCREASE
YOUR BUSINESS

By carrying and pushing the sale of

Dominion Silent Matches

Every stem made of good quality wood and will not break, and every head made to stay on when you strike it.

Attractively boxed—Makes good shelf stock.

Every match a light.

The Dominion Match Company Limited

OR

Canada Brokerage Company, Limited, Toronto

Deseronto, Ont.

Selling Tobacco as Grocery Side Line

Desirable That a Man Be Located in Factory District, and Necessary That Goods Must be in Good Condition—Necessity of Attracting Men to Store—Excellent for Other Business.

A TOBACCO department has proved a money-maker to many a grocer. Others, largely on account of the location of their stores, have doubtless deemed it unadvisable to carry tobacco in stock.

An uptown grocer with barber shops and tobacco stores on all sides may well have some doubts as to his tobacco line ever becoming much of a success.

In every town and city throughout the Dominion will be found grocers of this kind. But on the other hand there are grocers who do a considerable business in tobacco and who find their general trade assisted by this sideline.

Getting Men Interested.

It is a well known fact that men are for the most part infrequent visitors to the grocery store. The grocer's dealings are with the woman of the house. It is probably regrettable in one sense that men are absentees for they are more lavish as a rule than women. Thus, if men could be brought more and more into the grocery store it would not be long until their purchases would extend beyond tobaccos. The writer knows of instances where men who came to buy a plug or package of smoking tobacco was attracted to cheese, apples and such lines and asked to have them sent home.

Some Essentials.

The grocer in a factory district and any of the trade away from the opposition of the tobacco stores is likely to make a success of this department. He does not need to lay in a heavy stock and a single show case is generally sufficient to display it. It is highly important that his goods are not allowed to become dry. The air in the show case should be kept moist which may be accomplished by putting in the case one or two tumblers of water, or some such arrangement. As to the stock one is to carry that depends upon the individual. With plug tobacco it does not lend itself very well to the show case idea unless it is roomy enough. It is also important that the plug tobacco should not be allowed to become dry. Nothing will turn away a smoker more quickly than dry and apparently old tobacco.

Be in Prominent Place.

This display should be in a prominent place. It requires little or no attention and can easily be made attractive. The grocer must govern himself according to the law covering the selling of tobaccos and the handling of them. Tobaccos present but little trouble to the grocer, there is always a steady demand for them and they are profitable. These points may be cited as reasons why the grocer should carry tobacco provided he considers he is in a fair locality. Some of the trade, ultraconscientious they may be, refuse to handle tobacco for particular reasons, but they are not very numerous.

This is an excellent time for the grocer to push sales of confectionery. The demand brightens at this time while the temperature is such that stocks can be handled without difficulty.

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Give Your Customer What He Asks For!

SHAMROCK

Quality Plug

Smoking Tobacco

Has The Call.

Never Be Without It.

The EMPIRE TOBACCO CO., Branch of Imperial Tobacco Co. of Canada, Ltd.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

The Commercial Register System



affords protection and increases counter space. It will do vastly more.

It will keep your accounts up-to-date with the chance of an error reduced to a minimum. This avoids any disputes and incidentally increasing the confidence of your customers and building up a larger trade.

The Commercial Register is compactly made and **takes up very little counter space. The sheets lift out and will fit any safe,** giving the merchant excellent protection in case of fire.

Send postal asking for catalogue and free demonstrations.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - ONTARIO

Your Salt!

Order it early, delays, unforeseen, may come, and it costs nothing to be beforehand.

VERRET, STEWART & CO.

LIMITED

SALT SELLERS

MONTREAL

Gold Dust Washing Powder



SHOW THE GOODS

This window represents a display of The Marks-Clavet-Dobie Co., Limited, Port Arthur. They have long known the value of displaying goods in an attractive manner.

Spring Cleaning is now at hand. You should devote as much space as possible to displaying goods for this purpose. We are prepared to forward to you **GOLD DUST** Advertising Matter to enable you to make your window attractive.

Write for our Special
GOLD DUST
Window Display Deal

The N. K. Fairbank Company - Montreal

The
Merchants' Line of Canada

(Merchants-Mutual Line)

Well and favorably known in Great Britain for the last 27 years as the "ALL WATER ROUTE."

A Fleet of Sixteen Modern Steamers, with three sailings weekly from Montreal, Toronto and Hamilton.

Express service twice a week from Montreal to Port Arthur and Fort William.

Through rates quoted to all points in Western Canada and to Western United States points.

Marine insurance from Montreal is included in the rate of freight quoted, provided shippers declare values at time of shipment.

For further information apply to

Merchants' Line of Canada, C4 Exchange Bldgs., Liverpool, England

or any Office of The Merchants-Mutual Line in Canada.

To ensure lowest rate and best despatch, kindly see that your Bills of Lading are claused "Via Merchants' Line."

Manufacturers and Shippers of Eastern Canada, Europe and United States

If you want **Good Live** Representation of your account in Western Canada **write us.** We can show you Results, as we have the **Experience, Financial Standing** and aggressiveness necessary to obtain for you the **maximum** amount of business.

We maintain **Offices** and **Warehouses** in all the Jobbing Centres of the **West,** viz.:

WINNIPEG MAN. **REGINA** SASK. **SASKATOON** SASK. **EDMONTON** ALBERTA **CALGARY** ALBERTA

Our Salesmen are in daily touch with every Wholesale House in Western Canada, and the service we give to firms we represent cannot be equalled.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

Head Office - - WINNIPEG

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Prescott & Co., of Manchester, Eng., who advertise their Rice Starch in this issue, have an article to offer the trade of unusual merit. Their Negress Brand Guaranteed Pure Rice Starch is celebrated for its whiteness and purity, and for the beautiful gloss it imparts to linen. Their new Negress Brand Cream Starch is a novelty. It is the fashionable shade for curtains which will not fade in the strong sunlight when starched with it. Prescott & Co. are modern in their methods and supply packages suitable for all markets. They will supply customers' own brands for large importers and will send samples and prices on request. The factory in which this Rice Starch is manufactured is situated in Belgium, having been founded in 1867.

Laporte, Martin & Co., Ltd., of Montreal, are announcing several lines of merchandise to be bought now for immediate delivery at special prices. Inasmuch as all these goods are leaders, the response to this offer should be prompt and attractive. Laporte, Martin & Co., Ltd., are agents for many of the leading firms of the world, and the list of such firms published in another page will be decidedly interesting.

F. A. Verey, formerly Toronto representative of the Edwardsburg Starch Co., has taken over the East India Manufacturing Co., 44 Colborne Street, Toronto. This company manufactures grocery sundries. Mr. Verey's many friends among the wholesale and retail trade will be glad to hear that he has branched out into business for himself.

The MacLaren Imperial Cheese Co., Toronto and Montreal, draws your attention to their advertisement in this issue on Le Soleil canned goods from Belgium. See also to your stock of Flico, as the fly season is rapidly approaching. Those dealers who are handling the "Redio" polishing cloth are making money. There is no metal polish necessary when this cloth is used. They are selling everywhere. Since the camping season is almost here you should stock Knorr's soup squares, dried vegetables and sliced potatoes. These are some of the best selling lines on the market for campers' and prospectors' trade. This company has received first shipment of English Stilton cheese. Replenish your stocks early. These are some exceptional opportunities for you.

So rapidly has the business of Wagstaffe Limited, Hamilton, Ont., been advancing that it has been found necessary to increase their already extensive manufacturing establishment again. Preparations are under way to make it a hundred and fifty per cent larger than at present, This is a splendid tribute to the ability of Mr. Wagstaffe, founder of the business.

There is a new fly poison on the market, known as Wonderful Fly Killer. It is simply contrived, being apparently only a small round pan covered by a perforated concave top. Under this cover is the poison, which gets in its work when water is poured over it. As will be observed from advertisement in this issue, the Crystal Sealing Co., 204 Stair building, Toronto, are the Dominion agents.

Meakins & Sons, Hamilton, Ont., have a splendid seller to offer the trade in their sanitary glass washboard. Their advertisement in this issue gives particulars.

NEWFOUNDLAND NOTES.

Budget of Interesting News and Market Facts.

St. John's, Newfoundland, May 18.—Trade conditions are beginning to brighten, and dealers generally are looking forward to a good spring's trade. With opening of navigation and our steamers starting to run on the different bays, matters are getting a bit lively. Supplying and outfitting for the season's fishery will make business good for a few weeks.

A few cargoes of produce left over from last season, on account of bad weather, have come along lately and commanded good prices. The outlook for good prices this season is promising.

The spring herring fishery is away behind last season, and at present, the market is bare. Last year this time, considerable stocks were held. New arrivals are expected daily and owing to the scarcity, will command good prices.

Owing to the shortage of the salmon pack last season, the market is about exhausted. Cod oil still maintains a record figure, and $110 per ton, is freely given at present.

The sealing voyage for 1911 is closed, and the result is gratifying. With one or two exceptions, the steamers had good paying trips. The total catch will be about 300,000, estimated value five hundred thousand dollars ($500,000).

We had seven or eight arrivals last week with molasses, and the market is now well supplied with this commodity. Price will be about the same as last year.

The winter fishery on the West Coast has been fairly successful, and if weather conditions are favorable, some cargoes will soon be ready for market.

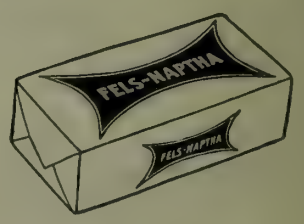
Tea merchants report a decline in prices, but the impression is that an advance will shortly take place. Most of our requirements are provided for, and and prices won't affect the trade unless they hold down for some considerable time. Our importation last year was 1,250,000 lbs.—about 5 lbs. per head of the population.

Several agents for Canadian firms are now in town, and look as if business was prospering with them.

The directions on the

Fels-Naptha

wrapper should be carefully observed by your customers. It will really repay women to read and follow them. When so used, **Fels - Naptha Soap** does everything claimed for it.



EVER CONSIDER

If you entered a horse race and drove a pacer that was even ever so little a better animal than any other of the field, your chances of winning would be greater than those of your competitors.

You see, YOU would have a HANDICAP.

THE SELLING OF

Now, in selling Laundry Soap, the man who gives the best value—other things being equal—is the one who has the handicap, the one who will win the race. People will return to his store because they can save money by doing so.

LAUNDRY SOAP AS

Every horse in a race is not the best. If that were the case you would never make a dollar at the track. Nor is every Laundry Soap on the market the best. Horses and soap---you have to discover the winners. And when you find the best you are likely to profit by your knowledge.

SOMETHING LIKE

We don't want you to take OUR lonely word that **"CANADA'S BEST"** Laundry Soap is the most profitable Laundry Soap for you to sell---though WE know it is, as do thousands of grocers who now sell it. BUT, we do ask you, in all fairness to yourself, to give it a trial, and to abide by the decision you will make on hearing your customers' verdict.

A HORSE RACE?

Then, if it is the best——hadn't you better have the advantage (the handicap) that is yours when you are selling **"CANADA'S BEST"** Laundry Soap?

Write at once for Our New Price List

The White Soap with Valuable Premiums

United Soap Company of Canada, Ltd.

MONTREAL

COOK'S FRIEND BAKING POWDER

Has Been Over 50 Years a Leader

Because :

It conforms to Pure Food Laws the world over; it is made from PURE GRAPE CREAM OF TARTAR and contains no alum or other dangerous or questionable acids.

The BEST ought to be good enough for your customers, especially when it costs no more than other brands of unknown quality, and is equal to imported powders at double the price. MADE IN CANADA and NOT by a FOREIGN TRUST.

W. D. McLaren,
Limited
Montreal.

LAURENTIA MILK and CREAM

The Milk of the XXth Century

Being

Perfectly homogeneized and sterilized, it keeps in any temperature indefinitely.

It is the only Milk offering a perfect guarantee against all contagious diseases.

Perfectly Pure and Natural

No chemicals of any kind used in its preparation.

Sold to the trade in crates or boxes like beer or ginger ale. No Losses.

THE Canadian Farm Produce Co., Limited
21-23 ST. PETER ST. MONTREAL

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

"WE ARE FISHING FOR YOUR BUSINESS"

Our Specialty---Boneless and Prepared Fish of all kinds.

Every variety Pickled and Salted Fish.

Fresh Fish Every Day in the Year

Bulk and Shell Oysters in season.

The Finest HADDIES, KIPPERS, BLOATERS.

We have the best equipped "up-to-the-minute" Fish Warehouse in Canada. Our modern cold storage plant on the premises insures stock being handled with care, thereby avoiding danger of loss. All goods are examined before shipment and satisfaction guaranteed.

PRICE LISTS MAILED ON REQUEST. PROMPT ATTENTION GIVEN ALL ENQUIRIES.

LEONARD BROS., 20, 22, 24 nnd 26 YOUVILLE SQUARE, Montreal

P.O. Box 1425. Five Long Distance Telephones.

Branches— MONTREAL ST. JOHN, N.B. GRAND RIVER GASPE, Quebec

SUMMER SEASON IS HERE

ARE YOU PREPARED FOR PICNIC TRADE?

The season is rapidly advancing for picnic parties, when summer drinks will be greatly in demand.

Nothing is more thirst-quenching or delicious than

COLD SPRINGS LEMONADE POWDER

Pure ingredients used and special attention given in the manufacturing of this line.

A popular favorite wherever used—been sold for three years and we have yet to hear a complaint.

Used extensively throughout the colonies, giving general satisfaction.

Stock and display this summer drink; it will prove a trade builder and profitable line.



S. H. EWING & SONS

96-104 King St., Montreal 20½ Front St. E., Toronto

Phone : Bell Main 65 and Bell Main 155 Phone Main 3171

Merchants Talk About Book-keeping

Dealers From All Parts of Canada Who Have Sent in Their Meed of Praise in Connection With the Benefits to be Derived From the Instalation of a Credit Register System.

Defective and laborious methods of bookkeeping are the sources of a great deal of loss in many business establishments. Any method that will tend to eliminate any loss and curtail the work in connection with the store's book-keeping is welcomed with open arms by the merchant.

Many systems and equipments designed to facilitate book-keeping have been offered to merchants in recent years. Among those that have met with a favorable reception is the account or credit register book-keeping machine. The effect on the business and the amount of work employed are the two points on which any method or system introduced into the store should be judged. It is claimed by those merchants who have them in use that they work to the advantage of the store in eliminating defective book-keeping for one thing and also in making the handling of accounts much easier.

In Nova Scotia.

A. A. Shortliffe, grocer of Digby, N.S., is one dealer who has installed a book-keeping machine and is well satisfied with his investment. He purchased it last July, it has given excellent satisfaction, and he would not now care to do a credit business without it. He says that if he could not purchase another, he would not sell his present machine for five times it's cost. With it, mistakes are not nearly so liable to occur, while forgotten charges are a thing of the past.

He says that in three months after installing his outstanding accounts were reduced fully 25 per cent. His cus-customers like the idea of knowing what they owe, while he likes to have them know that he knows what they owe. He says that the price is soon forgotten as it pays for itself in many ways.

Praise From Alberta.

From the other end of the Dominion, L. O. Wisler, of Stettler, Alta., sends out his praise of a similar system. "On March 10, 1910," he writes, "I installed the system in my store, after listening to much criticism among the business men of this town. I can say now that I have convinced a large majority of these same men that this system is the best automatic collector of accounts, for the reason that the total indebtedness of each customer is presented to him at each purchase. I have also persuaded them that it is a great time and labor saver on posting accounts and sending out statements, and it also enables one to master his accounts with the least time, least trouble and the utmost exactness of any system under the sun. I would not think of doing business without it."

What Winnipeg Men Say.

Booth & Colquhoun, of Winnipeg, Man., in speaking of this style of time-saver, said: "We have had the system installed for some time now and like it much. It saves us all book-keeping and we have found it a better collector than our old system. Customers often pay up to date now instead of at the end of the month. It also stops any disputes which might arise over lost slips, etc., and we can tell in a second what any of our customers owe us, to a cent. We consider it the best investment we ever made in the line of store equipment."

What Others Say.

John Small, of Huntingdon, Que., is another merchant who has had the system in his store for a considerable length of time and who finds it much superior to anything in the book-keeping line he has ever had and would not now be without it.

The Bow, Marsh Grocery Co., of Calgary, Alta., say: "We installed an account system in 1909, and will say for the benefit of our brother merchants, that it is the only system. There is no copying, no posting, statements, or night work and our customers like it, for they know just what they owe in full with each purchase, and there are no disputes. One of the great features is: if the customer makes twenty purchases a month they receive twenty statements with no extra time or expense. Believe me, it is an automatic collector of accounts and holds credits within a limit."

White & Tweedie, general merchants, Centreville, N.B., like a system because it saves a lot of bother and all disputes and keeps a customer posted about the amount of his account. The time that it saves in making out bills also appeals to them.

The Economy of Tying Parcels Well is Apparent

Clerks should take a great deal of care in wrapping up parcels so that they may be carried home by customers without annoyance. You will find that even such a small thing as this is appreciated and that it adding to the service of the store. This is an important factor in the holding of trade.

In country stores, parcels should be tied so that the farmer may get them home without breakage, for if a parcel breaks open and a quantity of the contents is lost, it all counts against the store. Customers have a habit of carrying medium weight articles such as bread by the string and a single knot will not stand the strain. Clerks should remember to tie it up securely, for if the parcel should happen to come untied on the street, a bad opinion of your store will probably be formed and some place else where parcels are wrapped better will get the business.

Sometimes a merchant, through false economy, will use a bag that is too light with the result that it breaks witk the slightest jar or shake. Judgment should be used in the selection of bags that no heavier weight than needful is used, but in most cases it is best to be on the safe side and use a bag that is at least heavy enough. That customers appreciate this can be gathered from what a customer recently said in regard to the question:—

"I buy fruit to carry home; I've done that for—well, a good many years, and for a long time I bought around in various places. Then one day some years ago I stopped at a store where I liked the looks of the fruit and where, as I noticed a moment later, bags were a little heavier than those I had been accustomed to find. The bags here cost the dealer more, maybe a quarter or a half cent more apiece; but I liked the looks of them. They were good stout bags that wouldn't break on the way home.

"And when this dealer had put the fruit in one of these bags he didn't simply twist the neck of it and hand it over to me so in a form inconvenient to carry. He folded the top of the bag over and rolled it down to form a handle—a grip piece; and then he tied this bundle around securely with twine, thus making it up altogether into a bundle that was secure and handy to carry.

"Of course I liked all that, and I found that he always did up his packages so or putting on sometimes a wood and wire handle; but always he made the package secure and handy for me. He had some thought for me, and I've been buying of him ever since; and if he should move I'd follow him. I would go out of my way to trade with him."

R. L. Shaw, M.L.A., has bought out C. Nichols' interest in the firm of Nichols & Dillon, general merchants, Castor, Alta. The firm will be known as Dillon & Shaw.

Appleford Counter Check Book Co.

LIMITED

HAMILTON, CANADA



The Largest Factory in Canada making Counter Check Books exclusively, with a capacity of 50,000 completed books daily. We make all sizes, kinds and descriptions of duplicating and triplicating

Carbon Leaf Counter Check Books
Automatic (or Blue or Black Back) Counter Check Books
Account Register Books for all makes of Registers
Cash Sale Pads, Counter Pads, Etc.



Our Individual Book Account Register Cabinet supplied free to users of our Counter Check Books. Write us for particulars.

A complete plant operated by skilled workmen. Get our prices before you place another order for Counter Check Books.

APPLEFORD COUNTER CHECK BOOK CO., LIMITED

HAMILTON, CANADA

DISTRIBUTORS LIMITED

EDMONTON, ALBERTA, CANADA

COMMISSION BROKERS, MANUFACTURERS' AGENTS
DIRECT REPRESENTATIVES

ALL RAILROADS CONNECTED WITH WAREHOUSES

P. O. Drawer 99, 755 Fourth Street — Phones, 1831, 1528, 4179

ELDER'S
COFFEE ESSENCE

is the only essence that retains the natural aroma and flavour of the freshly roasted bean.

It is highly recommended by "The Lancet" as genuine, and holds the Silver Seal Certificate as well as the ordinary certificate of purity of the Institute of Hygiene, London.

CANADIAN AGENTS

Maclure & Langley, Limited
12 FRONT ST. EAST, TORONTO, ONT.

MANUFACTURERS

Alexander Elder & Son
BEAVERHALL ROAD, EDINBURGH, SCOT.



The Best Grocers in Canada

are now finding a fast and increasing sale for

KIT
COFFEE ESSENCE

WHY? Because it is a thoroughly wholesome beverage of delightful flavor and fragrance and strongly appeals to the better class of trade.

Most attractive package on the market and costs no more than its many imitations.

ORDER KIT FROM YOUR WHOLESALE GROCER

Canadian Agents:

THE HARRY HORNE CO., 309 King Street West, TORONTO
A. TYTLER, - - - - Temple Building, LONDON
J. A. CROOKS - - - - - Bedford, HALIFAX

PROPRIETORS

KIT COFFEE CO., Govan, Glasgow

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

WE ARE AT YOUR SERVICE

If you want live representation in a great country that wants your goods—just write us.

Splendid connections in the four Western Provinces.

Warehouse and Trackage facilities unequalled

BAWLF, DAVEY CO.

WINNIPEG — Grocery Brokers and Manufacturers' Agents — CANADA

Just What You Would Say

So many Merchants who have bought

Bowser Self-Measuring Systems

for kerosene and gasolene NOW say they don't see how they got along without them.

Why don't you use a Bowser? There is money in it.

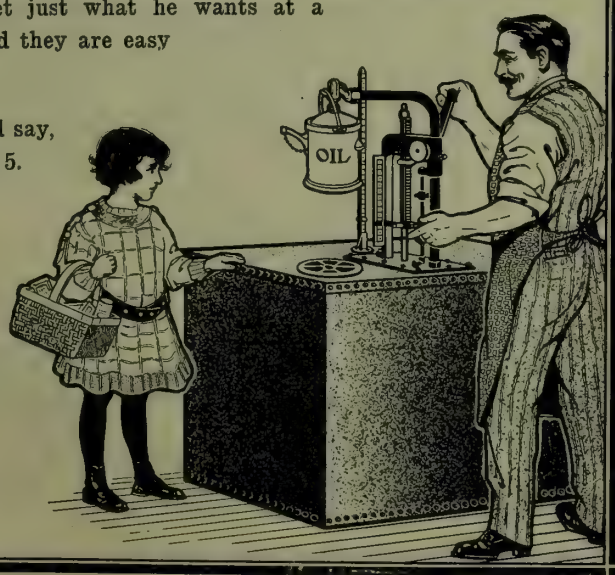
They measure the oil into the customer's can, count gallons pumped and show the money charged for it.

No measures—no funnels—no dirt—no danger. Saves Time, Space and Profit.

The range in style, size and price is so great that every merchant can get just what he wants at a price to suit, and they are easy to install.

Just drop a card and say, send me free book No. 5.

Don't wait—send it NOW.



S. F. Bowser & Co., Ltd.

TORONTO, ONT.
66-68 Fraser Ave.

Putting Credit Business on a Cash Basis

Easiest thing in the world! No chance to pick the wrong plan, since there's only ONE way to do it. Simply install

Allison Coupon Books

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in

In many ways H.P. is unique, its flavour is unique, it deliciousness is unique, its value is unique—it makes customers---it makes business---it makes profits---

Why Not Sell it?

H.P. SAUCE

W. G Patrick & Co., Toronto and Montreal
R. B. Seeton & Co., Halifax, N.S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



"BETTER THAN DEVONSHIRE CREAM"

For all-around excellence and uniform purity

FUSSELL'S
THICK RICH
CREAM
(GOLDEN BUTTERFLY BRAND)

Rivals the very finest Devonshire Cream and, in addition, KEEPS INDEFINITELY IN ANY CLIMATE

FROM 10c. A TIN

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LIMITED
4 Monument Street, LONDON, ENG.

Eleven Go'd Medals

Sell Mushrooms
There's Good Money in it

We are arranging with one leading grocer in each town to handle our mushrooms during the coming season.

As the supply of these dainties very seldom equals the great demand, the men who secure a local agency for our product are sure of big sales at extra good profits.

Better write us to-day for full particulars before your competitor closes for the exclusive right in your locality.

WRITE US TO-DAY

Canadian Mushroom Growers
Limited
LINDSAY ∴ ONTARIO



"THE SALT THAT SATISFIES"
That is the Great Advantage of Handling

PURITY SALT

It never fails to satisfy your customers. It is PURE; being composed of fine, dry, even salt crystals only. Ask your jobber for "Purity Salt."

The Western Salt Co., Limited *Mooretown, Ontario*



COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

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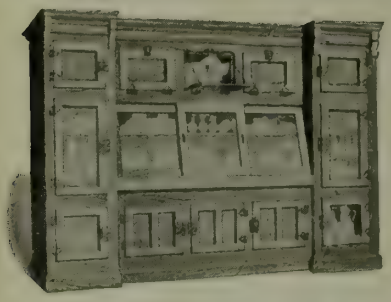
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Taking all things into consideration, it would pay you to stock and feature Royal Metal Polish.

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The Conical Sieves and Fans ROTATE HORIZONTALLY in opposite directions without crushing the fruit. This process of Cleaning greatly improves the bloom, retains the flavour, and takes out over 99 per cent. of the small stems, etc., the loss of weight by cleaning being under one per cent

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WRITE FOR LIST. PATENT "CONICAL" AND WORKS:-COLNE, LANCS. "DOUBLE-CONICAL" SHOW ROOM:-LONDON AND PATENT "COLUMN" GUARANTEED 12 MONTHS

These Machines have now been on the market a few years, and need only to be seen at work to prove their superiority over all others, and any Machines that I have made can be fitted with my **NEW AUTOMATIC FEEDING APPARATUS,** into which you can empty the boxes of Currants or Sultanas (as imported); then the fruit need not be touched, as the motion will not only break the lumps without crushing but feed regularly into the Machine. This apparatus practically saves one person's labour by allowing the attendant time to open boxes of fruit and take away the cleaned while the Machine is running

Sole Inventor and Patentee: CALEB DUCKWORTH, COLNE, Lancashire, England

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Mail orders promptly attended to.

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Condensed Ad.

IN

Canadian Grocer

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The Condensed Ads. in this Paper will bring good results

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The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

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THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

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"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

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¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

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Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavour have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

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LIMITED
TORONTO, ONTARIO

CRYSTAL SUGAR

Absolute Purity

IS THE SECRET OF THE POPULARITY OF

CRYSTAL SUGAR

IT HAS NO SUPERIOR FOR CANNING AND PRESERVING.
PUSH IT NOW.

Dominion Sugar Company
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you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

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By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

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The difference results from the better quality of Lobsters and Kippered Herring used for the ICE CASTLE BRAND. The greatest care is taken in factory conditions and surroundings where these goods are packed.

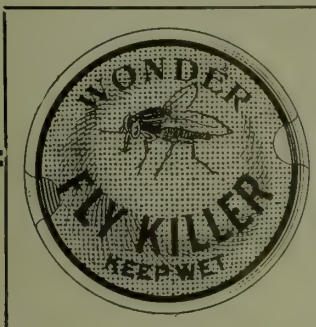
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Put up in a neat tray, when moistened with water kills flies almost instantly. **It lasts an entire season.**

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Extracts	Colorings
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are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

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qualifies A1 in this respect, and is, moreover, a very economical soap. An introduction of "Asepto" into any household means constant repeat orders.

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¼ lb., ½ lb. and 1 lb. Tins.

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The original Baking Powder with a world-wide reputation of 70 years.

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If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light?

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Registered Trade Mark
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Established 1870

This name stands for high quality goods and is recognized in the Townships as belonging to one of the Pioneer firms.

Our Pastry Flour and Mill Feeds

are widely known and we shall soon apply the Brand to our special importations of

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FIRE CLAY

CROCKS,
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Cotton Lines are as cheap as Sisal or Manila and much better

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SEE THAT YOU GET THEM.

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Importer of Grocers' and Druggists' Sundries.

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Makes 3 Pints, sells for 5 cents and packed in 3 Flavors, Almond, Lemon and Vanilla.

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in 4 oz. Decorated Tins, sells for 10 cents a Tin.

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to retail at 10 and 5 cents a Bottle.

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FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

MAPLEINE is now



Thoroughly Established in Public Favor as

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for

Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home.

Be sure that it is on your shelves.

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26 Front St. E., Toronto
Crescent Manufacturing Co., Seattle, Wash.

BY THE CARLOAD

We have now

BANANAS,
TOMATOES,
CABBAGE,
and CELERY

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

Wholesale Fruit, Fish and Produce Commission Merchants, and dealers in Hides, Wool and Raw Furs.

WILSON'S FLY PADS



The demand for these best of all fly killers is growing largely every season.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
—
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal.
If you are interested in Irish Trade.

MANUFACTURERS or SHIPPERS

in Canada, U.S.A. or Europe desiring to have your goods successfully sold and distributed from Toronto or Winnipeg —communicate with us for full details and information.

THE HARRY HORNE CO.,
Wholesale Grocery Brokers & Mfrs.' Agents
Head Office: 309 King St. W., Toronto.
Branch Office: 180 Smith St., Winnipeg.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

PHONE US FOR PRICES ON
"MORRIS" LARD
AND COMPOUNDS
Finest Quality in the World
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Lind Brokerage Co.
73 Front St. East - - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals
Raw Sugar

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited

206 Papineau Avenue - - MONTREAL

BANANAS

Our specialty the year round.

Joseph Brown & Sons

31 Youville Square

Montreal

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

WHITE DOVE COCOANUT

IS THE LEADER



Owing to the great demand, I am obliged to divide my daily output to give all a share of White Dove Cocoanut.

W. P. Downey,
MONTREAL

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

A. O. LANDRY

JOBBER

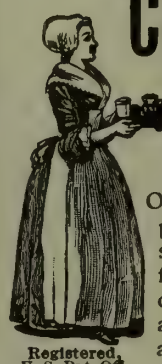
STE. FLAVIE STATION

Making specialty of wholesale in

Groceries, Flour, Grain, Provisions, Etc.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb	1 40
" 6-oz	1 95
" ½-lb	2 55
" 12-oz	3 55
" 1-lb	4 90
" 3-lb	13 60
" 5-lb	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.

Borwick's Baking Powder

COOK'S FRIEND BAKING POWDER

	Per doz
Cartoons—	
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
trawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 95	Crabapple	1 45
Raspberry and gooseberry	1 80	Plum	1 70
Plum jam	1 55	Grape	1 85
		Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25

Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ½'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

MOTT'S DIAMOND CHOCOLATE

Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and 50-lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80







ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins "		"	0 31
" " 1 lb. tins "		"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" ½ lb. tins,		"	0 28
English breakfast, 1 lb. tins,		"	0 18
Grand Prix, 1 and 2 lb. tins.		"	0 30
Demi-Tasse, 1 and 2 lb. tins,		"	0 30
Flower Pot, 1 lb. pots,		"	0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 3 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases	zen	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

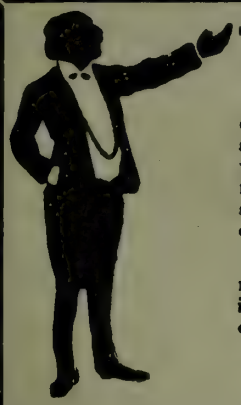
BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

				Per case
Sur Extra Fins	½ flacons,	40	Bou.	10 50
" "	tins ½ kilo	100	tins	14 50
Extra Fins	" ½ "	100	"	14 00
Tres Fins	" ½ "	100	"	12 50
Fins	" ½ "	100	"	11 00
Mi-Fins	" ½ "	100	"	10 00
Moyens No. 1	" ½ "	100	"	9 50
Moyens No. 2	" ½ "	100	"	9 00
Moyens No. 3	" ½ "	100	"	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 5s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Luna," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 100 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case	50 lbs., 2 lbs.	per lb.	0 08
"	50 lbs., 1 lbs.	"	0 08
"	100 lbs., ½ lbs.	"	0 08
"	200 lbs., ¼ lbs.	"	0 08
Brl.	240 lbs.	"	0 07½
Keg	120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)
In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood box

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz..	$1 80
Lemon (Straight)	Contains 2 doz..	1 80
Orange (Straight)	Contains 2 doz..	1 80
Raspberry (Straight)	Contains 2 doz..	1 80
Strawberry (Straight)	Contains 2 doz..	1 80
Chocolate (Straight)	Contains 2 doz..	1 80
Cherry (Straight)	Contains 2 doz..	1 80
Peach (Straight)	Contains 2 doz..	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz..	$2 50
Chocolate (Straight)	Contains 2 doz..	2 50
Vanilla (Straight)	Contains 2 doz..	2 50
Strawberry (Straight)	Contains 2 doz..	2 50
Lemon (Straight)	Contains 2 doz..	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10. 75.

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D.. ¼-lb. tins.. 1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar 0 75
F.D., ¼-lb. tins..	0 85	" 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces ..	$0 10
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 10
20-lb. tins	2 00
Cases 31-b	0 11
" 5-lb..	0 10
" 10-lb .	0 10¾

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces....	0 09½
Tubs.....	0 09¾
20-lb. pails.	0 10
20-lb. tins..	0 09½
10-lb. "	0 10¼
5-lb. "	0 1 ½
3-lb. "	0 10½
1-lb. cartons	10¢

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 90 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

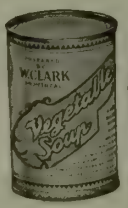


OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz.. $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



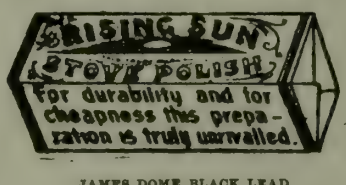
Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.	Per case
No. 1, cases 60 1-lb. packages	1 case [illegible]
	5 " 2 75
No. 2, " 120 ½-lb. "	1 case 2 85
	5 " 2 75
No. 3, " 30 1-lb. "	1 case 2 85
" 60 ½-lb. "	5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03¼
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 5[illegible]
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz	1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

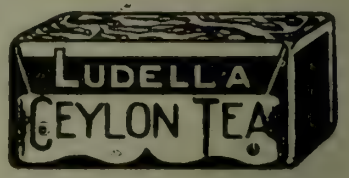
Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	47
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s and ¼'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 [illegible]
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TE

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jelly Powders



WHITE SWAN SPICES AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

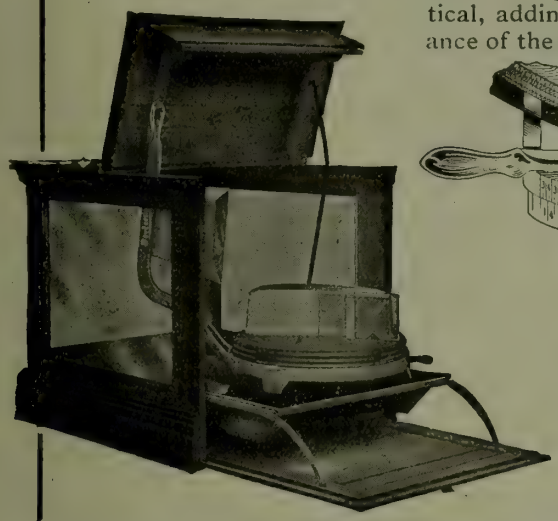
NO GUESS WORK

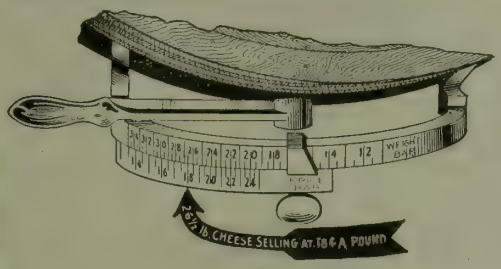
It is not easy to cut exactly the amount of cheese your customer orders. You oftentimes cut more than the order requires, and let it go. More often the small piece is left to dry up and waste; either way you are losing on your cheese sales. The loss is going to continue as long as you cut cheese by guesswork.

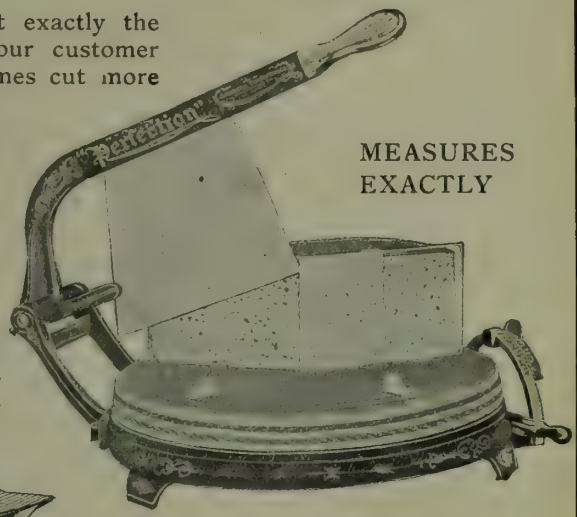
The Perfection Cheese Cutter

can be depended upon to cut just exactly the amount required, eliminating all loss of cheese by guesswork.

Standard Automatic Cabinet---A handsome glass and wood cabinet, highly polished, very practical, adding greatly to the appearance of the store.







MEASURES EXACTLY

No Figuring Required

All you have to do is to set the price, mark on one scale opposite the weight on the other, turn the thumb screw and it is ready for business.

The Perfection Cheese Cutter is well made, of the best material, will last a lifetime. The unusual price we ask for such a fixture will surprise you. **Send for Particulars**

American Computing Company of Canada
Hamilton, Canada



WHAT ON EARTH

is the meaning of this "No Alum" cry? Certain Baking Powder manufacturers continually tell you that their powder contains no alum, inferring that this ingredient, which is by no means injurious, is used in all other Brands.

Ocean Mill Baking Powder

has no alum either, and is cheaper than, and the equal of, the best.

We Give You a Guarantee of Quality,

Mr. Grocer, and want to drive home to you that we have a good proposition and one which you can handle profitably.

VALUABLE PREMIUM COUPONS are enclosed in each package, entitling the purchaser to glassware, cooking utensils, etc. Tell your customers about these and you are sure of a big business. **Write for Further Particulars.**



THE OCEAN MILLS

O. LEFEBVRE, Prop. MONTREAL

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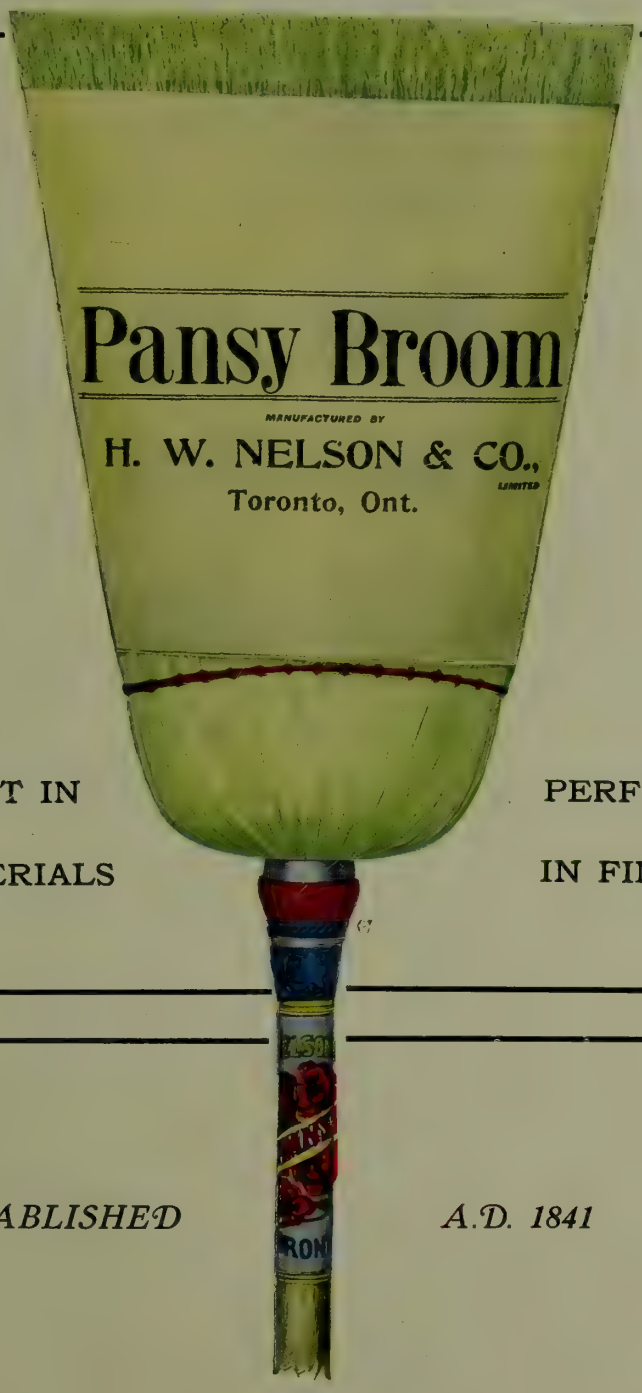
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FOR THREE SCORE YEARS AND TEN MAKERS OF QUALITY BROOMS



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And you will never betray that confidence, their quality is uniformly excellent
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CLARK'S
PORK & BEANS
WITH
Wm CLARK

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A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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VOL. XXV. PUBLICATION OFFICE: TORONTO MAY 26, 1911 No. 21

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KEEN'S OXFORD BLUE

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See to Your Stocks.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada



"Crown Brand" CORN SYRUP



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Jams, Jellies and Marmalade

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ORDER TO-DAY THROUGH YOUR JOBBER

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Hamilton, Ont.

Order Now



As Supplied to His Majesty King George

As Supplied the British House of Commons

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NO MUSTY FLAVOR

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Warehousemen
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A 1 QUALITY

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Orangeade
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Carriers, $3.25 doz.
Trays, - $4.00 m.
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EVAPORATED MILK
PEERLESS BRAND



The Original

When the Grocer buys a Stock of Peerless he has made a safe investment.

No worry about Quality.

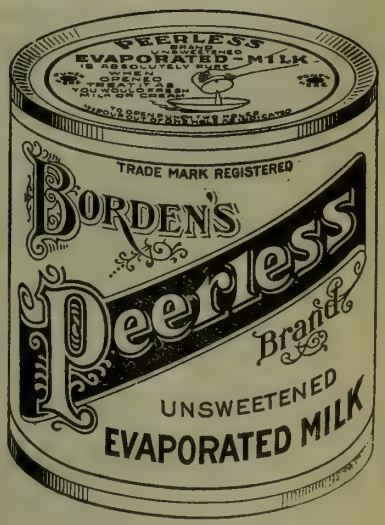
Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.

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"Leaders of Quality" Established 1857

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Delicious — Refreshing

ROWAT'S LIME JUICE possesses a **delightful, lingering** and **thirst-quenching** taste that has made it most popular among its users. It is superior to any other **Beverage** on the market – barring none. A trial will convince you—better write now. The season is here.

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BY INSTALLING A

"Berkel" Meat Slicer

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The "Berkel" slices boiled ham and bacon down to the last ounce, and is an attractive addition to any store.

Fitted with an automatic sharpener, and protected to prevent accident.

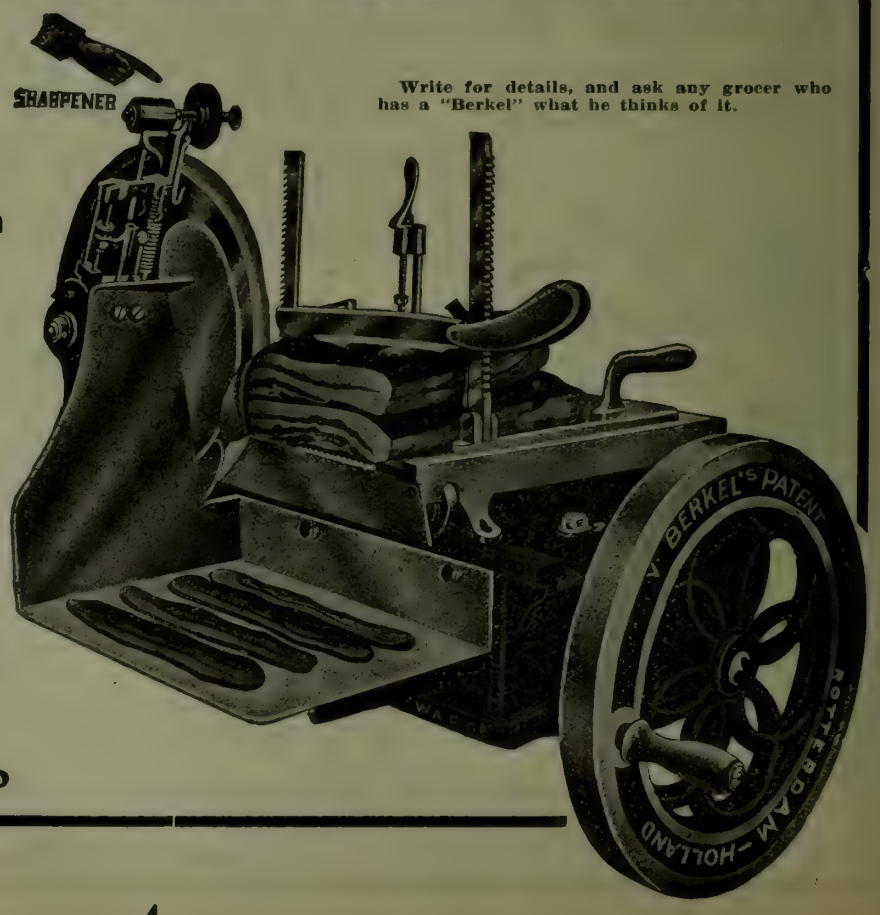
Add to your reputation by installing this profitable modern machine in your store.

CANADIAN AGENTS

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Hamilton, - Ontario

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"RED CROSS" BRAND

PLAIN BAKED BEANS, PORK AND BEANS

FEATURE
"RED CROSS" BEANS
FOR CAMP USE.



It is easiest and most satisfactory to sell goods with the reputation for highest quality, and consequently greatest perfection.

"RED CROSS" BRAND
PLAIN, CHILI SAUCE,
TOMATO SAUCE



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Display and push "Red Cross" Brand. It will pay. Pays in first profit and in pleasing customers. Try it and prove it.

ALL
ORDERS
SHIPPED
PROMPTLY.

ORDER FROM
YOUR NEAREST
JOBBER.



PRICES AND
FURTHER
INFORMATION
ON REQUEST.



DOMINION CANNERS
LIMITED
HAMILTON :: CANADA



VERGINE
BRAND
OLIVE OIL

Keep your customers satisfied. The ever-increasing sales of Vergine Olive Oil is the surest sign that "VERGINE" BRAND OLIVE OIL is the BEST.

THE BEST IS ALWAYS THE CHEAPEST

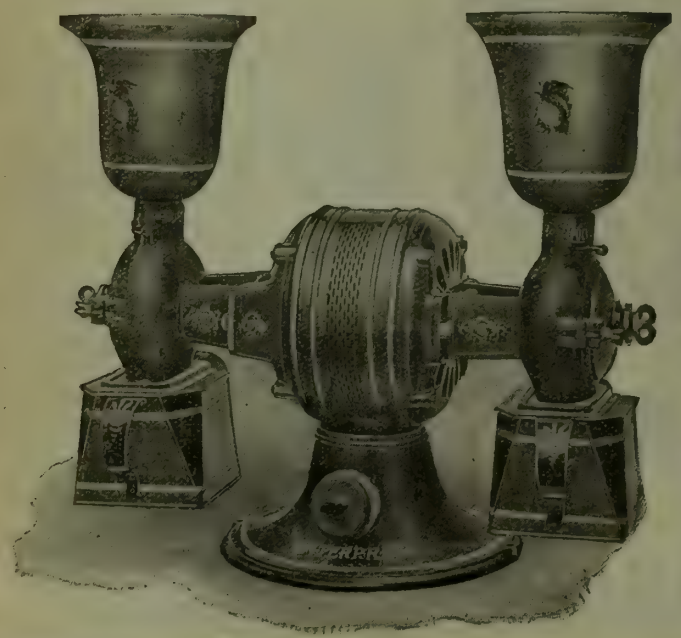
DON'T HESITATE ORDER NOW

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TORONTO The Charles Ciceri Company LIMITED Specialists in Italian Products **MONTREAL**

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



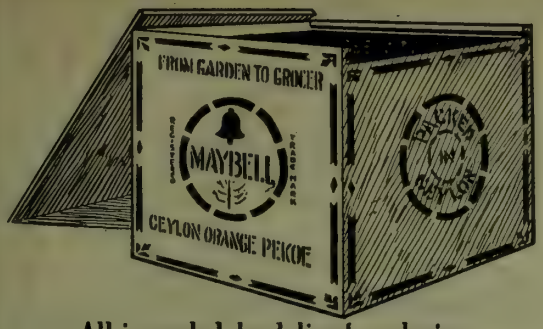
When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.
PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U. S. A.
21 Murray Street, New York 544 Van Ness Avenue, San Francisco



All in sealed lead lined packages.

Your Tea Trade Will Develop To Your Satisfaction

And you will fear neither the tea peddler nor any other competitor when you have stocked

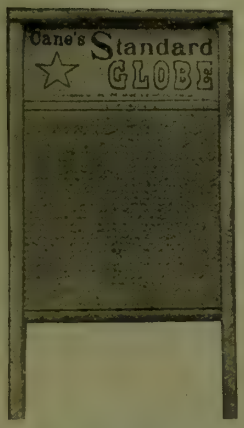
"Maybell" Ceylon Tea

The user will like the **distinctive flavor and low price,** while you will have a **larger margin of profit** than any other tea of like quality.

OUR PRICES TO THE DEALER ARE:
5 lb. Boxes, 8 to the case, 24c. per lb.
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CANADA BROKERAGE COMPANY LIMITED

Toronto, Ont.



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CANE'S STANDARD GLOBE is a well-made zinc face board, standard size, lock corners, thin back and strong. Besides we make many other styles to suit any service.

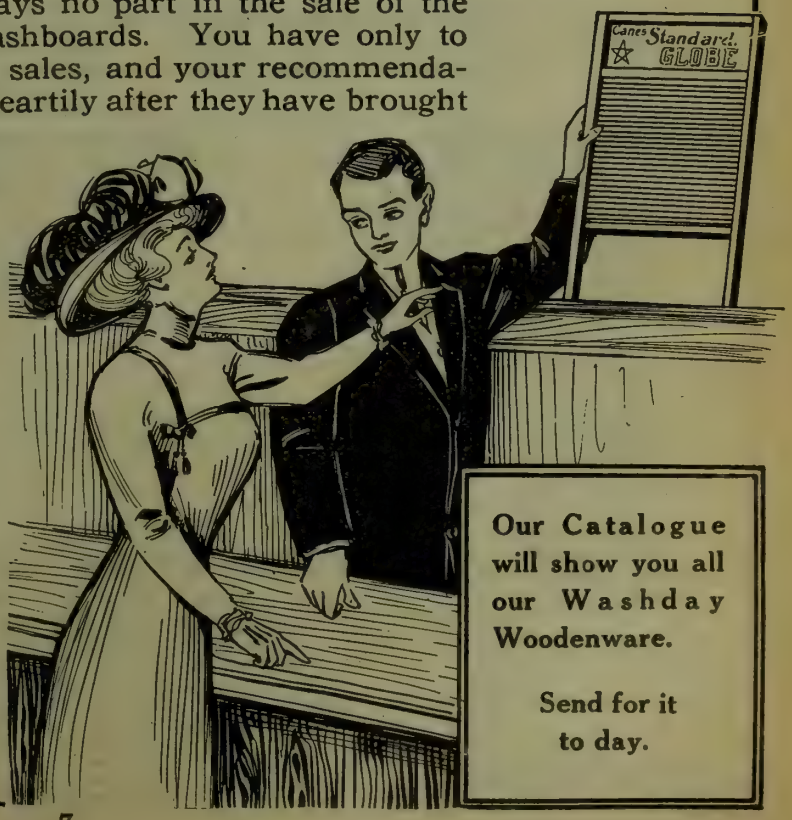
There's Money in Selling These Goods.

THE

Wm. Cane & Sons Co.

LIMITED

NEWMARKET, - - ONTARIO



Our Catalogue will show you all our Washday Woodenware.

Send for it to day.

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



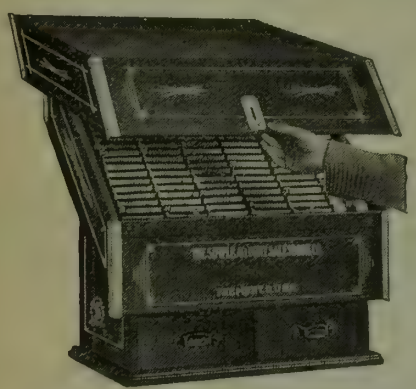
GOLD DUST is a success everywhere You can make it a success in your store if you push it. It pleases the customer because of its cleansing power. It pleases the dealer because of our extensive, expensive, persistent, insistent advertising, which reaches everywhere and stimulates demand.

GOLD DUST practically sells itself.

THE N. K. FAIRBANK COMPANY, MONTREAL

IN CASE OF FIRE

would your accounts be protected, or would they burn as common, ordinary merchandise? Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night.*



AS CONVENIENT TO OPERATE AS A ROLL-TOP DESK.

The KEITH System

will protect your accounts agai st fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us. it w orks out the few dollars you put into it in the beginning several times over in the course of one year.



SELF-INDEXING, ONE-WRITING FIRE-PROOF

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too—all done with *one writing.*

Our Catalogue Explains. ***Send for Full Information.***

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SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
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Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces; Sydney McKeever, Box 843, Brockville, Ont.

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DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISGUIT

PERRIN LONDON
CORONATION



¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

ALL GROCERS SHOULD STOCK

BORWICK'S
BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years.

A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

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London, England

Canadian Agent:
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TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

Like all other products issued under this well-known trade-mark,

TRIAN BRAND JELLY POWDER

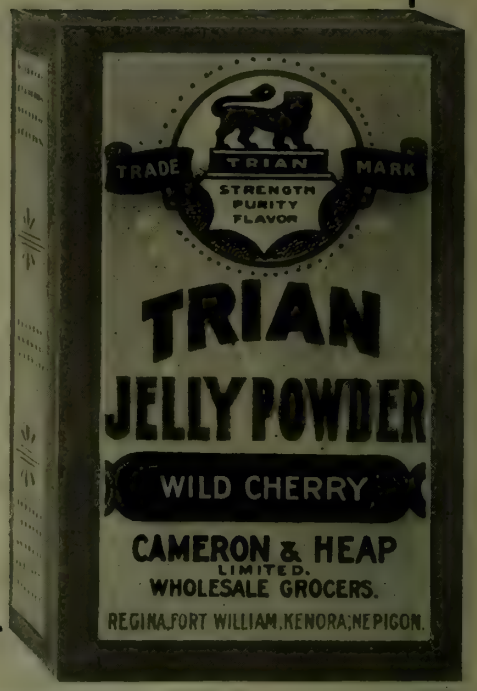
is the equal in every respect of the best Jelly Powders made. Prepared from the richest and purest ingredients in a modern building of cleanliness and light.

We carry large and complete stocks in all lines, and quote you the closest prices. Our facilities for quick delivery at moderate cost will well repay the Western Canada Grocer for getting into touch with us.

Investigate our methods and goods
It will be worth your while

CAMERON & HEAP
LIMITED

Prince Albert, Sask. Regina, Sask.
Kenora, Ont. Fort William, Ont.





SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

GOOD VINEGAR



sells just as easily as the other sort, and it is a deal more satisfactory to handle.

White Cottell & Co.'s Vinegar is Good Vinegar

All who have used and tested it agree on that point and will tell you so. The best is always sure to win in the trade race, so have an early shipment of our vinegar as a starter.

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W. A. Simonds, 89 Union Street, St. John, N.B
W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.



Why not concentrate on

WINDSOR SALT?

—The best salt sold.

—The Salt nearly all your customers already use.

—The Salt that is widely advertised.

Why carry a slow-selling or dead stock of other Salts?

The Canadian Salt Co.

LIMITED

Windsor - - Ontario

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OVER LOST OPPORTUNITIES



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BJELLAND'S

SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.

Ask Your Wholesaler

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON :: :: ONTARIO



The Best Grocers in Canada

are now finding a fast and increasing sale for

KIT

COFFEE ESSENCE

WHY? Because it is a thoroughly wholesome beverage of delightful flavor and fragrance and strongly appeals to the better class of trade.

Most attractive package on the market and costs no more than its many imitations.

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PROPRIETORS

KIT COFFEE CO., Govan, Glasgow



Your customers will thank you for recommending

SOCLEAN

THE DUSTLESS
SWEEPING COMPOUND

It is a splendid all-the-year-round seller, but is a particularly desirable stock just now while house-cleaning operations are on.

Order from your Wholesaler or Direct

SOCLEAN LIMITED

444 King St. W., TORONTO Phone M. 6735

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WONDERFUL SOAP

and

CRYSTAL SOAP CHIPS

No laundry soaps are so good, so pure and uniform in quality, such thorough and rapid cleansers.
Wonderful Soap does not injure the most delicate fabrics. It's good value through and through. We offer no premiums. The soap sells on its own worth and reputation without any extraneous aid.

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THE GUELPH SOAP COMPANY

GUELPH ONTARIO

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American Can Co.

MONTREAL - - - HAMILTON

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Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

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"THE ENEMY OF DIRT"

It is a genuine germ destroyer. It is also the most economical soap powder made, it makes your customer's money go farther.

ASK YOUR JOBBER

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Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.



Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

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R. B. Hall & Son, Montreal
W. S. Clawson, & Co, St. John, N.B.

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WORCESTERSHIRE
SAUCE

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DELICIOUS



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First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

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Powdered
Golden Yellow.

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and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

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Have you ordered your stock yet? If not, do so immediately. The housewife recognizes the necessity of this labor saver in the week's washing and the filling of the needs will prove most profitable to you.

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GUARANTEE of $500
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305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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SUGARS MOLASSES

and all West Indian Produce

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Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
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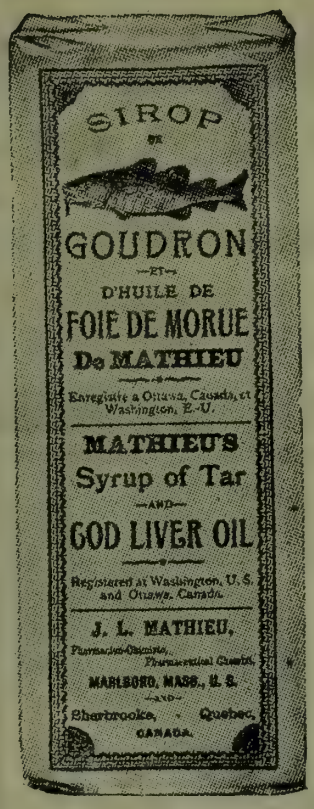
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Write off to-night for our Price List

Dominion Salt Company, Limited

Manufacturers and Shippers SARNIA, ONTARIO



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of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

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are needed wherever colds are attended with pains and fever.

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has been stamped on

QUEEN QUALITY PICKLES



a line you can stock and recommend with perfect confidence.

These pickles are made solely from choice selected vegetables and high grade vinegar, and the entire process is carried out in a factory that is a model of sanitary cleanliness.

"Queen Quality" Pickles are perfectly processed and will be found wholesome and tempting.

Put up in 10 oz. and 20 oz. bottles.

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Limited
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THAT will fit any safe.
THAT takes little counter space.

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THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

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ORANGEADE and LEMONADE

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The reputation of "STERLING" Brand Goods is firmly established in these summer drink lines.

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STERLING ROAD, TORONTO

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After it is once used your customers will not be without it, and you will get constant repeat orders. It does its work so well, that it becomes a household necessity; and you will find that to stock this line means increased sales in all branches of your store.

Our Specialties are:

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Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

TELFER'S BISCUITS

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The demand has been unexpectedly large, but we can now fill orders promptly.

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Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

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Everyone who buys Olives shows the cultivated taste which demands the best in quality.



CLUBHOUSE BRAND SPANISH OLIVES

are the superior line and they will recommend themselves by their perfection of color, size and taste.

Only the finest smooth-skinned olives are selected and preserved with the greatest of care. Clean methods of handling, added to this careful selection, make certain their even, high grade.

Clubhouse Brand is attractively packed and allows a good profit margin for you.

Gorman, Eckert & Co.
LIMITED
LONDON, - ONTARIO

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By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

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High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**



We take pride in maintaining the matchless quality of

THE DOMINION MATCH

Every stem is of good quality wood that will not break, and every head made to stay on when you strike it. Every match a light

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
or Canada Brokerage Company, Limited, Toronto

What's Behind Your Oil Department?

Cleanliness, Safety, Economy and Profit all demand a

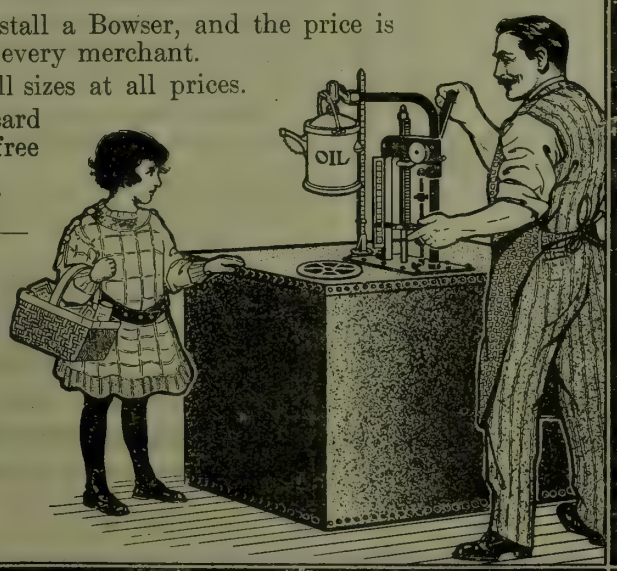
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It measures the oil directly into the customer's can, shows what to charge for same and counts the gallons pumped.

No Funnels—no measures—no oil odors—no trouble. Clean hands—clean store—clean oil and "clean" profit.

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All styles and all sizes at all prices.

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¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

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there's no standing still in business.

It's lines like H.P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H.P. Sauce. Now how about you?

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Donnelly, Watson & Brown, Ltd., Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

THE WORTH OF

WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROV TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

SELL GINGERBREAD BRAND MOLASSES! It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co., LIMITED

HALIFAX, NOVA SCOTIA

DON'T TAKE OUR WORD FOR IT!

Just write for Inland Revenue Bulletin No. 208 which certifies

"Canada First" Evaporated Milk

to be absolutely pure, and to contain the very highest percentage of genuine food values.



You will never have complaints if you are handling "Canada First."

MADE IN CANADA BY CANADIANS

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

FURUYA & NISHIMURA

FOR

JAPAN TEAS

Ask our Brokers to submit you samples of the few lines now remaining of last season's.



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk---4 doz. in case—				**$3.35**
Princess Condensed	„	„	„	**3.90**
Banner	„	„	„	**4.40**

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON

St. George, : : : : Ont.

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BILLIKEN

BISCUITS

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LIMITED

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"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

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The friend of all who cook!

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are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
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might bring inquiries. Better write for rates to
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The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
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COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

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SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871



Size A., Domestic, retails 60c.
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should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.
Incubators & Brooders
English and American, from $8.50 up.
Write us for Catalog.
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JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

COLD SPRING Lemonade Powder
(World Wide Reputation)



We are filling orders already for this famous summer drink. Don't run the risk of having your order unavoidably delayed.

Write immediately.

S. H. EWING & SONS
MONTREAL

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HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

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THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
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and let us give you an estimate.

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LIMITED

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FIGS!
FIGS!

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Write for quotations on 50 lb. bags or ask our travellers.

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WHOLESALE GROCERS
MONTREAL

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Some manufacturers who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which is not. There is ONE REAL CREAM on the market and that is

FUSSELL'S CREAM
(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent. of butterfat. Fussell's CREAM contains more than three times as much.

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CASTOLS
CASTOLS

No More Castor Oil

A Substitute in Chocolate Form

You Know the Name—CASTOLS—but do You Know the Goods?

It's not our fault if you don't. We have shown you how you can do a big trade in this line and make 60% off each order.

Ask Your Wholesaler

Castols, The mother's delight, the children's delight, the delight of everybody.

Send for Prices. A postal costs you one cent. See what it brings back.

SNOWDON & EBBITT
325 Coristine Building - - MONTREAL



IN THE TEN-PIN BOTTLE

Walker's GRAPE JUICE

CLEAR. PURE.

A Beverage—A Food Product—A Table Requisite

THE PURE JUICE OF THE CONCORD GRAPE

Replacing Wines Used in the Home. Served at Soda Fountains.

All Grocers and Druggists should Stock it, as it is being Heavily Advertised in the National Publications Reaching Thirty Million American and Canadian Readers a Month.

Made in the Largest Grape Juice Factory in the World.

Write for Prices and Particulars.

Good Profits.



Handsome Display Free.

Punch Bowls Free.

Recipe Books Free

TRIM YOUR WINDOWS AND INCREASE THE DEMAND

THE GRAPE PRODUCTS CO., NORTH EAST, Pa., U.S.A.

MACLURE & LANGLEY Canadian Representatives **Toronto, Winnipeg, Montreal**

"FORCE"

This is the Ideal Summer Food!

Made from Wheat, blended with high-grade Barley Malt.

Grocers are serving their customers in the best way when they supply them with this superior cereal.

THE H-O COMPANY

Hamilton, - - - Ontario

"Squandered"



The money you save between the cost of an ordinary brand of tea and "SALADA" is usually a trifling sum, but is invariably Sheer Wastefulness.

The trifle is only saved in your mind, not in reality, all such visionary savings doing more injury to your trade in a week than can be repaired in a year.

The public are too wide awake now-a-days to continue the acceptance of anything but the very best, all efforts to the contrary will prove disastrously unavailing---"Mark our Words."



The goodness of "SALADA" is evidenced by its enormous sale. Self interest alone should prompt you to get your full share of benefit from this.

TORONTO **MONTREAL**

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The Trolley System and Grocery Store

A Comparison Between the Well-run Local Traction Concern for a Five-cent Charge, and the Good Grocery Store—The Clerk Who is an Extravagant Luxury —Taking of Extra Profits Concerning the Customer Who Selects Her Own Goods and Demands Always the Very Best.

By Henry Johnson, Jr.

We are all wont to regard a street railway organization as a wonder of performance. Surely, it is remarkable to note what can be done for a nickel. Here is laid the finest track, solid, well-ballasted, absolutely true, and balanced wonderfully well when one considers the exigencies of street levels, necessarily flat curves and other difficulties. Here is supplied cars of best construction, driven and heated by electricity, equipped with electric signal bells, controlled by air brakes. All this is legally controlled in a way which, speaking offhand, would seem to preclude profitable operation, yet profits are so liberal that municipalities are constantly devising ways and means of sharing in the income.

Let Grocer Think.

But wherein does the well-conducted store fall short in any of those particulars? Do we often realize how very much we succeed in accomplishing; and do we not fail to realize where and how we fail to get what is coming to us through careless figuring, or "taking a chance" with our profits?

Take a telephone order for three grapefruit for 25c. Here, to begin with, we supply the telephone and the grapefruit. We supply a store with the stock, a clerk to take the order, other clerks to put up the goods, a checker to see that the order is properly put up, delivery service equipped in every detail, and office service to carry the account; finally, the capital, experience and enterprise to do the business. And what do we get as gross revenue for all this? From 3 1-3 to about 5 1-5 cents. Astonishing as the street car, is it not?

Just Figuring.

Now, the point is, that on 3 1-3 cents we just about "play even," and on 5 1-5 cents we make a profit for ourselves. Obviously, great care in checking and figuring is necessary, or our margin will be on the minus side. Let us analyze a bit.

A box of 64 grapefruit of the best variety costs $4, and the delivery cost averages fully 25c. If we sell 64, the cost of 3 is within a shade of 19.81c. But we seldom sell 64, nor should we ever figure on 64. It is only safe to figure on 60; and on that basis our cost is 21 1-3c. In the first instance, we make 20 per cent. plus; in the second, we make 12 per cent. minus. Let us say that Johnson & Son are not selling this fruit at 3 for 25c. Our price is 10c straight. And on that basis, figuring 60, we make a shade under 25 per cent., while if we ever do get 64 out of a box, we are making 33½ per cent.

It does not do to allow "competition" to scare you out of your profits. Note the quotation marks, which are put there purposely for the reason that most alleged competition is in our imagination when we come to fine figures. It is not true competition that the other fellow sells a 64-grapefruit at 3 for 25c; chances are ten to one that he has no such grapefruit as I describe. He is dealing in an inferior article, very likely; and that puts him out of competition. If we are careful of our qualities and rigid in our inside requirements regarding efficient service, we can get our profits all right enough, and if we are not thus rigid, we have no business to succeed; hence, there is no excuse to do business without adequate compensation. You, who pay less than I do for 64 grapefruit, can think this over very carefully, and, "believe me," my quality will win against your price every time.

* * * * * *

An Extravagant Luxury.

A good clerk will not cost his employer a cent, while a moderately efficient one will cost his wages and then another equal sum, and a really poor clerk is about the most extravagant luxury a man can have around. I talk this to every new man I engage. All see the point—apparently; and all are confident that "they belong," but the true ones are few and far between. Yet it is all about the simplest thing in the world. Its very simplicity may be its trouble. The whole secret is, that the good clerk will work for the employer, while the poor clerk works for the customer. Of course, we might add that the good clerk uses his brains—but that goes without saying; nor need it be especially emphasized since, as stated above, the whole thing is elementary in its simplicity.

An Apple Sale.

For example. Apples which can be purchased in the fall at $3 per barrel are now worth $12 to $13 or more. A short time ago, with apples selling at 10c a pound, I waited on a customer who carefully selected what weighed an ounce less than two pounds. Did I charge her 20c? Not so you could notice it. She paid me 24c. She had picked over not the topmost layer, but the top of the barrel—had she selected from the barrel newly opened, she would have paid me about 30c—and she had thus reduced the grade of all the other apples in the barrel and rendered it a heavy percentage less possible for us to please other exacting buyers with selections from that barrel. The bottom of it would sell at 6 or 7 cents a pound; the last would be "sent home" for "mother" to cook up and save!

Over-charge Fatal.

A clerk of the average kind, meaning what is known as fairly good, would have hesitated to charge the 20c; and one of those who like to have customers ask for him would have entered 19c as the proper charge. I was working for myself, and I charged enough. It will be noted, however, by all who are competent to note correctly, that I did not charge too much—which would have been, and always is, fatal.

Suppose, however, that in a busy store the clerk has a hand in putting up or aiding to fill as few as a hundred orders a day. If he works for the customer unduly to the tune of 2c on each order, he costs his pay and $2 per day. If, on the other hand, he works fairly and properly for the customer, but honestly and loyally for the employer, he will gain 2c on each of those orders. Then, if he is a $2-a-day man, he costs nothing whatever, and is properly due for a raise. Moreover, that kind of man never will cost a cent, no matter how much he is paid for, he will do a thousand things to make himself an investment instead of an expense.

Taking Extra Profit.

A customer comes in and decides to buy some asparagus at 25c a pound. After the order is noted, she turns and very sweetly picks up three or four of the nice, straight, fat stalks, saying: "May I pick out these for my order?" I reply that I shall give here those and will put them up myself. I do so—but she pays me 60c for the two pounds.

Another telephones her order and includes bananas. We are selling bananas—as you are—practically at cost; but such would not be the case if bananas were always handled with some good judgment. Our price is 20c per dozen; but this lady emphasized the fact that she wanted "your BEST" bananas. She got them; but the charge was 25c. Not one customer in twenty would object to such a charge; or, if they did, not one in twenty would object to paying that price when proper explanation was forthcoming. And we can all afford to yield the point to the one in twenty, taking our extra profit from the nineteen. While on the subject of bananas, I may point out that eleven fine bananas and one fairly good one will constitute a dozen if the right kind of clerk, or the proprietor, fills the order. Then the store will make some money on bananas.

All of which is part of the doctrine of efficiency in the grocery business; and all of which I should hesitate to write so plainly did I not know that I am talking to men who have discriminating judgment to "understand."

Let the Fruit Grower Know the Salesman

Queen City Retailer Discusses the Question of the Marketing of Fruits—Believes That if Grower and Commission Man Understood One Another There Would be Little Trouble — The Need of a City Exchange.

Some time ago The Toronto Daily Star ran a series of articles on "Why is Toronto Housekeeping So Dear?" This series created quite widespread interest, because the problem of living is no more peculiar to that city than to any other big centre. But the paper seemed to insinuate that the retailer was making too much profit for the service rendered the consumer, and also published interview after interview calculated to make of the commission men on the Toronto Fruit Exchange an all round bad lot. Here is what one Toronto dealer, who conducts a big store near the corner of Yonge and Bloor streets, has to say anent the question. Other merchants may find this commment by F. C. Higgins interesting. He is a figure that always has loomed big in the affairs of the retail grocer in Toronto, and enjoys a full measure of the confidence and respect of his fellow-dealers. He looks upon the question of marketing fruits from a new point of view, and in effect he believes the grower and the salesman on the Fruit Exchange do not understand one another. This is what he says:

An Automatic Removal.

"I believe that if some man could devise a system by which the producer could feel assured that he had got from his commission man all that he was entitled to, that a great deal of this discord now obtaining would be automatically removed."

Mr. Higgins also believes that the consumer is now getting his fruits just about as cheaply as he possibly can get them, and backs up his contention with the argument that the retailers are competing with one another about as vigorously as they are able, and that in addition the streets of the city are open to all the peddlers and market men imaginable, who carry the war right to the door of the customer.

"No, no!" Mr. Higgins said. "I know of no method by which the marketing of fruits or vegetables could be improved upon. The margin of price separating the fruit on the farm and the fruit on the table of the city consumer is large—sometimes as large as one hundred per cent., sometimes much less, but I know of no change that would help the situation in the smallest part."

Seems a Disgrace.

"I will say that, in my opinion, it seems a disgrace that the only fruit exchange in Toronto should be under the control of interested parties. Not," he added in qualification, "that I have been injured by them, or that any dealer in Toronto has been hurt by their being so, but I think such an exchange should be under the direct control of a commission, or some other body of disinterested persons. Still allowing for all this, in my opinion there must be the middleman between the producer and the retailer. It is the only logical way of doing business, and particularly does this apply to the fruit and vegetable business. This is making itself manifest to many of the market gardeners around Toronto today, for they are sticking more and more to their land, and are turning over their goods for sale to the retail grocer. These men are beginning to understand that they can make more working their ground than they can peddling goods on the streets. That goes to prove my point as to the middleman.

"The Star has only scratched about this question. It has urged that ideas should be submitted and all that, but it has not gone into details much. It has made some general charges, but I don't believe it has said anything that is not correct, or nearly so, except in one or two instances. But the insinuation has been made that the retailer was one of the factors in making the difference in percentage of cost between grower and consumer so high. Let us investigate the merits of this.

On a Basket of Peaches.

"In the smaller fruits I suppose The Star is justified in stating that the grower gets but fifty per cent. of the price which the consumer ultimately pays. It may be even less than that. But then these are small amounts, and the same amount of handling is necessary as is the case with larger fruits, where the margin of difference is not so marked.

"Let us suppose a basket of peaches, for instance. Suppose this is sold on the exchange for seventy-five cents. Out of that there must come probably 20 cents for commissions, express, cartage and so on. That means the grower gets back 55 cents. Well now, to continue: It goes to the retailer at 75 cents. He has, if he wants to remain in business, and not close out the day's fruit consignment at a loss, to figure on a profit of about 25 per cent. on the cost price. That will mean the consumer will have to pay about 95 cents for that basket of fruit. The retailer has to get his profit—is compelled to—because of the risk he runs of having the goods spoil on his hands. I don't know of any other item in that list of other charges against the grower that can be eliminated. It is a logical chain, as necessary as it possibly can be. And yet that is almost a doubling of price as paid the grower."

"How about the grower shipping in his own goods?"

Friends Sent in Fruit.

"It does not work out to advantage. Let me tell you why. I have a number of good friends in Grimsby, Ont., whom I have had in the past occasion to visit during the summer. These people, fruit growers, all told me they would like me to handle their fruit. I agreed. Well, they send along their fruit. And what is it I find?

"When it gets to me, I discover that the stuff they have sent on does not suit my class of trade at all, or else it is too ripe, or not ripe enough. It is just like the boys game, 'sight and unseen.' I've no fault to find with the people who sent the stuff, none at all, but they never could seem to send the stuff wanted on particular days. The result is the stuff is lost. I lose on the deal. I have a number of dissatisfied customers probably, and no one is pleased. And, anyway, to sell I've got to get in touch with the market.

The Other Side.

"Now take the other side of the medal. I go down to the fruit market, knowing perfectly well just what goods I want, and how much I want to pay. I see the goods on the floor, can tell just how ripe it is, and all about it. Which do you think is the better system? I think the exchange. The only thing about it that can be criticised, as I have said, is the fact that it is in the control of men who are interested. I doubt if any other body of men, even the representatives of the growers themselves, could transact business on a basis of less than ten per cent., and I also cannot see how any of the other charges can be eliminated.

"Now it may be that the proper thing to do would be for the city to provide a fruit and vegetable exchange somewhere central, say Bayside Park, where buildings could be erected to take care of all the men who would want to get into the business now or in the years to come. I have not the smallest doubt that in the course of a few years, these men would be making of such an exchange their permanent place of business. They would be there all the year round, instead of merely in the summer months. In that way, I think the present system might be bettered.

"But The Star is wrong if it says the consumer is being unduly preyed upon. There is not a link in the entire chain to be cut out. And as far as the retailer is concerned, there is the competition of all the stores in the city, besides that of the Italian fruit vendors and peddlers to keep the price down to a minimum.

"The grower does not, in my opinion, understand the commission man. He also seems to think that he should be making a profit out of a little plot of a few acres, with a small crop. The trouble with him is that he does not 'grow' himself. It would only be a little more expensive for many of these fruit producers if they doubled or trebled the size of their holdings. You never hear any outcry from the big growers. They apparently consider themselves as doing very well. If the average retail grocer made as much money in a year as he believes the fruit grower makes, he would have little cause to complain," Mr. Higgins concluded, with a smile.

To Close Saturday Night in Winnipeg

Talk Now Going Rounds of Merchants in Prairie Centre to Close all Retail Stores at Six O'Clock on That Evening — Also Some Want a Week of Holiday Intact During Summer.

Winnipeg, May 23.—The following item appeared in a recent issue of the Free Press:—

"There was a meeting of the Winnipeg Retail Grocers' Association held Tuesday night to discuss the advisability of a weekly half-holiday during July and August. The feeling seemed to be that a half-holiday should be set apart, but there was a diversity of view, as to what day should be taken, some desiring Wednesday afternoon, some Thursday afternoon, and others Saturday night, beginning at 6 o'clock. It was decided to circulate a petition amongst the city grocers before arriving at a decision, and in the meantime the merchants will have a chance to express their opinion."

It is difficult to ascertain what the result of the controversy will be owing to the diversity of opinions. Some few grocers are advocating a full week's holiday some time during the summer, thus dispensing with any other holidays during the year. This looks almost too ridiculous to receive serious consideration, but with some it is a serious suggestion.

It is believed, however, that the majority are in favor of having one afternoon each week off duty, and it is only a matter of deciding between Wednesday and Thursday. It should not be difficult to reach a decision on this, but some Winnipeg grocers are not prone to dissolve their individual ideas readily for the convenience of the majority.

The discussion regarding Saturday night closing is really another matter entirely, as it does not really belong to the half-holiday propog. ers are in favor of closing Saturday night all the year round, and independent of the half-holiday campaign the Saturday night closing has been under discussion for some years. Here again, there seems to be a few opposed to what would obviously be of benefit to the majority and unnecessarily the stores are kept open Saturday nights.

What should really take place, it is claimed, for the best interests of all concerned, would be a decision for a weekly half-holiday for two months of the summer at least, and an unanimous desire to close Saturday nights throughout the year.

It is high time in the history of merchandizing when the public should be brought into recognition of the rights and privileges of the merchants. The dealer should have the public under better control, and it is his duty and opportunity to educate the consumers to do their shopping at more convenient hours

It is not a matter of losing money. The merchant cannot lose trade if he increases his dignity and prestige.

Two Clerks—One Brand of Good Sardines

How Lack of Tact and Absolute Crude Ignorance Resulted in a Woman Leaving One Store to Get What She Wanted Elsewhere—Salesmanship of Another Dealer Who Had All Information Ready on Tip of Tongue.

By J. W. Bryans.



THE man who said that "ignorance is bliss" never meant that quotation to apply to the grocery business. For in this, ignorance, especially of stock carried is the great unpardonable sin.

Examples of boorish ignorance of the crudest type, however, sometimes crop up as one travels about the country, and usually there is some comparison to follow of a bright clerk selling goods that tends to heighten the disparity between the two. A traveler here relates two specific cases aptly illustrating this point.

A Criminal Offence.

"While visiting a store not long ago," said he, "a lady customer entered and during her purchasing enquired of the merchant "Do you keep —— sardines." The dealer seemed to know as much about his stock as the ordinary man knows about the moon. On being asked this question, he began a hurried search around the shelves and under the counter and after the customer had about made up her mind that he had forgotten entirely about her, he came back and abruptly blurted out: "No! we don't keep them." After a silence of some minutes the merchant asked, "Would any other kind do?" in a manner as if he was committing a criminal offence in making such a suggestion. As he did not even take a can off the shelf to show her and as there was plenty of stores nearby where she could get the brand she wished, she went out without buying."

A Good Salesman.

"It was only about a week after this occurence that I was in another store where an exactly similar case happened but where it was handled much better. In this case a customer had also asked for a particular brand of sardines. "This is the brand we keep" said the merchant "It is the ——, and you will find it a most satisfactory article. They are a Norway sardine, and are the autumn-caught fish packed in the finest oil. They are uniformly sweet and have a flavor that I am sure you will like."

"Are they a small or a large sized fish?" enquired the customer and the merchant was off on a description of the size, telling how they could almost be called boneless, and in other ways bringing out the good points of the article."

What's The Difference.

The first merchant may say: "Well, what difference does that make, it is only 45c more for the three cans." If this merchant will take into consideration the number of customers that he waits on in a week, he will find that if he could sell each customer 45c worth over what they asked for, it would make the profits much larger. In this particular instance, an interesting feature is



Where Ignorance is Not Bliss.

that the sardines the second merchant sold were the same brand the other had on his shelf but which he did not try to introduce to the customer. No doubt, if he had understood the goods, and had given the same selling talk as the second merchant, he could have easily sold to his customer.

The merchant if he wishes to be successful must be a real salesman. He should not be content with selling just what the customer asks for, but should put forth every effort to not only sell every customer who enquires for goods but also to increase the demand for new goods.

James D. Fraser & Co. are starting a grocery business at East Collingwood, B.C.

How are You Going to Figure Profits?

Simcoe Grocer Pins Faith to Method of Estimating From Capital Employed—Says Banks, Governments and Large Financial Institutions do Likewise—The Demonstration of the Folly of Figuring Percentage of Expense on Volume of Business, and of Profit on Cost.

Another merchant does hereby cross swords with Henry Johnson, Jr., in regard to methods of figuring profits. This time it is George O. Werrett, of Simcoe, Ont., who dissents from the opinion expressed by Mr. Johnson. His letter, in full, follows :—

Editor, Grocer :

Shortly after the article by Henry Johnson, Jr., re percentage appeared in your journal, I was inclined to give my views on the matter but refrained from doing so as controversies often cause feelings without doing good.

However, as the matter has been taken up by one outside the trade, I feel at liberty to express an opinion.

What it Demonstrates.

In the first place I must say I have thoroughly enjoyed Mr. Johnson's talks from time to time and have always agreed with him with the exception of this percentage argument. However, Mr. Johnson has certainly demonstrated one thing to the retail trade generally, that it is bad business methods to figure per cent. of expenses on volume of trade done and per cent. of profit on cost.

A Deceptive Method.

This mode of figuring is very deceptive. As an illustration a great many merchants will tell you that they average a profit of twenty per cent. and their expenses average sixteen per cent. leaving them a clear imaginary profit of four per cent. which they never discover to exist when stock-taking is over, as they have figured their per cent. of profit on cost and their per cent. of expense on volume of business done.

Has to Disagree.

This error has been dealt with by Mr. Johnson several times but will always stand repeating as it is a common error. As to the estimating of per cent. on the selling price I cannot agree with Mr. Johnson. As far back as our memories serve our schools, banks, governments and all large financial institutions always figure per cent. on a one hundred cent. basis based on the capital invested. In the case of a merchant what the goods actually cost, is the amount of capital invested. Estimating per cent. on the selling price is in my opinion estimating partly on an actual basis and partly on watered stock. The difference between the actual cost and the selling price being the watered stock.

The horse deal, only forcibly brings it to our attention that thirty-three and a third per cent. on cost is equalled by twenty-five per cent. off. Thanking you Mr. Editor for the valuable space, I remain,

G. O. WERRETT.

Simcoe, May 15.

Where a Proprietor Neglected Chances

Disgust of a Good Customer Who Was Attracted by an Advertisement on Pickles, But Failed to Get Any Information From Clerk When He Called in the Morning—The Necessity of Co-operation in All Branches.

The salesman should have a full knowledge of the store's advertising, if the proprietor is to get the best results from the outlay. He should work in unison with it, in order to make it most effective.

"The evening paper contained an advertisement of pickles that impressed me with the quality," said a man who buys good things. "Next morning I called into the store and said: "Give me a bottle of those pickles which you are advertising."

"What kind are they?" asked the clerk.

"I don't know the name, but you advertised them in last night's paper. You said they were an extra fine pickle, and I thought I would try them."

"I don't know what kind it could be. We have several brands which are very good."

Desire Vanished.

"My desire for those pickles seemed to disappear. I had been favorably impressed with that brand, and believed they were something better than the ordinary, but if such was the case, the fact had not been impressed on this clerk."

Here was a case in which the advertising had been splendid. It had impressed a customer so that he had decided to buy. The clerk, however, had failed to work in unison with the advertising, and the sale had failed, while the customer's confidence in that store had dwindled away.

Should Co-operate.

This is but another case of failure to co-operate between the salesman and the advertising man. In any business everybody should work together for the desired object. The advertising, window trim, interior display and salesman's talk should all be along the same line.

Suppose you decide to push canned goods. Well, everything and everyone should work with that in view. In the advertising point out the merits of your canned goods along with other talk to promote sales. Then you will have a window trim that will attract those who are passing by. Then inside, to catch the customer's eye, is the counter display, and last, but by no means least, is the personal talk of the salesman. These are methods that will get results. Union is strength, and co-operation among all the selling factors in a store will bring the best results.

Delivery is an Important Part of the Business

The delivery is an important factor in the store's service. The grocery business is unlike any other in this respect, the needs of the consumer are more consistent and varied than in any other commodity, are frequently urgent and must be supplied at short notice, although the article may be small.

This makes it imperative that the delivery shall be prompt.

The number of people who depend on departmental stores for table supplies is increasing every day. The departmental stores delivery service is admittedly good. This service is made possible by the large volume of general business which usually averages from $10,000,000 to $30,000,000 annually.

Many of the departmental stores maintain stables in the suburbs, and deliver the goods from these points just as quickly as the stores in the local neighborhoods may deliver the goods.

Delivery is a weak point in many of the small stores. In some cases the man who sells the goods, delivers them and also takes care of the delivery wagon and horse, in which case the consumer must wait for the goods until the grocer gets the opportunity and time to leave the store. In most cases this is only once, and not more than twice each day, generally at irregular hours. You can understand what this means to the housewife if she happen to be alone, not knowing when to expect the goods, and probably wishing to make a call or do some shopping, must wait until her grocer arrives, if not she will have to wait for her goods until the following day when the grocer makes his daily or semi-daily delivery.

Regularity is one of the necessities of the delivery, delivering the goods each day at the same time. It is not uncommon to hear a woman say that she likes to deal at a certain store, because she always knows when her goods will be delivered.

Delivering the goods in good condition, having pleasant and tidy delivery boys, are other things which are necessities. It does not help the reputation of the store if the sugar and other articles get soaked with kerosene or coal oil, and the eggs cracked or broken.

There is no doubt that delivery is an important factor in the grocery business.

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CLOSE THE YEAR ROUND.

Reports come in to this office day after day purporting to show how one town after another is falling into line in regard to the weekly half holiday idea. Generally speaking there has been but little trouble in doing this, but here and there have been seen glimpses of discontent, especially in towns where the early closing once a week has become almost an institution.

The dealers in some centres again fly to the other extreme, as is instanced by a story from Winnipeg, where some dealers seem to desire to close on every Saturday night, and on one other afternoon each week in the summer time as well.

The difficulty appears to be that every year there is the reorganization of each dealer's trade to be effected before he can close for the few fleeting afternoons of the summer. Then each fears that one of the men will not close even if he does and so there is general doubt and distrust all around. It is a fact that every grocer should have as much relaxation from business worry as he can have, and keep his business where it belongs. There is no disputing that, for there are many cases to be pointed to where men carrying the responsibilities of big stores on their shoulders have been on the very threshold of a nervous breakdown because they would not or could not secure more hours of ease.

Manufacturing establishments all over the country seem to have no trouble in providing a half holiday one day EACH week to their employes. There is no reason under the sun why every retail dealer in Canada should not be able to do the same. There should be none of this worry over closing for a few days all told in the hot months. Let all the men agree to take one half day off per week, and regard it in the light they do Sunday, sacred, and there will be just about as much business done. But more than that there will be a fine, clear-eyed, bright body of retailers, every day of the year, in Canada.

THE NEW BULK SALES ACT.

At the last Session of the Saskatchewan Legislature, an Act, entitled, "The Bulk Sales Act" was passed and made law on the 14th of March by the assent of the Governor General of the Province.

This Act will have a far reaching effect upon the sale of businesses in bulk in the future. It has been enacted for the protection of the purchaser and the creditors of the Vendor and to prevent the perpetration of fraud on the part of persons desiring to sell their business, secure the cash for same and decamp without settling up their outstanding liabilities for the goods that they may have transferred in the transaction of sale.

Briefly, the Bulk Sales Act provides that the Vendor must supply the purchaser with a sworn statement containing the names and addresses of all his creditors together with the amount owing. It shall then be the duty of the purchaser before paying to the Vendor the purchase price, to obtain the written waiver from the creditors of the Vendor before paying over the sale price, or he shall pay the purchase money, or sufficient thereof to satisfy the claims of all the creditors of the Vendor into the hands of the Official Assignee to be distributed pro rata amongst the creditors, less the usual Assignee's fees. The purchaser, however, can obtain the consent of the creditors to turning over sufficient of the proceeds to a nominee mutually satisfactory, thus avoiding the expenses consequent upon handing same over to the Official Assignee. If the total purchase price is less than the total indebtedness of the Vendor, it is necessary to obtain the consent of 60 per cent. of such creditors before any sale can be effected, thus preventing a bogus sale at a low figure and preventing fraud by any side deal being effected by the Vendor in order to evade the provisions of the Act.

A sale is considered to be a sale in bulk whenever the entire stock-in-trade of the vendor is sold, or part thereof, out of the usual course of business or trade of the Vendor. The Act in Saskatchewan covers not only a stock of goods, wares, and merchandise, but also an Hotel or Wholesale License for the sale of intoxicating liquor.

If the provisions of the Act outlined above, are not carried out, the sale is void, as against the creditors of the Vendor, unless the creditors are paid in full, and said sale shall be deemed to be fraudulent, and the creditors are, through the Courts entitled to issue a Writ of Attachment against the goods covered by such sale.

The Manitoba Bulk Sales Act, which has been in operation for the past two years, and upon whose provisions the Saskatchewan Act was founded, was amended at the session of Parliament just closed, so as to require the consent of 60 per cent. of the creditors in case of a sale, thus remedying a defect in the original Act. This Act has been a great protection to the mercantile community and is very beneficial in its results.

THE MENACE OF CO-OPERATIVE SOCIETIES.

The visit of William Maxwell, of Scotland, to Canada, to arouse enthusiasm in regard to co-operative societies, seems to have been somewhat of a failure. Like a skyrocket, he came among us, and spoke his little piece, but, also, like this skyrocket, he has so far left no trace behind, his brilliant display of burning rhetoric seeming to have had little or no effect.

There are two matters for congratulation to the Canadian dealer in this. One is that no further disturbing element seems liable to enter into the legitimate field; the other, lies in the undoubted confidence the general public has in its army of retail distributors. But there is also the other side of the medal. William Maxwell came here with the avowed intention to help on the cause of co-operation. There is no doubt as to his intention. His onslaught doesn't seem to have had much effect upon

the citadel of trade, and it is apparently as staunch as ever, but sometimes the strongest appearing fortress of all has been weakest by reason of the fact that the foundations had been undermined by burrowing workers.

There is not a retail dealer in Canada who can afford to abandon his watch on co-operative matters at the present time.

Prevention is the thing, because if disastrous legislation once passes the commons, it will prove a mighty hard fight to straighten the matter out. So the moral is to cultivate the habit of sleeping with one eye open.

WHAT AN ADVERTISEMENT IS.

A subscriber called at this office a short time ago and related how several professional men in his town had been running advertisements in the local paper, locating their places of business as opposite public buildings that had in the meantime been burned down and rebuilt in another part of the town. The notices had been running for years without change, and he wanted to know just how much good that information was to the men who were paying for it.

It sounds strange doesn't it, and one wonders how it is that men of sound intelligence could compound and consent to such foolishness. But the careless members of the learned professions are not alone—not by any means. There are dealers all over the country, who allow this condition to continue in their own publicity week in and week out. They send their "ad." into the local newspaper office; it is set up and goes to press, and probably that one writing suffices for a whole month, or worse still, for the entire year.

What would this self-same dealer think of a clerk who gave to his customers the same line of selling talk day in and day out? Guess he wouldn't think of anything else but discharging him. And yet that is what he is doing when he allows that bit of boiler-plate—for it can be called nothing else—to run in the newspaper, issue after issue. He is NOT advertising. That was designed to give a dealer the opportunity of speaking his little piece to many, where in the store he can explain it to but one or two. It is one talk multiplied many times. THAT is advertising.

It doesn't matter how small the community may be, there are some few people who are going to be interested in any well-written "ad." telling SOMETHING NEW about some store in the place. It cannot be otherwise. Nine times out of ten, the citizens of the place take a big daily paper, and if they do, they are sure to read the advertisements of the big publicity and mail order houses. Why? Because they are well written; they tell those folks some things they did not know before. They excite curiosity, and cause the dollars in their pockets to rise up and demand to be spent. In the cities there is not one out of a dozen of the thousands who daily throng the big department stores, who goes unless "something had been noticed in the paper to cause them to make the trip." That is fact.

Be wise then and USE the space being paid for. The newspaper is there, and the people are there, so why not get busy and take advantage of conditions?

STREET WAGON AGAINST STORE.

The other day a woman in one of the large Canadian cities needed some strawberries for dinner. Just as she was pressed for time, the raucous cry of a street peddler was wafted in through the open door. Flushed and bothered in the course of preparing the meal, she hurried to the street and purchased at once two boxes of strawberries that appeared fairly fresh. Setting them to one side in the kitchen she went on with her work, and imagine her annoyance when on taking the boxes up to clean, she discovered the berries to be mostly bad, and unfit for use. She was out about forty cents, and the meal was spoiled.

That is generally the way street selling works out in the end. There may one or two men who make a regular business out of selling direct, and who really try to keep their goods fresh always, but in general the policy of "sell anything" is the one followed. It is so easy for a vendor to disappear around the corner, and the price of the stuff he has sold is as secure to him as if he had it deposited in the Bank of England. There is not, and need not be, much principle about selling goods on the street.

The moral of course is that it is not the proper way to do business. It doesn't take much reasoning to prove that the dealer who has had his money tied down in his store in that locality for ten or twenty years, is a better place to buy goods than at a wagon on the open street. One can always get back to the store, because it cannot well run away.

THE VALUE OF A WELL-DRESSED WINDOW.

On one of the residential streets in Toronto there is located a store with two windows. They are dirty, and the panes of glass are small. In the display space of both windows is thrown—not arranged, but indiscriminately thrown—two piles of crockery and glassware. On the outside of the windows, and the whole front of the store, dust lies thick. What can be seen of the dark interior is treated to the same. That crockery is why. On either side of his dilapidated place are good places of business. These are getting the business. They DO NOT pile or throw crockery and glassware in THEIR windows.

Those who read the selling methods of the nine successful contestants in Canadian Grocer's Gold Medal Competition will find nine separate examples of how good window displays have paid them. They will learn that in every case, the display was built and arranged with the one object of selling goods. The men who dressed them frankly state they knew of no other reason why they should be dressed at all. If the attention of the public was not to be drawn to the goods that are to be purchased from the clerks within the store, there was no sense or reason in embellishing the goods in the windows.

It has been said the window is the eye of the store. It is more than that: it is the mirror in which is to be seen the business soul of the man who is running the place. A customer will pass by unheeding any window and any store that does not TELL HER SOMETHING; she will stop at, and be interested in, any display that performs this function. And she will do more than that. She will say that "there is a man who has a good line of goods, of which he is not ashamed."

It pays to acquire the art of dressing a window, just as it does to learn the "knack" of advertising. The public will respond, be sure of that, and the response always takes the form of dollars and cents in profits to the wise dealer. Line up to the spirit of the sign that carries the slogan: "No trouble to show goods."

Latest News from Trade Centres

ONE MORE HALF HOLIDAY.

Forest City Grocers Will Start Next Week.

London, May 25.—At a meeting of the executive of the Retail Grocers' Association last week. It was decided to add one more half-holiday to the summer half-holiday. The grocers will therefore start the Wednesday half-holidays on May 31st instead of on June 7th.

Manager Frank Paul, of the Grocers' base ball team, is arranging a game for that afternoon at Springbank.

Richard Thompson, for more than twenty years with T. A. Rowat & Co., has left to take a position in the Merchants Bank. "Dick" was the [illegible] days when "Ed." Ryan clerked in the Rowat establishment.

Bert Mills, a young clerk from Scandreth Bros., has taken a position with T. A. Rowat & Co.

NOT UNANIMOUS.

Early Closing Question Discussed at St. Catharines.

St. Catharines, Ont., May 24.—The early closing problem was discussed by local retail merchants at a recent meeting. Those present expressed themselves as in favor of shorter hours and a committee was appointed to wait upon the different merchants and endeavor to secure their signature to close at 6 p.m. every week night except Saturday and on the evenings preceding a holiday.

The meeting was not unanimous regarding the Wednesday half holiday, for while some dealers have agreed to observe it during June, July and August, others are in favor of closing at 5 o'clock each evening instead. The city council will be asked to place a heavy license on transient traders, the local merchants regarding it as unfair that itinerant auctioneers should be allowed to bring goods into the city, when they do not pay taxes. Other items of interest to the trade were discussed and the dust nuisance will be dealt with at the next meeting.

THE HUDSON'S BAY STORE.

Plans for Calgary Structure of Ten Storeys.

Calgary, May 25.—Plans which the Hudson's Bay Company have submitted to the inspector here, show that the building the old-established concern intends to erect here to house their department store business will be ten storeys in height.

The structure will be located on Seventh Ave., and on First street west. There are to be two entrances on the former street and one on the latter.

The first floor will be given over to drugs, clothing, blankets, jewelery, candies, etc. The second will contain most of the ladies' wear, including millinery and furs. The grocery department will be located on the third floor, where also will be placed the hardware and china and glassware stocks.

The mail order business will be centred on the fourth floor, and the drapery and carpet sections will be there also.

The fifth floor will be given over to general stocks.

A ballroom 66x72 is laid out on the sixth floor, and there is also to be a big concert room on the same flat. There also will be the public restaurant and dining room for the staff.

The shipping will all be done in the basement.

It is said only six floors will be provided for at the outset.

MAY REPEAL EARLY CLOSING

Spring Business Said to be Too Heavy for Set Hour.

Dresden, May 25.—Last December the town council, on petition of a majority of the merchants, passed a by-law compelling storekeepers to close their places of business on Saturday nights at 10.30 o'clock.

The by-law seemed to work all right in winter, but spring brought a different story, and its downfall came last Saturday. At 10.30 several of the stores were packed to the doors, and the merchants decided that it was not good business to turn customers away.

It looked as if Magistrate Turner would have a busy morning on Monday imposing fines, but Sam Chaffe, clothier, got busy with a petition for repeal which was soon sufficiently signed. In the meantime, no doubt, the prosecutions will not be pressed.

MUD GUARDS FOR WAGON.

London Merchant Adopts Protective Device on Outfit.

London, May 23.—G. B. Drake, grocer, corner Rectory street and Hamilton road has just tried out with success a new wrinkle in the shape of mud-guards on a delivery wagon. They resemble the guards on a phaeton, in width and shape, and Mr. Drake has found that they keep absolutely all dirt and mud from the box. The doors are at the side, it should be mentioned, and a brass block at the bottom of the box keeps the door from opening too far. The plan has worked so well that Mr. Drake anticipates introducing it on his other delivery wagons. This particular wagon is finished in glossy black, and the guards add, if anything, to the "classy" appearance.

NEW DEPARTMENT STORE.

Saskatoon to be Home of Large Retail Establishment.

Saskatoon, May 25.—Excavation work has already been practically completed in connection with the new four storey Cairns department store, to be erected in this city, and the architects are responsible for the statement that it will be when completed, one of the largest, if not the largest, structure of its kind between Winnipeg and the Pacific Coast.

This is not the first department store in this city. Saskatoon already has several and has had them for several years. But this new Cairns establishment is the largest of all and probably the most progressive.

It is to be constructed at the intersection of Second Avenue and 23rd St., there being a frontage of 100 feet on the former and 140 feet on the latter. It will be of fireproof construction throughout and the exterior is to be of light glaze terra cotta of simple design. There are to be two passenger elevators and broad stairs and the furnishings will be made to order.

POSITION WANTED.

YOUNG MAN, 26, single, wants berth in Western Canada. 10 years' experience in grocery and provision trade, wholesale and retail—8½ years' England, 1½ years' Newfoundland. Good references. Total abstainer. Disengaged one month's notice. E. GODDEN, 108 Queen's Road, St. John's, Newfoundland.



Interior View of McHenry's, Brockville, Ont.

How Government Views Fruit Prospects

Department of Agriculture Issues Bulletin Giving Status of Growth in Whole Dominion—Pear Yield in British Columbia Not Above the Average—Plum Yield Will be Extra Large Unless Adverse Conditions Arise—Small Fruits Have Wintered Well.

Ottawa, May 25.—The prospects for fruits in the Dominion as set forth in a report issued by the Department of Agriculture is given below : :—

Pear trees are in good condition. In the Niagara District they have begun to bloom and the showing is good. The frosts of the last few weeks have not injured them to any extent, and the wood growth of last season is fair. The British Columbia crop promises to be not more than an average one.

Above Average.

The commercial crop of plums this year will, in all probability, be above the average, if no adverse conditions arise. The crop was rather short last year in many sections, but the trees are in good condition. The black knot, though still present, is not prevalent to the extent of former years, and the tenderer varieties are being gradually eliminated. It is possible that the Japan varieties may show up well this year, though slight injuries have been reported from Southern Ontario and British Columbia.

The Peach Outlook.

"The outlook in Niagara District is good ; the orchards have been well cared for and the weather conditions so far have been favorable. Peach growing is not progressing rapidly in Essex county, is actually declining in Kent, but many new orchards are being planted in Lambton. The crop prospects are only medium, though there are few adverse reports from Lambton county. The British Columbia crop will be very light.

"Cherries are showing well in all sections. Though the trees are beginning to bloom nicely in the commercial orchards of Ontario, it is too early to speak confidently of the 'set' of fruit.

"Grapes have wintered well. The wood of last year was well matured and vigorous. Fortunately the buds were not far enough advanced to be injured by the recent frosts, and present indications look to at least an average crop.

Small Fruits.

"Small fruits generally have come through the winter well. An exception may be made, perhaps, in the case of strawberries, but this exception applies to only limited areas. The lack of snow and the heavy frosts after the snow had disappeared in some cases seriously injured the strawberry crop. Nevertheless if no further adverse conditions intervene, there will be a large aggregate, as there is an increased acreage this year. New Brunswick has now several large growers, and Nova Scotia is paying much more attention to small fruits than formerly. The indications in British Columbia are for a light crop.

"Raspberries and blackberries came through the season particularly well. Few winter losses were reported anywhere even on the moderately tender varieties.

"Currants and gooseberries are in their normal condition.

Tomatoes.

"No large commercial plantings have yet been made of tomatoes, but the plants are doing well in greenhouses, hotbeds and cold frames. The acreage contracted for by canners is somewhat larger than usual."

AUCTION IN MONTREAL.

Six Hundred Lots of Mediterranean Fruits Sold.

Montreal, May 25.—Six hundred lots of Mediterranean fruit which the Fremona brought to Montreal were sold by auction last Thursday. The fact that this was the only sale which the Thomson line will likely hold this spring, in addition to the knowledge that the fruit was of exceptionally good quality undoubtedly accounted for the brisk selling. Buyers from all parts of the eastern provinces were present, among them being representatives of the firms of Dixon Bros., Hamilton ; Ryerson Bros., Brantford ; the Quebec Fruit Exchange ; M. McDonald, Chesterfield ; the Sherbrooke Fruit Exchange, Sherbrooke ; Minecola Bros., Peterboro ; the Dominion Fruit Exchange of Ottawa ; Messrs. Austis, of Ottawa ; T. Eaton & Co., Toronto ; Gallagher Bros., of Ottawa ; Zakoor Bros., of Chatham ; A. Malouf, of Ottawa ; Hart & Tuckwell, John Barry & Son, George Vipond & Company and many of the smaller firms, who were buying for retail purposes only.

The prices realized were as follows :—Messina lemons, $1.25 to $2.55 per box ; Palermo lemons, $1.50 to $2.65 ; Sorrento lemons $2.00 to $4.65 ; Maiori lemons, $2.00 to $4.75 ; Lorrento oranges $1.75 to $3.10 per box, while half boxes of the same fruit brought from $1.00 to $1.45. Catania oranges, which were sold in half boxes only realized from 75 cents to $2.00.

A report from the Niagara fruit district on Friday last says :—

Notwithstanding the drought, the appearance of all classes of well-cultured fruit farms in this section is excellent. The outlook for peaches could not be better ; growers are a unit on this point ; plums, pears and cherries indicate a bumper crop, and strawberries and grapes are bound to be above the average.

FANCY TEA BAGS.

Dealer Found This to be Profitable Buy for Him.

A local grocer who has quite an extensive tea trade recently said:

"I had been selling a bulk tea and after a little study on the matter decided that a fancy bag ought to help the sale of it, because people are naturally attracted by a fancy package. I purchased quite a large quantity with my name on, tied up a big quantity of tea in these bags, and placed them on the shelves. I found that the fancy bag helped a great deal in its sale, and while the bags cost me more than the ordinary, the advertising on them fully made up for this extra cost."

THE WEEK'S TRADE CHANGES.

What the Grocers in the Dominion Have Been Doing of Late.

ONTARIO.—Chas. Crick, grocer, Thorold, has sold to John McClelland.

Amedee & Chevrier, have taken over the grocery business of Chevrier Bros., Cornwall.

H. Bruce Gordon, wholesale grocer, of Winnipeg, formerly of Stratford, Ont., has been elected president of the Winnipeg Board of Trade.

Logan & Co., of Blenheim, have purchased the stock of F. J. Layman, grocer, Parkhill.

W. E. Baker, grocer, Lindsay, is retiring on account of ill health. He has sold to Adam Bros.

A. Etherington, Galt, has joined the clerking staff of the John Sloan grocery.

Harry Parsons, Exeter, has taken a position with Jones & May, grocer.

Frank McKinnon and J. S. Davison, Sudbury, have joined forces in the grocery and provision business.

Harry Hooper, fruit dealer, Hamilton, has sold to Geo. Cann, grocer.

Miss Annie Jones, who formerly carried on a grocery business in Mitchell, has entered into partnership with Miss Dundas, and they are opening a general store in Mount Forest.

John H. Sharpe, grocer, St. Thomas, has sold to Pearson & Morton.

MARITIME PROVINCES.—Frank Moore, has opened a grocery store at Kentville, N.S.

W. H. Dunham, grocer, St. John, N. B., suffered slight loss by fire.

Byron L. Estey, grocer, Fredericton, N.B., has left for Western Canada to locate in business.

DEATH OF J. M. DONOVAN.

Announced with regret is the death of J. M. Donovan, grocer, of Peterboro, Ont., who passed peacefully away in that city on Friday last. The late Mr. Donovan had been in ill-health for some time, being afflicted with a malady, however, which, while serious, was not considered as particularly deadly. The end came quite suddenly.

Deceased opened up a store on Charlotte street some years ago, but illness, after a year or two of business, compelled his temporary retirement. Subsequently, however, he resumed. He was a frequent contributor to Canadian Grocer, and was always willing and anxious to do what he could to help on such of his fellow-dealers who needed the aid of his friendly counsel.

Latest Review of Grocery Markets

Summer Trade Opening—Rice Firmer in Primary Markets — General Coffee Situation Steady, Although Winnipeg is Easier—Strength in Peanut Market—Firmness Continues in Dried Fruits—A Despatch From California Regarding The Prospects for Dried Fruits This Year.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—
Peanuts.—Price ½ to 1c higher.
Figs—Reduction offered.
Rice—Firmer.

Montreal, May 25.—Midsummer weather has had a decided effect on the trade. The demand is changing toward articles of a summer character. Starch, rice and tapioca, jelly powders, home beverages, cooked meats, etc., all these, are coming to the front to a greater extent than during the winter months.

There has been but few happenings of late. In dried fruits it might be well to state that some of the jobbing trade are holding out concessios to purchasers of figs. They give as their reason the fact that they are a little too well supplied for this time of the year and wish to reduce their stocks.

In regard to nuts a recent fire destroyed 50,000 bags of peanuts in Virginia. This depletion of stocks combined with the present heavy park and baseball demand has given the market a firmer tone. The local market shows a slightly higher position.

The market this week in eggs, butter, cheese and provisions to a certain extent shows an inclination to lower prices. The situation is steady just now, but those in close touch with conditions claim to see a little easiness here and there that may soon have direct results.

The demand for fruit has improved to a considerable extent. It is a question among the trade as to whether lemons are likely to hit a high market this summer.

Sugar.—The market is rather uneventful. There is some demand, but it is more of the ordinary call that may be expected at this time of the year. The primary market is steady, but there has been nothing of special interest happening of late.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	6 50
" " 50 lbs.	5 50
" " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 0,
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 36
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Dried Fruits.—There is practically no change in the situation. Prices are firm and the market fails to show any signs of weakness. Reports from California bear out what has been said about the growing crops there. There is apparently not much business passing just at present either in the retail or jobbing way, or between the buyers and sellers of future goods.

Evaporated apricots	0 19	0 21
Evaporated apple	0 14½	0 16
Evaporated peaches	0 11	0 12½
Currants, fine filiatras, per lb., not cleaned		0 07½
" " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizzas, per lb.	0 09½	0 10
Dates	0 05½	0 06
Pards		0 11
Figs, 3 crown	0 08 0 08½	Figs, 6 crown 0 11 0 12
Figs, 4 crown	0 09	" 9 crown 0 13 0 14
" 5 crown	0 10 0 11	
Prunes—		
30-40	0 15½	0 16
40-50	0 14½	0 15
50-60	0 14	0 14½
60-70	0 13½	0 14
70-80	0 12½	0 13
80-90	0 12½	0 13½
90-100	0 12	0 13
100 and over	0 11	0 12½
Bosnia prunes		0 12
Raisins—		
Choice seeded raisins	0 08½	0 09
" fancy seeded, 1-lb. pkgs.	0 08½	0 09½
" loose muscatels, 3-crown, per lb.	0 08	0 08½
" 4-crown, per lb.		0 09½
Select raisins, 7-lb. box, per box		0 52½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07½
" select, per lb.	0 08	0 08½
" 4-crown layers, per lb.	0 08	0 09

Syrups and Molasses.—The market remains quiet but steady. It is colorless but of interest as well.

Molasses, to arrive, car load lots	0 28	0 29½
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls.		0 03¾
" ¼-bbls.		0 03½
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Nuts.—The loss of 50,000 bags of peanuts in a fire in a Virginia town recently, together with the baseball and park demand has had the effect of strengthening the market. Local prices are quoted slightly higher, and peanuts are much firmer. Other lines are rather uneventful just now.

In shell—	
Brazils	0 15 0 18
Filberts, Sicily, per lb.	0 11½ 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 1-crown selected, per lb.	0 35 0 37
" 2-crown " "	0 32½ 0 33
" 3-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 06
Coon, green	0 07
Diamond G, roasted	0 08½
Diamond G, green	0 07½
Bon Ton, roasted	0 11 0 11½
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 15 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 33
Grenobles	0 17

Rice and Tapioca.—Reports from the south convey the fact that the rice market is quite firm. Tapioca is also stronger in tone and in some instances wholesalers are asking a higher price for seed tapioca. Both these markets are showing a healthy feeling. There ought to be a tendency upon the part of grocers to sell more of these goods during the summer months, when the demand is usually good.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 06½
Seed	0 05½ 0 06½

Teas.—The Japan market is firm although the spot market is rather quiet for the present. Congous are in good demand from Russia and are firm.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" pea leaf	0 20 0 30
" pinhead	0 30 0 50

Coffee.—There is nothing new to report in regard to coffee. The market is steady, there is a regular demand, but trade is regular and without new features.

Mocha	0 32	0 30	Santos 0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo 0 20 0 25
Mexican	0 22	0 24	

ONTARIO MARKETS

POINTERS.
Dried Peaches—Higher.
Rice—Holders holding product.
Currants—Firmness maintained.

Toronto, May 24th.—The appearance of white goods upon the counters of the dry goods merchant is a sign for the grocer to act upon. It indicates that he will find a demand for soaps and starch springing up in the near future. He should be prepared for this demand by complete stocks, and it might even be well to give prominence to these articles for a time.

Dealers state that more attention is now being given to pickles, olives, soups, lemonade powders, essences and certain lines of canned goods, since the weather became warmer. Trade on the whole is only fair, the lack of business in sugar making the volume transacted appear small.

The rice market in the Southern States has taken a rather sharp upward turn, ideas of holders being fully ¼ cent higher. Up to a short time ago the market was decidedly quiet and weak, and prices were quoted at about cost of production, a two million bag carry-over being predicted. However,

since some supplies were worked off by export sales to Europe, a stronger feeling has been displayed. Conditions of the growing crop in the rice sections of the United States are good at present.

A report from Sacramento, California, says in regard to the fruit crop there: "Apricots will be a short crop in California this season, and will probably be a little higher than in previous seasons. The peach crop will not be as heavy as last year, and while there will be plenty of fruit available for shipment, the dried product is going to sell for a better price than usual. In regard to prunes, everything will depend upon weather conditions in the producing districts during the next couple of weeks. If these prove to be favorable, then the estimates of a crop of 150,000,000 pounds in California, or even a larger yield than this, may prove to have been justified. On the other hand, if the climatic conditions, as indicated by reports received here within a day or two continue to retard the development of young fruit, the estimates made by some of 100,000,000 pounds or less would be not any too high. It is all a matter of uncertainty, and in the meantime none of the packers are at all anxious to take chances by making firm quotations on October shipments..

Sugar.—The sugar market is quiet and raws have gained no ground during the past week. Conditions, however, would seem to indicate that prospects for a firm or even advancing market. Refiners will sooner or later have to get European or Java sugar into New York, and both are now above present levels for Cuban raws. Cuban news indicating more definitely the total output of the island is now being awaited. The Journal of Commerce says: "Refiners' supplies are now over 100,000 tons less than last year. Naturally they are expected to show more interest in June shipment sugar, and an active buying movement is expected soon in that position. Cuban cables have not been of a character to depress prices of raws, rains being reported with a reasonably large decrease in the number of centrals grinding. At the same time recent estimates of the crop seem likely to prove too low, judging by the total movement to date, and there is a possibility of 1,600,000 tons being reached.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup and Molasses.—There are no new features to either syrup or molasses. A fair amount of trade is in evidence at unchanged prices, in fact the same quotations have ruled since the beginning of the year.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 36½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 33
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—Dried peaches are quoted at advanced prices by some firms this week, the heavy demand throughout the season having reduced stocks to quite a low basis. Dried fruits in general maintain the strength that has been mentioned for some time back.

A despatch from Patras in regard to currants, says: "On this side stocks are daily decreasing, and now only about 13,000 tons remain unsold. It is therefore believed that present prices at least will be maintained, the more so as the demand from abroad has somewhat increased lately. As to the new crop, it is too early yet to say anything positive, but judging from present appearances, it looks like a moderate crop."

The report from Smyrna that the coming fig crop would likely be short, has not strengthened the local market on figs.

Prunes—					
30 to 40, in 25-lb. boxes		0 17			
40 to 50 " "		0 16½			
80 to 90 " "		0 12½			
90 to 100 " "		0 12			
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Choice, 25 lb boxes		0 18½ 0 20			
Fancy, " "		0 20 0 23			
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2¾ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06
Dried peaches				0 12	0 12½
Dried apples				0 09	0 09½
Evaporated apples					0 15
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
" extra fancy				0 14	0 16
Valencias selected				0 08	0 08½
Seeded, 1 lb packets, fancy				0 09	0 09½
" 16 oz. packets, choice				0 08½	0 09
			Sairs		0 05
Dates—			Package dates,		
Hallowees—			per 1 lb	0 06½	0 06½
Full boxes	0 05½	0 05½	Fards choicest	0 10	0 10½

Tea.—The local tea situation is unchanged, and the firmness in the market seems to be pretty well maintained. A London tea report says:—

"Although the prices of common and low medium teas are somewhat easier, yet there is a very strong undercurrent of buying from some of the larger blending houses, which buying must continue right throughout until there is a much larger quantity to deal with in the London sales. Week by week these blending houses can practically only secure their immediate requirements, and any attempt to increase their stocks will immediately force the market up considerably. However, there appears to be a working arrangement to obviate any such thing, so in all probability prices will keep on a normal basis during the next month or two. At the same time, there may be a tendency towards lower prices for common Ceylons during the next few weeks for, by that time, we shall be having larger arrivals which will consist mainly of common kinds, and there is also information in from India that this season has opened considerably earlier, owing to favorable weather which all help to allay any fears of a shortage during July and August."

Coffee.—Speculative coffee is reported firmer in New York, but the big demand that has been expected for some time has as yet failed to materialize, although there has been some improvement. The local situation shows no particular change, although prices are well maintained. A local dealer said: The statistical position is strong and even making some allowance I can see nothing but a continued steadiness in values and think that present prices will be well maintained."

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 1	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 21	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Guatemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Nuts.—Nuts are generally firm. Tarragona almonds are firm as a result of the damage to the crop in Northern Spain, while the crop in France ir also reported lighter. Under small receipts Brazil nuts in the primary market are holding at previous prices. Trade locally is not overly brisk.

Almonds, Formigetta	0 15	0 16
" Tarragona		0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	0 14	0 15
" Marbota	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12½

Rice and Tapioca.—Trade in both lines is normal. Tapioca continues steady. Southern points in the United States are higher in their ideas regarding rice, asking fully ¼ cent higher than before the export sales to Europe when the rice market looked as if it might go the other way.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal					3 00
	Per lb.				
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½	0 06
Rangoon	0 03½	0 03¾	Tapioca—		
Patna	0 05½	0 06½	Bullet, double goat		0 08
Japan	0 04½	0 06	Medium pearl	0 06	0 06½
Java	0 06	0 07	Flake		0 08
Carolina	0 10	0 11	Seed	0 06	0 06½

Beans.—Prices and the situation in general in beans show no change from a week ago. Trade is inclined to quietness.

Prime beans, per bushel	1 90	2 10
Hand picked beans, per bushel	2 10	2 25

CANNED GOODS

Toronto.—One firm this week reports that canned soups are being given more attention, as their sale increases as the weather becomes warmer. Dealers who handle soups should anticipate the wants of their customers, while those who have not a demand for them should consider the possibility of working up a trade. While people at this season of the year like a change to green vegetables, still there is a certain demand for the canned article that has to be supplied. New tomatoes are high in price, and for this reason, the demand for canned tomatoes

continues at a satisfactory volume. While the arrival of fresh fruits tends to decrease the consumption of canned, still the high prices of the fresh article and the fact that the housewife's shelves are bare of supplies, makes a demand felt and it is stated that even when fresh fruits are at their cheapest that there is a certain demand for the canned article. Prices are unchanged.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's.	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 2's	0 97½	1 00
Carrots, 2's	0 97½	1 00
corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 06
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's.	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal.	8 52½	8 5
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 9
Raspberries, black, heavy syrup, 2's	....	1 9
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 3
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's.	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

½-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 37½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			
Chicken		4 00	
Turkey		4 00	
Ducks		4 00	
Cohoes, per doz.			1 77½
Red Spring, doz			1 87½
Lobsters, halves, per dozen		2 65	2 75
Lobsters, quarters, per dozen			1 60
			1 95
Soup, 2's			1 90
Soup, 1's			1 40

MANITOBA MARKETS

Pointers—

Sugar—Firm.

Evaporated Apples—May stand watching.

Coffee—General market easier.

Winnipeg, May 25.—Little change this week is noticed in the grocery business. Trade has assumed its general summer appearance, and predictions are that from the present stocks now on hand, prices will hold steady for a while. Ideal weather continues to prevail for the growing crop, and the recent rain which fell over the entire west, drove away the slightest chance of there being insufficient moisture in the ground to get the grain well started. Seeding is well under way in all sections, most districts hoping to wind up operations in a few days. The feeling that a bumper crop is going to be reaped this year is reflected on the grocery trade and consequently larger and more numerous orders are being filed by country travelers than for many a summer.

The sugar market continues to hold firm, and large quantities are being used by local vendors. The upward march of syrups appears to have been checked for the present, but the prevailing opinion is that it has not yet reached the high point. New lines of maple syrup have arrived on the market from Quebec and are being sold at about the same price as last year. Evaporated apples are off the market and the prospects are that higher prices will prevail at the marketing of the new crop. The coffee market is a little easier this week but as yet no difference has been noticed in the price. Gallon apples have advanced to $2.

Sugar.—No change has taken part in this line, but the tone of the market continues firm. Conflicting opinion regarding the future movements are prevailing. With the arrival, however, of the season when large quantities of soft drinks are used, which of necessity require large quantities of sugar, combined with the report of stronger markets to the south, it seems unlikely that lower figures will prevail just yet.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Dried Fruits.—All lines of this branch of the trade are being held at high figures, and practically no change is noticed.

Syrup and Molasses.—Maple syrup from the eastern provinces is now being offered in fairly large quantities at figures that prevailed last year. The demand cnhrfuues to hold good. retailers having laid in fairly heavy stocks so as to be in readiness for the holiday camping demand which is expected to start in a few weeks.

Syrups—	
24 2-lb. tins, per case	2 18
12 5-lb. tins, per case	3 53
6 10-lb. tins, per case	3 41
3 20-lb. tins, per case	2 42
Half bbls., per cwt.	3 60
Barbadoes molasses in ½-bbls., per gal	0 48
New Orleans molasses, ½ bbls., per gal	0 33
" " per bbl per gal	0 31

Coffee.—The coffee market continues to act off but no serious decline has taken place during the week. Wholesalers refuse to give any predictions on the line as they are in a quandary themselves. Fairly large stocks are at present held here and it is not likely that any serious change will prevail for a while yet.

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Nuts.—A steady trade continues, and there is absolutely nothing new to report.

Almonds, Formigetta	0 15	0 15
" Tarragona	....	0 16
" shelled	0 33	0 34
Walnuts, Grenoble	0 15½	0 16
" Marbots	....	0 14
" shelled	0 38	0 40
" Manchuria	....	0 14
Filberts	0 12½	0 13½
Pecans	0 18	0 21
Brazils (new crop)	0 15	0 16
Peanuts, roasted	0 09½	0 13½

Beans and Peas.—No further declines are reported this week in either beans or peas.

NEW BRUNSWICK MARKETS

St. John, N.B., May 25.—Although there has been little vegetation in this province as yet, reports from almost every agricultural section are encouraging, and to the effect that the outlook for farmers has seldom been better. Warm rains, however, are badly needed, both to give the grass a good start, and to aid in places where seed is in the ground. The dry weather has given every opportunity for ploughing and harrowing, and already, considerable planting and seeding have taken place.

Prices in the country market are quite strongly maintained. The first of the season's green goods is commencing to appear in the stalls. Native rhubarb is offering wholesale at four cents which is considered cheap for this season of the year. Eggs and butter are firm, while cheese has come down a cent a pound.

Dried fruits still maintain their firmness on the market, and remain at the prices increased last week, with the exception of dried peaches, and owing to their being fairly low in price, the demand for them has considerably increased. Indications are that the cost of peaches will be higher than last season. Because of the fact that there is nearly half a year to elapse before the new pack of evaporated apples will be put on the market, and owing to the present scarcity, it is difficult to tell what advances will be made.

NOVA SCOTIA MARKETS.

Halifax, May 25.—Taken all around, local wholesalers report the May trade up to the standard of other years, and an improvement over April. There is also a decidedly better tone to collections, due largely to the better conditions which prevailed in lumbering and shipbuilding, which provided steady employment and good wages for large numbers of men.

There are few price changes, quotations in general groceries holding steady. This is particularly true of all lines of dried fruits.

Rolled oats in sympathy with the firmness in the raw material advanced 20 cents per barrel last week. Butter and eggs show no marked change. Local demand for butter is about normal and sufficient stocks are arriving to satisfy all requirements.

TRADE NOTES—WESTERN CANADA.

Alfred Roche will start a grocery store at Brandon, Man.

F. Simkin has opened a general store at Springside, Sask.

M. J. Cain has opened a general store at Edmonton, Alta.

J. T. Chisholm, grocer, Nanton, Alta., has sold out.

W. S. Clarke has opened a general store at Wainwright, Alta.

Geo. Sinclair, grocer, Calgary, has sold to M. Marker.

Samuel Allen has opened a general store at Herbert, Sask.

Downie & Salmon, grocers, Strathmore, Alta., have dissolved.

The Liberty Mercantile Co., Liberty, Sask., has sold to A. L. Buck.

Thos. King, general dealer, Brooks, Alta., has sold to King & McIntosh.

Chas. Reid, general merchant, Swift Current, Sask., has sold to W. Berein.

Fraser & Hart, general merchants, Orgema, Sask., succeeded by Andrew Fraser.

George Bevilockway, general merchant, Nanaimo, B.C., has sold to James S. Kharston.

The Relations of Printer and Grocer

Hints for the Dealer Who Would Appreciate a Pleasing Arrangement of Type for His Bill Head or Check Book—How Sales Pads are Spoiled—The Principles the Same as Window Dressing—Two Examples Compared.

THERE are a great many merchants who have no idea of the manner in which type should be displayed to make the most effective display. The manner in which the sales pads of many merchants are prepared shows this statement to be true. The aim which is to have the pad of such an appearance that it will be read is not always attained.

It follows the same principle as window dressing. Some merchants attempt to show something of everything they carry in stock in the window at one time. The result is always different to what they thought it would be. The effect is greatly decreased and the window receives only passing attention. There are so many different articles shown that the customer's attention is not centered on any one, which is necessary. The wise window trimmer shows only a moderate number of lines, and tries to make of them an attractive display that will catch the eye.

Aim of Sales Pad.

The same is true of the sales pad. Some merchants try to crowd the heading of their sales pad as much as possible. They want to print in the heading every item handled by them, fearing that the customer will surely not know of all the lines they do carry unless they do this. They are in hopes the customer shall take time to study out all the articles named. The general result is that the heading of the pad not only presents an unattractive appearance, but also that it is not read by the customer. Thus the merchant defeats his own purpose. A person will not take time to read a crowded pad head any more than they will read a crowded advertisement in a newspaper nor stop to look in a crowded window.

A Comparision.

Below will be found specimens of two pad heads illustrating the point that has been raised. Notice how clearly and boldly the sales pad of P. J. Galvin stands out. It carries out the purpose that should be aimed at. It gives the name of the proprietor prominence. It impresses the name on the customers' minds, so that they will remember it when they wish to again make a purchase. No one could help knowing that Mr. Galvin is in the grocery and provision business. It is plain but attractive. It advertises the name of the man and the goods sold as well as if a great deal more had been said, while its value has not been lost by crowding.

Just Necessary Wording.

To compare this pad head with that of the Central Cash Grocery. First, that one is not attractive. Then it does not do the advertising that the originators aimed at. They have not only defeated their purpose, but have spoilt the appearance of the pad. The line "best quality, lowest prices," does not gain anything for the firm. The people have seen the same things boasted of by the worst and highest priced grocery in town. Even the line "Groceries, provisions, teas and coffees," could have been omitted without affecting the story to be told in the head, as this impression is fully conveyed to the customer in the name "Central Cash Grocery." Besides the customer has most likely visited the store to make the purchase and knows what is kept. "Bought of" might also have been left out, as the customer knows that it is a bill of the goods that has been purchased.

Bill Heads.

This also pertains to the bill heads that the merchant uses, and also to his advertisement in the newspaper. Do not try to say too much in the space allotted to you. That sort of thing always reminds of a speaker trying to deliver a twenty-minute address in five or ten minutes.

The merchant in sending his copy to the printer should give him an idea of how he wishes it set. Printers do not always give the attention they should to the arrangement of the print. So if it is to be made attractive, you should see to it yourself.

The idea which it is your desire to express should be clearly shown in your copy. Avoid crowding. Tell your story fully, but tell it so briefly that the pad or bill head is made attractive and easily read.

Believes in Shelf Display.

Calgary, May 18.—A local grocer believes that display is an important factor in the sale of goods, and especially groceries. In speaking on the subject recently he said: "Many grocers realize the importance of display and take great care with their windows and counter displays, but seem to give no attention whatever to the shelves, which I regard as valuable selling agents. Open to the view of all customers in the store, they are an excellent silent salesman, and I therefore take particular pains to have them present an attractive appearance. So that I might have as large amount of goods on the shelves in view of customers as possible, I recently moved my counters out from the shelves farther so that when customers stand at the counter more shelf space is visible to them."

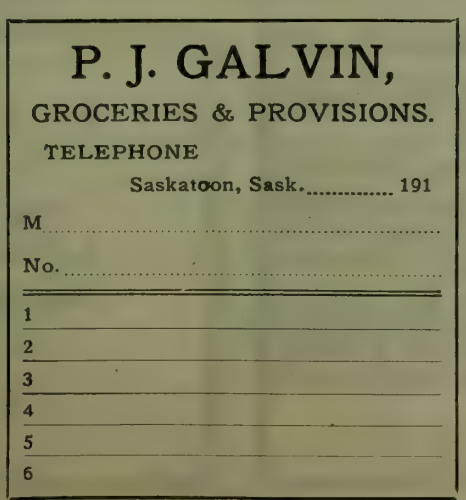
INFORMATION FOR BUYERS.

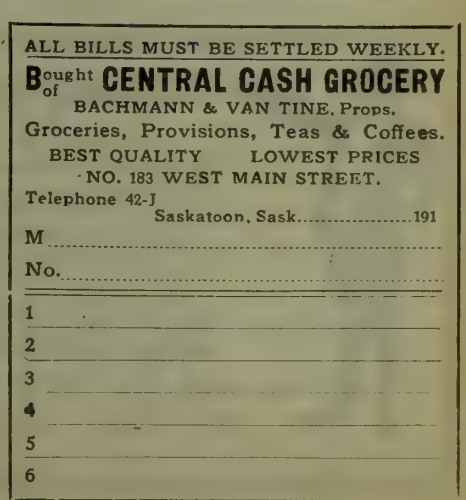
Supplied to the Trade by Sellers

In a pamphlet prepared for circulation among the trade, the Crescent Manufacturing Company of Seattle, Wash., points out in connection with the recent decision of the Supreme Court of the U.S.A., in regard to price-cutting that they will make no change in the methods they employ in placing Crescent Brand of goods upon the market. "Our goods," they say, "are right. Our prices are right and they give to the dealer, wholesale and retail alike a fair margin of profit and at the same time protect the consumer. It is our confidence in the final common-sense interpretation of the law which is the basis for the stand we take, and for the continuance of our methods that have proven so satisfactory to all concerned."

MacFarlane, Lang & Co., biscuit manufacturers, Glasgow, Scotland, have an especially appropriate biscuit on the market at the present time. It is a "Coronation" biscuit of a rich shortbread nature and has an inlaid crown of pure chocolate. It's attractive appearance and rich eating qualities will command for it a ready sale particularly in

(Continued on page 40.)





Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 141 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.



The Summer Torment Do not be tormented by flies when such a complete clearance of them from about the house can be made by

WONDER FLY KILLER

This poison is put up in a neat tray; when moistened with water, it gets in its deadly work. It will last you an entire season. Tell the customer---"for one caught at this season means hundreds later on."

Send for stock and catch the early summer trade. It will prove profitable.

CRYSTAL SEALING CO. *Dominion Agents* ***204 Stair Building***
TORONTO



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

When writing advertisers kindly mention having seen the advertisement in this paper.

A Toronto Grocer's Success

Standing in the store of a successful Toronto grocer the other day a gentleman heard a lady ask the price of oranges. "30c. and 40c.," replied the grocer, a man of few words, and added, "The 40c. are the better buying." The lady took the 40c. The gentleman also wanted oranges and he too followed the grocer's advice.

Nine out of every ten of your customers can better afford to buy **40c. Red Rose Tea** than any 30c. tea. You can't afford to sell 30c. tea when you can just as easily sell **40c. Red Rose Tea.**

Just try pushing the **40c. grade of Red Rose Tea.** Make it a feature of your business and it will mean better business. You can make a profit on the motto.

Red Rose Tea

Is Good Tea—The 40c. is VERY good

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

Holbrooks Specialties

Manufactured by the best and most modern methods in our world-famed factory in Birmingham, England

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar in bulk or bottle

Holbrooks Pure Pickles Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand Norwegian Smoked Sardines

Olaf the Great Norwegian Smoked Sardines

The "Swan" Brand Pure Pickles in Mixed & Chow

HOLBROOKS LIMITED

Canadian-American Branch
40 Scott St., Toronto, Canada

H. GILBERT NOBBS
Manager

CLARK'S MEATS

The modern housekeeper is learning more and more of the advantages of Prepared Meats.

Clark's Meats, as well as Clark's Pork and Beans, are their favorites; their quality warrants it.

Packed in assorted cases if so ordered.

Your jobber handles them

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties

INFORMATION FOR BUYERS.

(Continued from page 37.)

view of the approaching coronation of His Majesty King George V. These biscuits weigh approximately 42 to the lb.,



and are attractively put up in ½ lb. packages. MacFarlane, Lang & Co., have another novelty in their "Yule Log" enamelled tin. As it's name implies it is a representation of a yule log with colored scenes inset showing the felling of the log, the home-coming and the joyous yule-tide welcome. An axe is deftly struck into the top of the log forming an appropriate handle. This tin is filled with a choice assortment of fancy biscuits and each tin is packed in a carton. It is something that will undoubtedly appeal to Canadians and will prove a splendid seller.

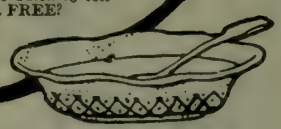
People will be now turning their thoughts to their special list for their summer cottages or hunting expeditions. Every article to go in the "Midget Larder" must be absolutely worthy of its place otherwise it is sure to get crowded out. The article to be recommended to your customers for the top of the list is Oxo Cubes. They are so extremely handy, and each cube is measured to be exactly the right size for a cupful, and moreover each cube contains the right proportion of both its stimulating and nourishing properties of rich beef. The flavor is so delicious and the cubes so satisfying that they may well be relied on to form the regular daily beverage when one is up country. Moreover they may be kept for an indefinite length of time. There are no risks to be taken in regard to broken bottles and messy corks.

7 QUARTS 15 Cents.

Foster Clark's Cream Custard
is as superior to ordinary Custard as Rich Cream is to ordinary Milk
Equally delicious eaten alone or with Stewed Fruit.
Sold in 10, 15 and 25c. tins. Also 5c. pkt. to make 1 quart.

Foster Clark's
Cream Custard

THE CREAM OF ALL CUSTARDS.
There is no more delicious dessert. Your customers will be quick to tell you this. Why not let us send you a sample packet FREE?
Agents: W. H. Malkin Co., Vancouver, for British Columbia; The Harry Horne Co., 30 King St. West, Toronto, for Ontario. Agencie open for live Firms at other points.



Send for Sample Free

On application a 5 cent packet of Cream Custard will be posted free from Foster Clark Ltd., Maidstone, England.
Agents: Darby & Turnbull, 179 Bannatyne Ave. East, Winnipeg, for Manitoba.

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

Westward Ho!

THE opportunity for manufacturers and shippers of Eastern Canada, Europe and the States to introduce their goods to the Great West is now exceptionally favorable. The Westerner is a good spender at all times, and he has the money to spend. Why not get in on the ground floor? Our extensive connection with Western Canada and our sound financial standing, place us in a better position to build up sales for you than any other firm in the West.

We maintain track warehouses at the five strategic distributing points, and we make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade, in a wholly effective way that no other house can offer.

Write us advising what you have to ship. We know we can help you

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell 12 articles instead of one.

E D S

"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.



Made only by **E. D. Smith,** at his own Fruit Farms **Winona, Ont.**

Agents—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.

GUNNS QUALITY ROAST PORK WITH DRESSING

G

The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

-L-A-R-D-

It looks very much like higher prices for lard. There is not so much being made, because live hogs are lighter in weight, and there is a good demand for pure lard. We do not think you can go astray if you buy at present prices.

F. W. Fearman Co. LIMITED

HAMILTON



Reindeer Milk Builds Sturdy Little Folks

Reindeer Brand Condensed Milk is best for babies' not merely because we take every precaution for safety at our own factories, but also because it is produced on cleanly inspected farms, from healthy cows.

Reindeer Brand Condensed Milk

" good enough for children " is good enough and pure enough for any purpose.

REINDEER LIMITED

TRURO, N.S. HUNTINGDON, P.Q.

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Live Hog Markets are Holding Steady

After Continued Decline—Some Dealers Believe That Position of Steadiness Has Been Reached — English Market Barely Steady—United States Markets Slightly Easier—Butter and Eggs are Steady to a Shade Easier—New Cheese is Weaker—Production Prospects Bright.

Canadian live hog markets are holding steady, and this has led some dealers to believe that a position has now been reached where prices will likely hold. At least there has been more than one dealer express a similar opinion. However the English market is barely steady while markets in the United States are a shade easier. Trade is fairly satisfactory, but the holiday has interfered with business to a certain extent.

According to the compilations of the Cincinnati Price Current, "the supply of hogs in the Western States the past week has not shown enlargement, as usually occurs at this time in the season. There is a decrease in comparison with the preceding week, while the record last year for the corresponding time showed an important increase."

The make of butter continues quite large and the Toronto market has seen some slight reductions in price, and while Montreal and Winnipeg have ruled steady, the tendency seems towards easiness. A fairly good demand is being experienced at most points. The demand from the west has prevented the accumulation of supplies on some of the eastern markets, but this demand has not been so large of late. There are no prospects of finding an outlet for any surplus of supplies on the English markets as they are demoralized by heavy supplies of Australian and New Zealand stock.

While eggs show no change in regard to quotations, the feeling is towards slightly lower prices. United States prices are easier, while arrivals here are quite large, showing an increase over the same season last year. Demand is well maintained.

New cheese under heavier offerings exhibits a weaker tendency. The English markets seem to be pretty bare of supplies, but inquiries so far have been a little out of line with values here. Prospects seem bright for a heavier production of cheese this year than last.

MONTREAL

Provisions.—The market shows but little change this week. There is an improved demand for cooked meats since the weather has become so warm. The recent decline in price has had but little effect on the market which seems to be generally inclined to quietness.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10½
Cases, tins, each 10 lbs., per lb	0 10½
" " " 5 " "	0 10¾
" " " 3 "	0 10¾
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10¼
Tierces, 375 lbs., per lb	0 10
One pound bricks	0 11
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09¾
" 5 " " " "	0 09¾
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09¾
Pails, tin, 20 lbs. gross, per lb	0 09
Tubs, 50 lbs. net, per lb	0 09¼
Tierces, 375 lbs., per lb	0 09¼
One pound bricks	0 10¼
Pork	
Heavy Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	16 00
Canada short cut back pork, bbl. 45-55 pieces	21 50
Clear fat backs	23 00
Heavy flank pork, bbl	20 00
Plate beef, 100 lb bbls	8 25
" 200 "	16 00
" 300 "	23 50
Boiled ham, small, skinned, boneless	0 21
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb	0 10
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 12
Medium sizes, 13 to 18 lbs., per lb	0 13½
Extra small sizes, 10 to 13 lbs., per lb	0 15½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 13
" " " small, 9 to 12 lbs., per lb	0 15
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 17
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	6 65 6 85
" dressed, per cwt	9 50 9 75
Country dressed hogs, per cwt	8 00 9 0

Butter.—The make of butter is large but there is little change in the market. Figures of production are greater than those representing the output a year ago.

New milk creamery	0 22
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 18 0 19

Eggs.—Supplies of eggs are liberal and present figures show quite an increase over last year's. The market is rather steady, however, demand is well maintained.

New laids	0 19 0 20
Selects	0 22 0 23

Cheese.—The season is behind last year's but with a fair supply of rain henceforth the production should show a big increase. Prices denote a weakness at country boards of late and one result has been a rather weakening tendency on the local market. Reports from different sections are bright for a big make. Cattle are now being turned out both night and day.

New make	0 13 0 14
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—The provision market is unchanged with the exception of lard which is quoted ½ cent lower by most houses this week. Live hog prices are steady to a shade higher. Domestic trade is fairly satisfactory for the time of the year. Trade in smoked meats is increasing.

Long clear bacon, per lb	0 10½ 0 11
Smoked breakfast bacon, per lb	0 16 0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 17½ 0 18½
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	23 00 24 00
Lard, tierces, per lb	0 09½ 0 10
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 10½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	5 75
Live hogs, Toronto	6 05
Pressed hogs	8 50 9 00

Butter.—Receipts of butter still continue heavy and larger than the present demand for the article, although a fair trade is being done, as a result prices are lower again this week. There seems to be an abundance of supplies at the different markets throughout the province, so that the tendency would appear to be towards a continuance of the present lower prices.

	Per lb.
Fresh creamery print	0 22 0 23
Creamery solids	0 20 0 21
Farmers' separator butter	0 18 0 19
Dairy prints, choice	0 16 0 18
Fresh large rolls	0 16 0 17½
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 17

Eggs.—Quotations are unchanged but an easier tendency is reported.

"Eggs are down in Chicago and the market here is expected to follow. Receipts show a slight increase and are normal for the season of the year" reported one dealer.

"Prices will have to go lower before we will store" said another dealer.

New laid eggs	19 0 20

Cheese.—Under increased supplies new cheese is off another ¼ cent per pound again this week, bringing large new cheese down to a 12½ cent basis. Trade is rather quiet. The amount of old cheese held is decidedly small.

New cheese—		New twins	0 12½
Large	0 12½	Stiltons	0 14½ 0 15
Old cheese	0 14½ 0 15		

Poultry.—Quietness prevails in the poultry market with prices unchanged.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

WINNIPEG.

Provisions.—Further declines have taken place in the lard market and still lower prices are expected. This drop has been in sympathy with the Chicago markets, where the lard market has been on the decline steadily for the last month. The price of live hogs continues to remain between $6.75 and $7.00 while that of live cattle has been advancing slightly, one load selling for $6.75 per cwt. one day last week. This was the high price for the year. Changes will be noticed as follows:

Hams, large	0 13½	Tomato sausage per lb	0 10
Hams, medium	0 15½	Pork sausage	0 09
Breakfast bacon backs	0 20	Beefs usage	0 07½
Shoulders	0 12	Lard, in tierces per lb	0 11
Long rolls	0 18½	50-lb. tubs	5 65
Short rolls	0 17½	20-lb pails	2 30
Long clear sides per lb	0 11½	10-lb. pails, cases	7 05
Boneless backs, per lb	0 15	5-lb pails, cases	7 15
Mess pork, bbl	25 00	3-lb. pails, cases	7 25
Mess pork, ½-bbl	13 00	Compound, 20-lb pails	2 25
		Steers, heifers, abattoir killed	0 10½

Butter.—Some four additional creameries have been reported in operation during the week, but the output from all the creameries now in operation at country points in Manitoba would probably not exceed 2,000 lbs. a week, and prices are holding steady. Practically no freshly made dairy butter is being received and dealers complain that the quality of the held stuff shipped in gets worse and worse.

Creamery butter—	
Manitoba fresh-made creamery bricks	0 27
Eastern townships bricks	0 25½
Manitoba solids	0 23½
Eastern solids	0 24½
Dairy butter—	
Strictly No. 1, delivered Winnipeg	0 16 0 17
No. 2, delivered Winnipeg	0 12 0 13
No. 3, delivered Winnipeg	0 08 0 10

Eggs.—Eggs have advanced another ½c for the week. It is hardly likely, however, that they will go much higher, as the supply on the American side is abundant, and they could be laid down here duty paid at practically the current price of 17½c.

Cheese.—No great change has taken place. Eastern cheese is quoted at 14

to 14¼c per lb.. and twins ¼c per pound higher. Manitoba cheese is offered at 13 to 13¼c per pound and twins at 13½ to 14c per lb.

Eastern Dealer Favors Handling of Package Goods

Twenty-five years brings a great many changes and perhaps in the past score and five years there has been no greater changes than in the grocery business. During that time a grocer will have a varied experience and will have been confronted with many important problems which every business man is called on to solve from time to time, and which must be overcome in order that he may hold his place in the contest.

"What do you regard as the most important change in the grocery business in the past twenty-five years?" was asked a grocer in Fredericton, N.B., who has been in business for that length of time.

"Well," he replied, "perhaps the greatest change in that time is in the manner in which food is served to the customer. When I first went into business nearly everything was sold in bulk, from breakfast foods to molasses and we even used to fill up twenty-five pound bags of flour ourselves from the larger sacks. Even baking powder, I used to always sell by bulk. To-day there is hardly an article we sell that is not put up in some size of package, although some grocers still stick to the bulk method with many articles.

"This change from bulk to package has been beneficial to the grocer. In my opinion the package sale saves a great deal of labor and waste. When a grocer sells a package article he knows exactly how much he has made on the transaction, while by the bulk system, it was hard to figure the profit on account of unavoidable waste and shrinkage."

"Now, besides the saving in labor, it is getting much easier to sell package goods than bulk. The package method I think is the more sanitary method of handling food, and the customer has more confidence in buying goods done up in this way. The maker's name on the package gives them a double guarantee of quality, as both the dealer who sells it and the manufacturer who makes it, stands behind it.

"By the package method," he continued, "goods are fresher, as the package preserves the quality, and goods do not have to be bought in as large quantities, which is better for the customers because they get fresher goods and, for the grocer because he does not have so much money invested at a time."

THE SALESMAN'S CREED.

I believe in the goods I am selling, in the firm I am working for and in my ability to get results.

I believe that honest goods can be sold to honest men by honest methods.

I believe in working, not waiting; in laughing, not weeping; in boosting not knocking; and in the pleasure of selling goods.

I believe that a man gets what he goes after; that one order to-day is worth two orders to-morrow; and that no man is down and out until he has lost faith in himself.

I believe in to-day and the work I am doing; in to-morrow when it comes and the work I am to do; and in the sure reward which the future holds.

I believe in courtesy, in generosity, in good cheer, in kindness, in friendship, and in honest competition.

Wm. T. Chandler, a clerk for D. W. Taylor, grocer of Toronto has been arrested on a charge of theft. The employer says this has been going on for some time, and he estimates his total loss at $500. According to the story, two friends of the accused when the proprietor was absent, purchased about $5 worth of goods, giving $2.50 in exchange while the clerk rang up ten cents on the cash register and pocketed the rest.



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD., WARWICK, ENGLAND.

Grocers: It is in the best interests of every Grocer to handle the goods that he knows to be up to the standard of purity, and that are backed by extensive advertising. Such goods will become better known and their sale increase from year to year. A good reputation is never made by handling the brands that are here to-day and gone to-morrow.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



" Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

MACARONI | VERMICELLI | SPAGHETTI

ARE YOU ENCOURAGING HOME INDUSTRY?

Surely you realize that you are losing money by paying Customs Duty on imported goods, when ours made in Canada are just as good, if not superior.

THREE POINTERS

(*a*) Experiments made by manufacturers in France have found the rich hard wheat of Manitoba superior to the best Russian quality.

(*b*) Our workmen are all skilled and have come to us from France highly recommended.

(*c*) We guarantee the quality of our goods, which are manufactured under the most hygienic conditions by machinery working on automatic principles.

We Want You You Want Us. Write

L. ETOILE

("Cie Francaise de Pates Alimentaires.")
6-9 Harmony St.
MONTREAL

CANADA: No better Country



MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

AGENTS for British Columbia and Alberta:

DONNELLY, WATSON & BROWN, Vancouver & Calgary

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious

Appetizing

Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO

Your particular customer will always buy

MASON'S

No. 1 SAUCE

once he has tasted it, because there's a piquancy and flavour to it that give a zest to even the plainest fare. Recommend it strongly.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous MASON old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

No. 1 SAUCE

MASONS LIMITED,

25 Melinda Street, - Toronto

Agents wanted where not represented.

Domestic Trade Fair; Export is Quiet

Home Trade is Fairly Satisfactory, but Export Inquiries are Not Brisk—Prices are Unchanged—Wheat is Lower Under Recent Rains—No Prospects for Change in Flour Prices While Present Conditions Exist—Oat Market is Slightly Easier.

Prices in both flour and cereals are unchanged this week. The flour situation is about the same as it was a week ago, and there seem to be no prospects of any change in prices while the present conditions obtain in the wheat market. Domestic trade is fair in volume, but export inquiries have not been particularly brisk of late. The cereal trade is lagging somewhat, as can be expected with the advent of the warmer weather. However, one dealer said that the cereal and flour trade were both keeping up wonderfully well.

The wheat market at this time of the year is usually of a speculative character, and prices fluctuate on crop reports and weather conditions. With a change to showery weather in the wheat-growing area at the beginning of the week, conditions in the wheat market favored the bear side, and the market as a result exhibited a little easier tone.

Rolled oats at the present time are steady at last week's advanced prices. Prospects in the oat market do not at least point to any higher values in rolled oats just now.

One dealer in speaking of the situation said: "After the May deal in oats is over, I expect to see oats react again. There seems to be a large quantity of oats in the country yet. There has been a very good export trade in oats of late, but it has been mostly for the lower grades."

MONTREAL.

Flour.—The market remains unchanged but steady. Demand is good from local and country buyers, but business for export is quiet.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Rolled oats are steady, and prices are firm at former figures. There is no feature to the market.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—The flour situation shows no particular change from a week ago. No. 1 Northern Manitoba wheat is down to 98 cents, and all talk of any advance in flour prices while wheat remains at that figure has been silenced. Domestic trade is fairly large in volume, but export enquiries are rather slack. The delivery of Ontario wheat is small, and No. 2 winter wheat still remains around the 85 cent mark.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—As can be expected, attention to cereals is dropping off, but trade still remains at an appreciable figure. Rolled oats at present are steady at the recent advance. Prospects for oats are none too strong, and millers are not at least looking for any higher prices on rolled oats just now.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls	2 75
" " 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 75 1 90

NEW BRUNSWICK.

St. John.—An increase of 20 cents per barrel is quoted on rolled oats, which local dealers say are much higher than is usually the case at this time of the year. The common brand of oatmeal now sells at from $5.25 to $5.30 per barrel, while the standard brings from $5.75 to $5.80. Dealers here say that buyers are experiencing considerable difficulty in securing supplies of oats, as the growers in the West have withheld them, and until they unload there will be a continued strong market.

IN CARE OF CEREALS.

The season for the large consumption of cereals is now here and the merchant should look after his share of this trade. A great deal of care has to be exercised that stocks may be kept in perfect condition, as the use of cereals in many households is stopped because a quantity has been received which was a little "off." Especially with the advent of the warmer weather, care has to be taken. A few rules for the care of cereal stocks are here given:

Give your cereals all the fresh air and sunlight you can. Worms love dampness—weevils thrive in stagnant air.

Always fill orders from your oldest stock.

Keep all odorous articles away from cereals. Many so-called "musty" cereals are goods which have taken up the taint of coal oil, fish, soap or fruit.

Do not expose bulk cereals to the flies.

Keep warehouse where they are stored absolutely free from dirt and rubbish, the breeding places of weevils and worms.

Keep small boxes of slacked lime in the storehouse at intervals throughout your cereal stock. Refill the boxes twice monthly.

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS. are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAPLEINE is now



Thoroughly Established in Public Favor as

The Flavor de Luxe

for

Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home

Be sure that it is on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents

26 Front St. E., Toronto

Crescent Manufacturing Co., Seattle, Wash.

Grocers to Picnic at Cobourg in June

The Twenty-sixth Annual of T. R. G. A. to be Held on 14th—The Discussion on Scales and the Weighing of Goods — Holidays and Their Observance—To Work for Strong Organization.

The 26th annual picnic of the Toronto Retail Grocers' Association will be celebrated at Cobourg on June 14th next. This was one of the things decided upon after considerable discussion, at the regular monthly meeting of the association in the Temple building. The trip to the bright summer town will be made by boat, and D. Bell and B. Snow were appointed a committee to visit the town and conclude arrangements with the local authorities for the festivities.

Another matter which provoked talk was that of the housewife's scales. One of the members complained that scales were now being sold marked "Not for commercial use." The opinion was expressed that as the goods sent out by the dealer are weighed in the home and the weight tested, the scale used in the pantry should be just as correct and subject to just as much inspection as the weighing machine on the grocer's counter. If suspicion was to be cast upon the dealer, it should not be by such means as this.

One example of this in the city was related by the president, whereupon a member said: "If these scales are not correct enough to weigh goods before leaving the store, they are not good enough to weigh them afterwards."

A general discussion on weighing then took place, the different kinds of scales and methods employed being introduced. It was pointed out by one member that if you start a clerk weighing out a hundredweight of sugar that it is generally the rule that 100 lbs. cannot be secured when put into smaller packages. Carefulness in weighing was advocated that this loss might be reduced to a minimum.

Some members expressed the opinion that there were too many holidays following in close succession.

Means and methods for the extension of the association to make it a more powerful organization were discussed at some length, and a general effort will be made in the near future to increase the membership.

The need of a strong organization of grocers was pointed out. There were many items affecting them coming before the civic authorities, and they should see that their rights were guarded. One of these matters is the display of goods outside, that if the grocer is forced to cover his goods thus shown, the peddler should be made to do likewise.

H. Graham, Lansdowne Ave.; H. Sanderson, Palmerston Ave.; S. L. Malty, Bloor St.; G. S. Squirrel, Spadina Ave., and D. Cooper, Ontario St., were entered as members of the association, while ten others were proposed for membership.

Selling Seeds.

The merchant who sells seeds in bulk should display them in jars. If lithograph labels are pasted on these jars it will help in sales as it at once acquaints the customer with the contents.

IN PREPARING FOR THE KING'S BIRTHDAY

Suggestions as to How Dealer May Take Advantage of Loyal Patriotic Fervor of Good Canadians at This Season — Fruits and Confectionery—Vegetables—An Attractive Window Display Necessary.

"The Twenty-fourth of May,
It's the Queen's birthday,
If you don't give us a holiday
We'll all run away."

This couplet of schoolboy years is brought to mind in the loyal thoughts of every good Canadian as the famous holiday draws nigh.

There has been no jangling rhyme composed to voice the feeling of the people in regard to the celebration attendant upon the birthday of the King, but the same sturdy spirit that beat within the breasts of Canada's schoolboyhood in the reign of the good Queen is at this moment stirring the pulses of the young manhood of the nation when thoughts of His Majesty's natal day are uppermost.

June 3rd is the King's birthday, and the grocer should make some extra effort to make his store attractive and in keeping with the holiday. The people are in a holiday mood and therefore more free with their money. The goods which will appeal to them while in this frame of mind should be attractively presented.

Fruits and confectionery are two lines which receive considerable attention at this time, and the dealer should see that stocks are complete and should also make some plans to induce extra sales with these lines. Both fruits and confectionery are lines which are bought more freely by customers when shown, and it would be well to have a window trim displaying these.

Being the King's birthday, it is only fitting that the window contain a picture of our sovereign. Being a patriotic occasion, a plentiful use of flags in its arrangement will also add to its attractiveness. The words "King George," or "His Birthday," or something along these or similar lines could be written on the floor of the window with oranges or some other goods that will show up well. Another suggestion is for a large flag forming the background, with the King's picture in front, and a card, "One King, One Flag, One Empire." The store can be decorated along the same line, according as the merchant wishes, but it is well to have both the window and interior trim arranged early in the week so as to reap full benefits.

New vegetables will be in fairly large supply, and as people generally attempt to have something special for the table on these occasions, they can be pushed to good advantage. They may also be included in the window trim. While the dealer is urged to have a sufficiently complete stock to take care of all trade, nevertheless, he should use some judgment in figuring on his requirements that his special effort on account of the amount of left-over and unsalable stock may not be turned into a loss.

WHAT TO DO IN JUNE.

A Few Hints That Might be of Interest to Some.

Put some life into your cereal trade. Carry a sufficient stock and give the lines prominence. Do not, however, stock too heavily. Fresh goods are those that bring continued trade.

This is the pineapple season. Try to sell your customers quantities for preserving. This is of double value, as you generally sell sugar also. Don't forget to mention sugar in making the sale.

Canadian strawberries will be in full swing before the month is out. If you get customers buying fruit from you now, they may continue with you during the whole season.

With two holidays in the month, it is well that you give some attention to your fruit trade, as these occasions generally bring an increased demand for fruits.

Canned meats, pickles, olives and similar lines will come into demand now with the warmer weather. Have these summer goods ready when the demand first starts and thus reap the full benefit of the demand. Prepare ahead, but don't wait for the demand to start itself. Start it yourself.

Nuts compose a line that it would pay the retailer to carry a complete stock of. New crop Brazils are just on the market, and should sell well. The big groceries in the cities are showing nuts to good advantage, and why not you?

Take one line for the month out of the lines you handle, on which you think there is a chance to extend sales, and give that one line special attention during the whole month. If it is important enough, start the month off with a window display, carrying also a counter display, and using your personal salesmanship and you will find results at the end of the month have paid you for the extra effort.

There is nothing like rushing the season. Be the first to interest customers. Start early to display your fly paper, soft drinks and other summer goods.

By Appointment to



His Majesty
KING GEORGE V

Established 1817

Macfarlane Lang & Co.'s

"Coronation Biscuits"

The Biscuit which should be in every Loyal Household throughout the Dominion.



Samples and full particulars from

SNOWDON & EBBITT, . . . **325 Coristine Building, Montreal.**
NEWTON A. HILL, ... **25 Front Street, Toronto.**
MASON & HICKEY, ... **287 Stanley Street, Winnipeg.**
The STANDARD BROKERAGE CO.,
852 & 864 Cambie Street, Vancouver, B.C.

An Inspiration for Clerks to Work Hard

Success of Two Montreal Clerks Who Decided They Had Mastered all Details of Grocery Business and Who Went Into a Partnership in Westmount District — The Three Essentials They Deemed Necessary.

By H. T.

This article is written principally as an encouragement and an inspiration to clerks.

The condition of the clerk is steadily improving, and the grocery business offers just as many opportunities as the average avenue of human endeavor. Proprietors realize that there is a dearth of assistants. Other openings, offering better salaries, have lured many a young man that might have made a good grocer. One result is that salaries in the grocery business have materially increased, owing largely to the fact that the number of assistants is much below the store vacancies. But the clerk possessing ambition looks forward to the time when he will be working for himself, or occupying some high position in the trade or in one of the affiliated lines. His upward struggle, however, is trying at times. The openings seem too slow in presenting themselves, and there are occasions when the clerk is strongly tempted to forsake the apron for some other activity with prospects more alluring.

What Two Clerks Did.

The story of the Westmount Grocery Co., Sherbrooke St., Montreal, is but one illustration of the opportunities that are awaiting young men who have a thorough grounding in the handling of groceries.

R. Normandeau and S. Durocher, the proprietors of this store, were three years ago two young clerks in one of Montreal's oldest and most prominent retail grocery stores. Mr. Normandeau had served ten years behind the counter and Mr. Durocher's experience covered practically the same time.

Their relationship was friendly and intimate. They realized that they could get along well together. That indefinable something existed, and each of the two young men were intuitively aware of the fact.

Came to a Decision.

They began to feel that they had about mastered the details of the grocery business from the clerk's standpoint, and the fact that they had been under the guidance of a good grocer was a valuable asset in more ways than one. They had saved up money sufficient to warrant a venture into business for themselves, and finally they decided to cast their lot in Westmount. This is a suburb of Montreal that can boast of pretty homes, and a large share of wealthy householders.

Judge of the place by the fact that strict building regulations are in force to keep out the house that does not register up to a certain dollar mark. Three years ago it was rapidly growing, and since then new territory has been opened up, and will continue to do so.

It was in this district that Mr. Normandeau and Mr. Durocher selected their store site, and on Sherbrooke St., Montreal's Fifth Avenue. Not only was it a growing place, but there was the other consideration that these young men were personally known to many residents in that neighborhood, whom they had served during their clerkship days.

Had Some Doubts at First.

The proprietors of the Westmount Grocery Co. commenced business with some misgivings. It was their first business venture, and naturally they wondered what the result would be. The store they rented was a large one, and the shelves were not groaning with goods. There was probably a little too much space, but an increasing business soon remedied that. They opened the store to the public on Wednesday, and on Saturday night all doubts were dispelled. The cash business for that day alone amounted to $125, and the other days showed results equally gratifying. If there was any room to spare on the shelves then, that condition was not long in passing. The business has grown to the capacity of the store in three years.

Quality and Courtesy.

Impressed with the ideas they had learned from those with whom they had been engaged, methods which they realized were essential to success, the two young men determined to carry them into their own business.

The first was quality of goods, and from that idea they have never swerved in the slightest. "The best" rather than "the cheapest" was the motto they felt would appeal to their future customers. The past three years have proved that their decision was a wise one.

Courtesy was another feature they decided not to overlook. They had been courteous as clerks, and it was natural that they should continue to be so. Moreover, the customers whom they used to serve so diligently, naturally heard about their beginning in business, and gave them a share of their patronage.

Business Came to Them.

Mr. Normandeau and Mr. Durocher had thought of little methods of getting trade, but they found that they did not



They Finally Decided to Pool Their Cash.

need to pursue them. Business progressed favorably without any special efforts. When they opened their store they had no clerks, and their delivery system was composed of a horse and a second-hand buggy, with a boy driver. Now there are two extra clerks, a cashier, and two smart delivery wagons, and this the result of three years' work. They are both quite young men yet, and their example should be an encouragement to other young men who are following the daily routine of clerks.

NOT A JUNK SHOP.

Store Should Resemble Neither Second-Hand Shop Nor a Parlor.

A store should neither resemble a junk shop or a parlor. One is equally as bad as the other. There is an intermediate condition that merchants should strive to attain.

A store with goods nicely piled on the shelves and the counters nicely polished though bare of goods, and the centre space free from display cases or tables, may present a nice appearance, but it will not sell much goods. Then there is another extreme that is equally as bad. That is the store which presents a jumbled appearance with the counters completely covered with goods and the centre of the store crowded with tables, boxes and goods, so that customers can hardly find their way about. This is generally accompanied by a plentiful supply of dust; it is impossible to be otherwise, and the result is that customers are driven away.

The merchant should therefore try to arrange his store so that it will not present a crowded appearance nor allow by any chance sales to slip by. Most dealers are beginning to realize the great importance of proper display as a selling power. This does not mean the crowding of the store by trying to show everything at once, but rather more care taken in the arrangement and the frequent changing of the display.

These should not be placed so that customers are prevented thereby from moving freely about the store, nor should the counters be so covered that clerks are hindered in their work. Care should be taken in the selection of places for display as well as in their arrangements. Most stores have out of the way spots which make excellent places for the showing of goods and these should be used to the best advantage.

VALUE OF CHECKING.

Merchant Tells How Leaks Reduced His Profits.

"There are small leaks in many grocery stores that cut down the profits a great deal," said a local dealer the other day, "and the merchant will find it greatly to his benefit to be constantly on the outlook for these. While the larger ones attract attention and are immediately attended to, the smaller channels go on unchecked and form a real source of loss.

"A merchant will sometimes unknowingly allow even the larger ones to exist. I have a flour and feed department and found out recently that the profits were being reduced, on account of lack of system. Farmers would come in to the store and order a bag of flour or feed and say they would call around for it. They would drive up to the storehouse and get the flour and the clerk who gave it out, would depend on the person it was ordered from to charge it, while he would think that the other clerk had charged it.

"I found that in this way, a bag would occasionally be given out without charging. When I discovered this I put in force a checking system which made it impossible for this to occur."

Starch in England.

In 1564 starch was introduced into England by a Dutch woman, wife of a coachman in the service of the Queen.

Apple Shipments Less.

Only 240,740 barrels of apples were shipped from Halifax, N.S., during the past season, as compared with 694,257 the previous season.

Putting Credit Business on a Cash Basis

Easiest thing in the world! No chance to pick the wrong plan, since there's only ONE way to do it. Simply install

Allison Coupon Books

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

WILSON'S FLY PADS



Pay Retail Grocers a profit of 66⅔ to 85%

Sold by All Wholesale Grocers

BY THE CARLOAD

We have now

BANANAS, TOMATOES, CABBAGE, and CELERY

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

Wholesale Fruit, Fish and Produce Commission Merchants, and dealers in Hides, Wool and Raw Furs.

Pineapples

Are now arriving in fine shape. Prices reasonable.

RANGES

Are still receiving two cars weekly of **Volunteer Brand.**

NAVELS

Stock as usual. Fine Mediterranean Sweets and Valencia case oranges.

Messina Lemons Tomatoes
Cucumbers New Potatoes
Asparagus, etc.
Bananas Grape Fruit

Can fill your orders with any stock



25-27 CHURCH ST TORONTO
are Largest Receivers

It's Hot!

Quench your thirst with

St. Nicholas Juice

OR

Home Guard

Kicking and Puck

The best lemons contain the best juice.

J. J. McCABE

AGENT

TORONTO, ONT.

Victoria Day Helps the Fruit Trade

Warmer Weather is Also Responsible for Improvement—Bananas and Lemons are Enjoying Good Trade — Lemons are Stronger—Pineapples are Easier—Strawberries Cheapen Slowly—Some Waste is Being Shown in Shipments—New Tomatoes are Getting Dearer Instead of Cheaper.

A good volume of trade has been experienced by fruit dealers at all centres this week. Victoria Day brought an increase in the demand at the beginning of the week, while the warmer weather is also accountable for the satisfactory amount of business being transacted. New vegetables are following in the footsteps of the fruit trade and the amount being sent out is quite large.

The crop of navel oranges in California is about cleaned up, but Canadian markets still have some supplies which are holding at firm prices for good quality stock. Mediterranean sweets are of good quality and some dealers are giving attention to them. The first of the California Valencias will not make their appearance until about the first week in June.

Larger supplies of strawberries and cheaper pineapples and rhubarb are affecting the orange trade to a certain extent. Shipments of pineapples will be larger for a week or so more and prices will likely be a little lower. Some waste is being shown in the strawberries arriving now on account of the long distance that they have to be transported, most of the present supplies being brought from Carolina.

Lemons and bananas are enjoying a good trade, the weather being favorable for their sale. Lemons are stronger again on account of heavy demand and conditions on the primary market. The visible supply of Sicily lemons according to information from one source is 116,500 boxes, against 202,200 boxes at the same time last year 210,700 boxes in 1909 and 282,600 boxes in 1908.

Vegetable prices fluctuate from day to day, being regulated by supply and demand. As supplies of different new vegetables increase, prices naturally tend to easiness.

MONTREAL.

Green Fruits.—The past ten days have by the hot weather wave cut deeply into lemon stocks, and local dealers are already up to the $5 mark for choice goods. It is a question just what this market will do. Pineapples are slightly easier, but strawberries remain unchanged. There is a good demand for all fruits, bananas and grape fruit coming in for a good share.

Apples, bbl.	6 00	8 00	**Oranges—**		
Spies	7 00	8 00	Cal. navels	3 75	4 25
Bananas, bunch	1 50	1 75	Valencia	4 50	5 00
Cocoanuts, bags	4 25	4 75	Mexican	2 00	2 25
Grape fruit, Flo.	3 50	4 75	**Pineapples—**		
Lemons	4 00	5 00	Floridas, case	3 50	4 00
Limes, a box		1 50	Strawberries, N. Carolina	0 18	0 22

Vegetables.—New tomatoes are becoming dearer rather than cheaper. Canadian asparagus has practically supplanted the imported variety.

Asparagus, per basket	1 50	1 75	**Onions—**		
Asparagus, Canadian, basket	1 50	2 00	Spanish, crate	3 00	3 50
Beans, hamper	3 50	4 50	Egyptian, bag	3 00	3 25
Beets, doz.		1 25	Bermuda, crate		3 50
Carrots, doz.		1 25	Potatoes, bag	1 25	1 40
Cabbage, crate	3 50	4 00	New Bermuda potatoes, bbl	6 50	7 00
Cucumbers, bas.	3 25	3 50	Parsley, crate		2 00
Cukes		2 00	Parsnips, bag	1 00	1 25
Garlic, 2 bunches		0 25	Radishes, dozen bunches		0 50
Green Peppers, small basket		1 25	Spinach, bbl		1 75
Leeks, doz	1 75	2 00	Tomatoes, crate	4 50	5 00
Lettuce—			Turnips, bag		1 75
Boston lettuce	2 75	3 00			

TORONTO.

Green Fruits.—The fruit business is reported satisfactory this week, Victoria Day having created some extra demand at the beginning of the week. Prices in general are quite firm. Navel oranges are steady at $3.75 to $4.00, while Mediterranean Sweets are quoted at $3.00 to $3.50. The Sweets arriving are of excellent quality. Pineapples are easier and are bringing $3 to $3.25. There are chances for some further slight reduction in prices. Tomatoes are in limited supply, and are bringing $5 per crate. Under heavier arrivals rhubarb is easier at 25 to 40 cents per dozen. Lemons are stronger again, with a brisk demand which makes it look like a higher market.

Apples, bbl.	3 50	8 00	**Oranges—**		
Apples, box	1 75	2 50	Med. sweets	3 00	3 50
Bananas	1 00	1 75	Navels, large	3 75	4 00
Cocoanuts, sack		4 75	Navels, small	3 75	4 00
Grape Fruit—			Pineapples crate	3 00	3 25
Florida, per case	4 25	5 00	**Strawberries—**		
Lemons—			Carolina, qt.	0 18	0 20
California		3 50	Tomatoes, case of 6 baskets	4 50	5 00
Messina	2 50	3 00	Rhubarb, doz.	0 25	0 40
Limes, box		1 25			

Vegetables.—Governed by supply and demand, vegetable prices are liable to change from day to day, but as is natural, prices are generally inclined to easiness. Wax beans, cucumbers, onions and new potatoes all exhibit an easier tendency this week. The sale of onions is not large, but general lines of new vegetables are doing fairly well. Carrots are one exception to the easiness, and some dealers are quoting Canadian carrots at a higher figure.

Beets, Louisania doz.		1 25	Boston head lettuce, doz.		1 00
Canadian beet, bag	0 60	0 75	Boston head lettuce, hamper	4 50	5 00
Cabbage, South Carolina	2 25	3 75	**Onions—**		
Carrots, Canadian, bag		0 75	Texas, case		2 25
Carrots, Louisania, doz.		0 75	Egyptian, sack	2 50	2 75
Cucumbers, hamper		2 75	Potatoes, Ontario, bag	1 90	1 10
Endive, 12 heads		1 00	Potatoes, new, bushel		2 25
Wax beans, hamper	2 50	3 0	Sweet, hamper		2 75
Green beans, hamper	2 00	2 50	Parsley, per doz		0 75
Lettuce, Canadian, head	0 20	0 40	Parsnips, bag	0 40	0 [illegible]
			New turnips, per 11-qt. basket		0 50
			Asparagus—		
			Canadian, doz.		0 75
			Spinach—		
			Hamper		0 75
			Barrel		2 25

NEW BRUNSWICK AND FRUIT.

Former Trade Commissioner Speaks of Probable Industry.

St. John, N.B., May 25.—E. S. Kirkpatrick, former Canadian trade commissioner, at Havana, and now manager of the Canada West India Co., was in St. John this week and gave it as his opinion that a canning factory established here would be a profitable industry. For

six months in the year, he said, the canneries could draw on the New Brunswick market, while for the other six months, they could look to Cuba.

He made the statement in view of the fact that New Brunswick farmers are going more extensively into fruit growing and also because it is possible to import tropical fruits at a very small cost. Pine apples, Mr. Kirkpatrick said, can be purchased in Cuba for a small sum, and can be brought to this port without duty, and he is convinced that the other countries in the tropics afford a valuable field for trade from Canada, and thinks that this would be a splendid way of opening it up.

Mr. Kirkpatrick said there was a probability of his company, whose objects are the promotion of larger markets through Canadian ports, opening offices both at St. John and Halifax.

The department of agriculture is planning to take charge of five illustration orchards this season in New Brunswick, and indications are that the second annual fruit show in St. John this year will be far better than that of last year.

GETTING RID OF RATS.

The following is one effective method of driving rats from a building:—

Sprinkle oil of peppermint generously to every hole and crack around the floors where rats are likely to frequent. It should be applied from garret to cellar. The odor of peppermint will be pretty strong at first, but it possesses the advantage of not being entirely offensive and is certainly the lesser evil of the two.

Mustard scattered in the same way has been found unusually good to rid the house of mice, roaches and other "vermin."

The Snack Club Outing.

Toronto, May 25. — The Drummers' Snack Club outing will be held this year at Georgetown, Ont., July 14 and 15. This is a couple of weeks earlier than usual, but these dates are selected so that they would not interfere with the travelers' holidays. A bigger time than ever is anticipated.

PINEAPPLES

FOR

PRESERVING

We are headquarters for Fancy Pineapples. Our quality and price are strictly right. Now is the time to buy. Sizes, 18s, 24s and 30s.

WHITE & CO., Limited

TORONTO and HAMILTON

SPECIALTIES FOR VICTORIA DAY

"Golden Orange" brand Navels. Fine flavor and full of juice.

BANANAS

Send along your orders for the 24th trade.

PINEAPPLES

Extra Fancy—Good Color—all sizes.

STRAWBERRIES

Fresh arrivals every day, very Fancy quality.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



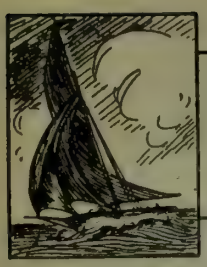
BUSTER BROWN

LEMONADE



The cool, refreshing drink Remember, Buster Brown Lemons make the finest lemonade. Have a supply always on hand.

FOLLINA BROS., Packers W. B. STRINGER, Sales Agent



Fish - Oysters



Fresh Fish Receipts are More Liberal

Supplies of Fresh Varieties are Heavier — Responsible for Lower Prices on Some Lines—Pickerel are Again in Season—Lobster Season Extended—New Brunswick Reports Good Herring Season—Quality Not as Good as in Past Years — Newfoundland Seal Fisheries.

Prices are generally a little easier this week, and as the season advances the market should show slight reductions. The demand is reported good and the trade on the whole is satisfactory. The supplies of fresh fish are increasing and jobbers are giving a fast service in order to deliver the fish in as fresh a state as possible. Smoked haddies are also in demand. There is still some frozen fish carried in the cold storage concerns.

Nova Scotia reports fresh fish more plentiful, and of good quality. The government has extended the lobster season on the west coast of Nova Scotia for two weeks.

QUEBEC.

Montreal.—More liberal supplies have been responsible for lower prices for some lines of fresh fish. Dressed haddock, British Columbia Salmon lake trout, haddock, dressed perch and dressed bullheads are all lower this week. The supplies of Gaspe salmon are heavier and a slightly lower quotation is offered. Brook trout are coming in more freely. It is in excellent condition and the price is probably as low as it will be this season. Pickerel are again in season and fresh supplies are coming forward liberally. B. C. salmon is also being received in fairly liberal quantities.

FRESH

Alewives (shad herring) per 100 fish		2 00	Halibut, express per lb		0 09
Dressed perch, per lb		0 09	Salmon, B.C., lb		0 20
Dressed bullheads, per lb.		0 09	Salmon, Gaspe, lb		0 30
Haddock, per lb		0 04	Shad, buck, each		0 25
Haddock, fancy shore, per lb	0 05	0 05½	Shad, roe, each		0 60
Steak cod headless, per lb		0 05	Lake trout, lb		0 10
			Brook trout		0 20
			Pike, per lb		0 07
			Pickerel or dore		0 12
			Whitefish, lb		0 10

FROZEN

Codfish	0 03	0 03½	Salmon, B.C., red	0 09	0 10
Haddock		0 03	Gaspe salmon per lb		0 15
Halibut, per lb		0 09	Qualla salmon		0 09
Pike, round, lb		0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each		0 07
Pike, dressed & headless, cases 150 lbs., per lb		0 06	Whitefish, large, lb	0 07½	0 08
Gras pike		0 05	Whitefish, small		0 06
Steak cod		0 04			
Mackerel	0 11	0 12			

SALTED AND PICKLED

Labrador sea trout, bbls		12 00	Salmon, B.C., red, bbl		14 00
Labrador sea trout, half bbls		6 50	" " pink, bbl		12 00
No. 1 mackerel, pail		2 00	" Labrador, bbl		16 00
½ bbls		8 00	" " ½ bbls		8 50
Scotia herrings, No. 2, bbl			" " tres., 300 lb		21 00
Lake trout, half bbl		6 00	Salt eels, per lb		0 07
Choice mackerel half pail		2 00	Scotch herring		6 00
			" " keg		1 00
			Holland herring, ½ bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 19

SHELL FISH

Shell oysters, bbl., choice	12 00	13 00
XXX Shell Oysters		10 00
Lobsters, live, per lb		0 35
Oysters, choice, bulk, Imp. gal		1 40
" bulk, selects		1 60

Solid meats—Standards, gal., $1.75; selects, gal., $2.

PREPARED FISH

Boneless cod, in blocks or packages, per lb	6½, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

NEW BRUNSWICK.

St. John.—It is said among the fish dealers in St. John that the herring catch this season has been exceptionally good, although the quality of the fish is said to be not as good as in past years. The fishermen of Grand Manan, Charlotte County, who have stations at Baie Verte and Port Elgin are reported as having their smoke-houses full of herring.

Being between the first and second runs, this has been an off week for gaspereaux. Prices have kept a strong average, because of a great demand for bait. Fresh fish still retain their position on the market, but all grades of dried fish have declined in value.

Fresh shad made their first appearance on the local market this week, as well as salmon in fair quantities considering the earliness of the season. Shad sold from 35 to 60 cents each, while salmon brought from 35 to 40 cents per pound.

ONTARIO.

Toronto.—Trade in fish is not overly brisk, but continues fairly steady, with fresh fish most prominent. The other lines, however, are receiving some attention. No particular change has taken place in prices on the local market, but some lines under increased supplies are inclined to casiness.

FRESH CAUGHT FISH

Steak cod		0 08	Fresh trout		0 12
Fresh halibut		0 10	Fresh caught white		0 12
Perch		0 07	Fresh caught herring		0 07
			Haddock	0 06	0 07

FROZEN FISH

Goldeyes		0 05	White fish, winter caught		0 09
Pike		0 05	Yellow pickerel		0 08½
Pink sea salmon	0 08	0 09	Mullets		0 04
Round red "		0 09	Bluefish		0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate		5 40	Haddie, Finnan		0 08
Shredded cod		2 25	Pickled lake herring, 100 lb. kegs		2 80
Cod, Imperial, per lb		0 06	Quail on toast, per lb		0 07
Fillets, per lb		0 12	Shrimps, per gal		1 25

NOVA SCOTIA.

Halifax, N.S.—Receipts of fresh fish here this week were quite heavy, and all the dealers have good stocks on hand. Lobsters are in better supply locally, and there has been some improvement in the size. The price, however, holds firm. Fresh herring are reported in abundance at the Magdalen Islands, and several vessels are now there loading cargoes. Salmon are more plentiful, but few are offered here, as better prices can be obtained in Boston and New York.

The quality of the fresh fish now coming on the market is better than for some time. The fish are larger and fatter, and are considered excellent stock. There are no signs of mackerel on the coast yet. All salt fish prices are firm, and the general demand is good. Yarmouth this week shipped 104 casks of codfish to Trinidad, and 300 cases of canned lobsters to Germany.

The lobster fishery on the Cape Breton coast is reported good. Most of the lobsters taken on this coast are canned and the factories are now running on full time. The announcement was made this week that the government had extended the lobster fishing season for two weeks on the west coast of Nova Scotia. Dealers report a good demand for all kinds of smoked fish.

NEWFOUNDLAND.

St. John's, N.F.—Three hundred and five thousand seals, valued at $493,000, were secured by the eighteen vessels of the Newfoundland sealing fleet during the season just closed. Last year the fleet reported a catch of 330,000, with a value of $612,000. This falling off is accounted for in a measure by the loss of the steamer Harlaw, which was crushed in the ice off St. Paul's Island not long after the opening of the season. Unusual ice conditions also tended to reduce the catch. For a time it was feared that the season would have to be delayed because of the ice. The fishermen were finally able to get away on time, leaving port March 13, but were seriously hampered in their work for the first fortnight by the ice.

HANDLE GOOD BROOMS.

Broom Manufacturer Says Quality of Brooms is Improving.

"The quality of brooms being used is gradually improving," said a broom manufacturer recently. "And," he added, "out of orders amounting to 3,800 dozen, 90 per cent. was for the better grades."

This has been brought about by the high prices which were in effect last year. Those brooms which were sold at a low price were necessarily of poor quality and customers were not at all satisfied with them in many cases. They began accordingly to buy the better quality, and now with brooms down about 25 per cent. from last year's prices, they still continue to purchase the better kind.

This improvement in quality is a good thing for both the dealer and the customer. When a dealer sells a cheap broom, he generally gets only a small profit while the customer does not get satisfaction. The handling of the better grade in brooms as in many other articles which a grocer carries, is a benefit to all concerned.

Handling the Woman with Small Purse

Why Montreal Dealer Believes That Cash is Best Policy to Follow in Certain Cases—Dangerous to Venture Beyond Certain Limit—Believes Credit is only a Habit—Able to Buy on Better Basis.

Different problems are presented to different grocers.

The customers of one member of the trade who is located in a wealthy residential district often consider that certain privileges are due them for some reason or other and the grocer caters to this as much as possible.

Another grocer is in a community where the customers are more representative and still another is doing business with a laboring class entirely.

The methods employed by one grocer would probably not be applicable by another. For instance, the customers with an unlimited purse is a good subject for advanced salesmanship. They are accustomed to dainties and luxuries and are always looking for something new. But, the grocer in the less pretentious district generally remembers that the average weekly envelope, part of the contents of which must pass through his hands, is none too bulky and he realizes that this family and that, can afford a certain amount each week for groceries and beyond the accustomed limit it is rather dangerous to venture.

Experience of Montrealer.

The experience of J. A. Phaneuf, a Montreal grocer, with three stores to his credit, is interesting. His interest in the grocery business has extended through the past twelve years.

He is an advocate of the cash system especially in a quarter where the people are of the laboring class. This is not because he mistrusts the man who toils for daily sustenance but because the customer of limited means should strive to remain free from debt of any kind.

Credit a Habit.

Mr. Phaneuf considers the credit system a habit. If some one in poor circumstances asked him for charity in the form of groceries he would doubtless respond to their appeal, but when a customer has money and requires goods, he fails to understand why she should not pay for it when she receives it. That is the general case as he regards it, and in applying it to his customers he endeavors to prove to them why the cash idea is dollars to their own advantage.

Saves Five Per Cent.

When he opened his third store he learned that the former proprietors had given it a rather bad reputation. There has been failures, it had remained unoccupied and credit was freely given. One of the first enquiries he received was from one of these former customers. She asked him for credit. Mr. Phaneuf explained his position thus: "Madam, I have found that this system is to your advantage. Following it, I can give you prices that will save you five per cent. on your month's purchases. A bank does not offer you terms as favorable as that."

He pointed out to that customer as he did to others who were at all interested just how he was enabled to offer special advantages by the system he had adopted.

Outstanding Debts.

Mr. Phaneuf stated that one of the reasons why he adopted a cash system



They Won't Buy Too Much.

in his business was that he observed that many failures seemed to be attributable to "outstanding debts." A proper policy of collections would no doubt have averted many of these, but Mr. Phaneuf was not favorably disposed to the idea especially with people whose weekly allowance was quite limited.

"If you do five or six hundred dollars a week in your business," he said, "do you not feel more secure when you know that all your money is in?

No Worry at All.

"There is no worry as to whether you are going to lose any of it, no bills to send out at the end of the month and no squabbles over purchases made week previous and which may be questioned when the time for settlement arrives. You are able to buy on a better basis and if you so desire you offer this advantage to the customer together with the gain you make by eliminating the cost of looking after the accounts, collecting them and those which you may never collect.

"Every grocer does advertising of some kind, and I look upon this as an advertising method which will attract the customer who finds it necessary to make use of little savings.

Issues Circulars.

"I have been issuing circulars offering special prices. None of those are below cost and on the most of them there is a profit which included with the ordinary sales makes the total appreciable. As I said before, these specials may be included under the expense heading of advertising, if necessary, but they need not be a loss.

"When a customer pays cash there is not the tendency to buy things which were not needed and while the total sales may thus be reduced, the grocer is not running the danger of an account that may not be met on pay day. A limited purse from week to week permits just so much and but little more, and if an account is overrun one week there will likely be a curtailment on the customer's part during the following week to make up the balance.

Should Not Discriminate.

"A grocer doing a cash business should not discriminate, allowing some credit because their financial standing may be a little stronger. The others are bound to discover this favoritism sooner or later and their resentment will likely show itself in the cutting off of their trade. My own landlord, a few Saturdays ago sent in a nice order over the phone. It was sent out C.O.D., but the delivery man was told at the house "I don't happen to have the cash just now, but I will drop in on Monday." This customer was told that the rule of paying on receipt of goods applied to everybody and my landlord on investigation found that change could be made and the delivery was satisfactory to all parties.

"This idea of 'I'll pay next week' is nothing more than a habit which, perhaps, may work out satisfactorily enough in most cases, but I think that business would be on a much sounder basis if the cash principle were more general. At any rate, I believe it has many advantages with the class of trade I have referred to, but the people have become accustomed to it and will continue to expect it, except, of course, when they choose to visit the large departmental stores whose example seems to be worth emulating."

Tell customers that raisins may be seeded easier if covered with boiling water and allowed to stand about ten minutes.

Delivery Important in Holding Trade

Man Who Does a Thriving Business is Man Who Gives The Best Service in All Branches—Story of a Man Who Made Deliveries Only Every Other Day—Customers Did Not Fall in Line—Courtesy.

Two merchants are situated side by side with both having about equal chances. Both men can buy the same goods and both sell at about the same price. These things being equal, what is to determine which grocer shall do the largest amount of business? We have seen two grocers so situated, but find that one man is doing a thriving trade while the other has a hard time to pay expenses. The solution given by those who have looked into the matter, is that the grocer with the most business was the man who gave the best service to his customers.

Service is the magnet which draws trade in business to-day. Other things being equal, you will find that the people will deal at the store with the best service. Therefore you should have a delivery service as perfect as possible in order to get the best results.

Every Other Day.

A story comes from an Ontario town where a merchant thought that customers were expecting too much by wanting parcels delivered at all hours and every day. So he decided that delivering every other day should be sufficient, and besides he thought that it would mean a saving. But he soon found that customers did not fall in line with his new idea and that many of his best customers were gradually dropping off, and he was forced to give up the plan. A new family moved into the town just about the time that this merchant started his every-other-day delivery. Living close to his store, the housewife decided she would deal there. She went in on a Monday morning and ordered a supply of groceries. Having waited all day and no groceries appearing, she went to the store to inquire as to the reason, and the grocer bluntly informed her that they did not deliver on Monday. Just at dinner time the next day her groceries arrived, and she had by that time decided she would rather walk a couple of blocks farther and deal at a store where they delivered goods sooner. Even if a grocer has a similar rule in regard to delivery, it would be well to break it in a case like this.

Shed for Farmers.

Besides good delivery, there are many other services which the grocer may render, which customers appreciate very much. A merchant in a farming community built a shed near his store, so that the farmers might have a place to put their horses when they came to town. This same merchant often lends his horse and rig to customers, if they should wish to bring a trunk to or from the station or for some similar errand. He often has his delivery man assist customers in odd jobs and has been known himself to spend a half-day in assisting a customer to move.

There is a grocer in a small town who recently gained a customer just by his kindliness in offering to send some parcels to her home. She had just purchased some groceries at her regular buying place, but they had not offered to send the parcels up for her, so she started to carry them home, although it was quite a heavy load. Dropping into this other merchant's store to make a small purchase, he at once offered to send all the parcels up for her. She appreciated this kindliness on his part, and has since become one of his best customers.

A grocer's business is to a large extent dependable on the quality of service he gives his customers.

Should Have Information all Prepared

Knowledge in Advance, Absolutely Necessary to Good Salesman—Ability to Return a Quick Answer Not Sufficient — A Transaction in Tomato Catsup, and Another — The Reason Why—Some Suggestions for Selling Brooms.

Knowledge of goods prepared in advance is the kind of thing that counts in salesmanship. This information does not consist of an answer or argument brought out on the spur of the moment and which carries no force, but of information about the goods which is correct and which is sufficiently strong to clinch an argument. Of course, ability to give an answer to a customer on the spur of the moment is something to be commended but where possible the arguments should be settled in your mind beforehand.

When any new goods arrive, learn all you can about them, their value and their use. If you get in an article that dearer than a similar line sold by another dealer look into the reason. Find this out beforehand so that when a customer asks you why yours is dearer you will be able to explain the reason satisfactorily.

Selling Catsup.

The other day in a grocery store, a lady asked for catsup. The clerk presented a bottle with the information that it was worth 15 cents.

Of course the customer came back with the argument: "Why I can buy the same sized bottle at Jones' for 10 cents."

The clerk knew that his firm was not getting a larger profit than any one else for their goods and that there must be a reason for the difference in price. "This must be a better catsup," he said.

This was but a flimsy argument, like that a merchant would give if he were really asking 5 cents too much, and it was not at all convincing.

Pointed Out Difference.

Another somewhat similar sale was witnessed in another store. This time the bottle of catsup presented was priced at 25 cents and the customer said she could buy the same sized bottle for 20 cents at another store. Of course this clerk, like the other, knew there must be a difference but he did more than say: "It must be better," he pointed out wherein it was worth more.

"Yes," he said, "you can buy catsup for 20 cents, but it is watery, being made from the pulp of the tomato, and it lacks flavor. Now, see how thick this 25 cent article is," and he tipped it sideways showing its thickness. "Only the best solid ripe tomatoes and best spices are used in making this and in it you get the true tomato flavor."

Talking Brooms.

Then, we have the clerk who will present a broom and when asked the reason why it is dearer than another he will generally say: "I guess it must be heavier than the other." This is no argument at all, because a large number of housewives prefer the lighter broom.

But the real salesman will have the true reason just why that broom costs more than another.

"First you will notice madam that the corn in this broom is much finer than the other. It is all straight corn, is not knotty or bunchy. It will therefore last longer. The handle is smoother and is made of lighter wood but contains all the strength of the heavier. That is something that you will appreciate."

Have Argument Back.

This or perhaps less than this will convince a customer that it is worth more but always have an argument back in case it does not: "You will notice that this broom is a five string and holds the corn in position better than the other which is only four string."

Such ability to give convincing arguments in favor of the goods is something that the clerk who aims at true salesmanship should study, as it will undoubtedly be to his advantage to do so.

FOR YOUR ADVERTISING.

Groceries. — Here are all the good things that will give new life to lagging appetites. Prices, too, so reasonable as to make the purse laugh.

Flour. — No need to send Sal to cookin' school—get her a sack of our flour. Anyone can bake good things when it is used.

Sausage.—Country-made sausage with real old-fashioned regard for purity—that's the kind we sell.

Butter.—You'll wax enthusiastic over the fine flavor of our butter. Try it once and see.

Frost Affects the California Dried Fruit Crop

READERS of The Canadian Grocer interested in dried fruits are looking toward the new crops in the hope of finding a solution to the present condition of the market. Generally speaking stocks are extremely light and it now appears that in no case will there be a heavy carry over. In fact the question before the trade is whether both ends will meet. Wholesalers state that their holdings are becoming more and more limited and in some instances their stocks have been exhausted.

Prices as a result have been advanced, some of them being double the figures that represented them this time last year. It is, therefore, necessary that crops be heavy this season if there is to be a resumption of normal quotations. Evaporated apples, apricots and peaches, prunes, raisins and currants, too, are all reduced in supply. Some of them may be considered off the market.

In addition to straightened stocks the new crop are according to reports being ushered in under unfavorable weather conditions. Prices have been too high to suit many of the trade who fear the permanent loss of customers when once they are turned away as consumers. While it is yet early to consider the question, still there are reasons for viewing the present situation with a certain amount of disquietude.

According to reports recent frosts have wrought havoc with some of the young fruit. Edward Denning, a Montreal representative of Kearley & Tonge, Limited, returned recently from a trip through California where he passed through the famed fruit lands and was enabled to estimate the condition of the crops.

Apricots a Disappointment.

"The frost has certainly damaged the apricot crop and it is believed that the yield will be no more than half a crop," he said. "When the trees were in blossom they gave promise of a splendid crop but it was when the new fruit was young and small that the severe frost was felt. The fruit had not become sufficiently firm to withstand this attack and from the examination that has been made of the trees, no more than half a crop will be received."

Prunes Affected.

"The cold weather has also affected prunes quite considerably. It was not easy to determine just what damage had been done but it is appreciable. Peaches and pears seem to have escaped with but slight touches."

As a result of this condition packers refuse to put a price on apricots. High bids have been received from different countries, Germany being one of them, but so far there has been no response from the west. Practically the same is true of prunes and the position at present is very strong. Mr. Denning felt that from the present outlook a fairly large crop of raisins would be received. The almond crop should also be satisfactory. The citrus crop is large.

In regard to prunes, Mr. Denning stated that much depends upon the French prune crop. If it is heavy, naturally it would be expected to have a weakening effect on the general prune market. The demand for prunes has increased in the United States, in Germany and England and if prices are to be at all reasonable the world's crop must be well up to the average. It is this uncertainty that is attracting special attention just now.

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
Established 1886
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited
Black's Harbour, N.B.

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The Grocer's Encyclopedia—the Spices

Something About the Vegetable Condiments That are Employed in Seasoning of Foods—Their Digestive Attributes—Dried Pepper—An Unripe Fruit of Climbing Shrub—Cloves the Unopened Flower Buds of Evergreen Tree—The Others.

The word "spices" is used as a general term, embracing a number of vegetable condiments, both ground and whole, employed in the seasoning and flavoring of food.

In addition to improving the flavor, in a large number of cases they act as digestives, since in coming into contact with the membranes of the digestive tract they cause an increased secretion of the digestive fluids. Spices have been used in all ages and in nearly all parts of the world. They are chiefly the products of hot climates. To describe some of them:

Fruit of Climbing Shrub.

Black pepper consists of the dried unripe fruit of a perennial climbing shrub, native in the forests of southern India, and largely cultivated in Java, Sumatra, Borneo, the Philippines, and also in the West Indies, a large proportion coming from the Malabar coast in India. In two or three years pepper cuttings bear spikes of red berries. These are gathered before they are ripe, spread on drying boards, where they become black and shrivelled, the way they are marketed. White pepper has exactly the same origin as black pepper, but the berries are allowed to become nearly ripe. They are then soaked in water, and the outer skin of the fruits removed by rubbing in the hands.

Buds of Evergreen Tree.

Cloves are the unopened flower buds of an evergreen tree reaching a height of 20 feet or more. Supplies are received chiefly from Zanzibar and Pemba, where the trees flourish, and also from Penang and Amboyna. The clove tree raised from seed begins to bear from the fifth to the seventh year. The picking of the young, unopened flower buds commences in August and continues until November, each tree being picked, on an average, three times a season. The cloves are spread in the sun to dry, the curing occupying about a week. Cloves owe their valuable properties to the presence of a considerable quantity of the volatile oil, oil of cloves.

Dried Kernels of Seeds.

Nutmegs and mace consist of the dried kernels of the seeds of a tree about 25 feet high, resembling somewhat the orange tree. The round or oval fruits, which closely resemble a small peach in size and shape, are at first green, but turn yellow when ripe. The thick fleshy outer covering becomes dry, and separates into two valves from the apex, exposing the scarlet mace, a membrane covering a thin brown skin, which encloses the true kernel or nutmeg.

Ginger is prepared from the dried roots of a plant of somewhat reedlike habits, found wild in Asia and now cultivated in South America, the West Indies, West Africa and the warmer parts of Queensland. Dried ginger is of two kinds, peeled and unpeeled, the latter being merely the cleaned roots dried in the sun. In the preparation of the peeled variety, the cleaned roots are thrown into water and then peeled with a narrow-bladed knife, care being taken to remove only the thinest possible layer, since the essential oil and resin is just beneath the skin. When dried, it is then ready for export. Preserved ginger is made by placing the roots in earthenware vessels and a strong boiling solution of sugar poured over them. The syrup is drained off after 24 hours and the process repeated for two days.

An American Product.

Allspice consists of the dried unripe fruits of a tree grown in the West Indies, Mexico and South America, while Jamaica supplies a large quantity. The spice consists of a small, spherical, wrinkled fruit and possesses a fragrant odor, and the name allspice is derived from the fact that the odor is regarded as resembling that of cinnamon, cloves and nutmegs combined.

Cinnamon is the bark of young shoots of a small evergreen tree, native of Ceylon, and which has been introduced into Java, Cape Verde Islands, Brazil, the West Indies and Uganda. Left to itself, it would be a small tree, but it is kept pruned in order to induce the formation of long willowy shoots, from which the bark may be obtained. The fragrance is due to the cinnamon oil in the bark.

Selling Rhubarb.

The merchant is inclined to give little attention to the rhubarb trade. That might be all right other years, but in this when both canned and dried fruits are so high in price it should not be so. It is a palatable food, serving the housewife both for pie and sauce and can for some time on, be made a profitable side-line.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

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Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
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MAPLE SUGAR

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Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

AGENT WANTED.

BUYING AGENT WANTED for the sale of well known make of Coffee Roasters. High commission given. Box 67, CANADIAN GROCER, 88 Fleet Street, London, England.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

GROCERY BUSINESS FOR SALE

In growing Alberta town, three thousand population. Annual turnover sixty thousand. Nicest trade in town. Exceptional opportunity for right man with about three thousand dollars.

Address: Box 384, Canadian Grocer, Toronto

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond		
1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3	" "	1 25
¼-lb. tins, 4	" "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
8-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Percase
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.





Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.



White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
trawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 95	Crabapple	1 45
Raspberry and gooseberry	1 80	Plum	1 70
Plum jam	1 55	Grape	1 85
		Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 17
London Pearl, per lb	0 22

Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s and 1's, cakes, 12-lb. boxes	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	0 50
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
Diamond, ¼'s, 12-lb. boxes, per lb	0 25
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2 doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz	0 90



Mott's breakfast cocoa, 10c size		90 per dz.
" breakfast cocoa, ½'s		0 38
" " ¼'s		0 38
" No. 1 chocolate, ½'s		0 32
" Navy " ½'s		0 26
" Vanilla sticks, per gross		1 00
" Diamond Chocolate, ½'s		0 11
" Plain choice chocalate, liquors		0 32
" Sweet Chocalate Coatings		0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. ahd 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and boxes.	10 Pails.	25 and Tins.	50-lb. Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., 1 lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00



Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

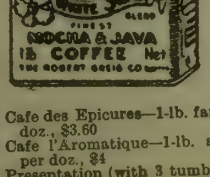
Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 3 days prepaid.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 00
Small size jars, per doz	2 40
Individual size jars per doz	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 50
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

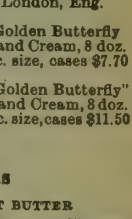
For numbering cover and each coupon extra per book ⅛ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S



1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz.	$2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 90
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material.
Absolutely pure, never becomes rancid and keeps indefinitely.
Highly digestible and nutritious.
Unrivalled for frying, cooking and pastry.
Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited
206 Papineau Avenue, MONTREAL

Durability — **Finish**



Fast Grinding — **Easy Adjustment**

These are some of the features which recommend the

ELGIN NATIONAL COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas Turner & Co.; Balfour, Smye & Co., McPherson, Glassco and Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N. B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

WOODRUFF & EDWARDS CO., ELGIN, ILL.

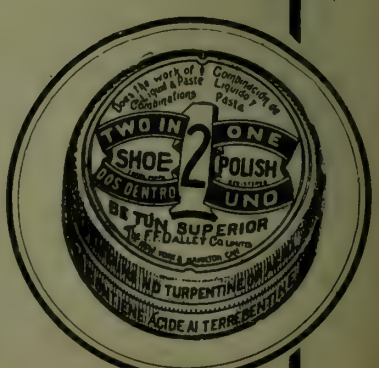
2 IN 1

THE SHINE COMES QUICKLY, GOES SLOWLY

"Two in One" is the **best selling** shoe polish on the market, because it is the **best polish.** Guaranteed free from all adulteration and admixture.

Order to-day.

The F. F. Dalley Co., Limited
Hamilton, Canada. Buffalo, N.Y.





"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 [illegible]
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Rou.	10 50
" "	tins ½ kilo	100 tins	14 50
Extra Fins	" ½ "	100 "	14 00
Tres Fins	" ½ "	100 "	12 50
Fins	" ½ "	100 "	11 00
Mi-Fins	" ½ "	100 "	10 00
Moyens No. 1	" ½ "	100 "	9 50
Moyens No. 2	" ½ "	100 "	9 00
Moyens No. 3	" ½ "	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	$23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

Per doz.

1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

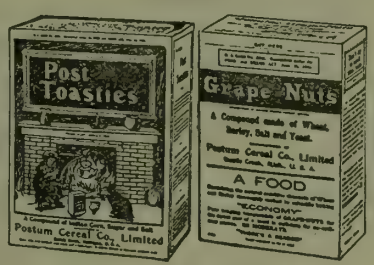
	Doz.
Large size, 1½ lbs	0 90
Small size, 10 oz	0 45

Packed 3 doz. in wood box

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz..	$1 80
Lemon (Straight)	Contains 2 doz..	1 80
Orange (Straight)	Contains 2 doz..	1 80
Raspberry (Straight)	Contains 2 doz..	1 80
Strawberry (Straight)	Contains 2 doz..	1 80
Chocolate (Straight)	Contains 2 doz..	1 80
Cherry (Straight)	Contains 2 doz..	1 80
Peach (Straight)	Contains 2 doz..	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz..	$2 50
Chocolate (Straight)	Contains 2 doz..	2 50
Vanilla (Straight)	Contains 2 doz..	2 50
Strawberry (Straight)	Contains 2 doz..	2 50
Lemon (Straight)	Contains 2 doz..	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10. 75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 09½
½-bbls	0 10
Tubs, 60 lbs	0 10
20-lb. Pails	2 05
20-lb. tins	1 95
Cases 31-lb	0 10½
" 5-lb.	0 10½
" 10-lb.	0 10½

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 [illegible]
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

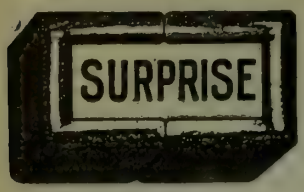
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 [illegible]
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.60; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



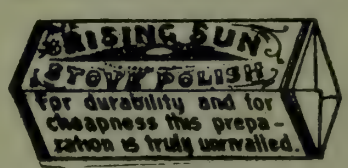
Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.	Per case
No. 1, cases 60 1-lb. packages	5 " 2 75
No. 2, " 120 ½-lb. "	case 2 85
	5 " 2 75
No. 3, " 30 1-lb. "	case 2 85
60 ½-lb. "	5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $9.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 15
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 75

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	44
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

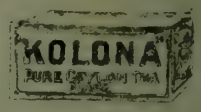


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label, 1 lb. or ½		0 25	0 30
Red	1 lb. or ½	0 27	0 35
Green	1s, ½ or ¼	0 30	0 40
Blue	1s, ½ or ¼	0 35	0 50
Yellow	1s, ½ or ¼	0 40	0 60
Purple	½ only	0 55	0 80
Gold	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jelly Powders



WHITE SWAN SPICES AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

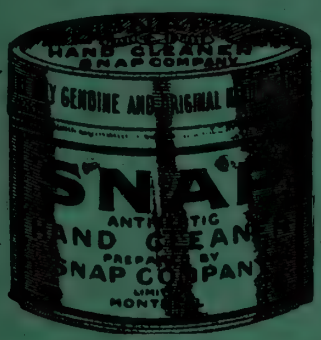
LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP  SELLS

SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

Snap Co., Limited, MONTREAL Canada

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 lbs.	Bags,	224 lbs.
"	112 lbs.	"	112 lbs.
"	100 lbs.	"	100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

Your Salt!

Order it early, delays, unforeseen, may come, and it costs nothing to be beforehand.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Kept a Copy of His Trade Paper Before Him for 14 Years

One of The Canadian Grocer's readers in Prescott, Ont., paid a splendid tribute last week to The Canadian Grocer.

He showed our representative a copy of this paper dated April 23, 1897 which he had kept on his counter continually for the 14 years.

It contained exclusive information he has had occasion to refer to many times since.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO JUNE 2, 1911 No. 22

A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada



"Crown Brand" CORN SYRUP



made an extensive increase last year. This increase was due to three causes:

FIRST, Extensive advertising the bill-boards from coast to coast are telling the people about "Crown Brand."

SECOND, the quality of "Crown Brand"—the user who once tries it comes back for more.

THIRD, (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; GET YOUR SHARE.

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL. Factory, CARDINAL. Branch, TORONTO

THE KING EATS THEM **THE KING LIKES THEM**

BECAUSE

MACONOCHIE'S

QUALITY PRODUCTS

Are used extensively in the Royal Household of England is no reason why you should feature them, but because they are best of their kinds that the finest

Materials, Knowledge and Care

can produce, and thousands of consumers all over the world will confirm the above assertion.

MACONOCHIE'S PICKLES will be in demand during the warm weather, when a great quantity of cold meats are consumed, and of



PAN YAN

SAUCE AND PICKLE

They are the Connoisseur's choice as a relish with Fish, Meats, Game, Salads and Soups.



MACONOCHIE'S Pickles, Peels, Fish, Marmalade, Worcester Sauce, Etc.

FOR SALE BY ALL JOBBERS.

CANADIAN AND UNITED STATES REPRESENTATIVES:

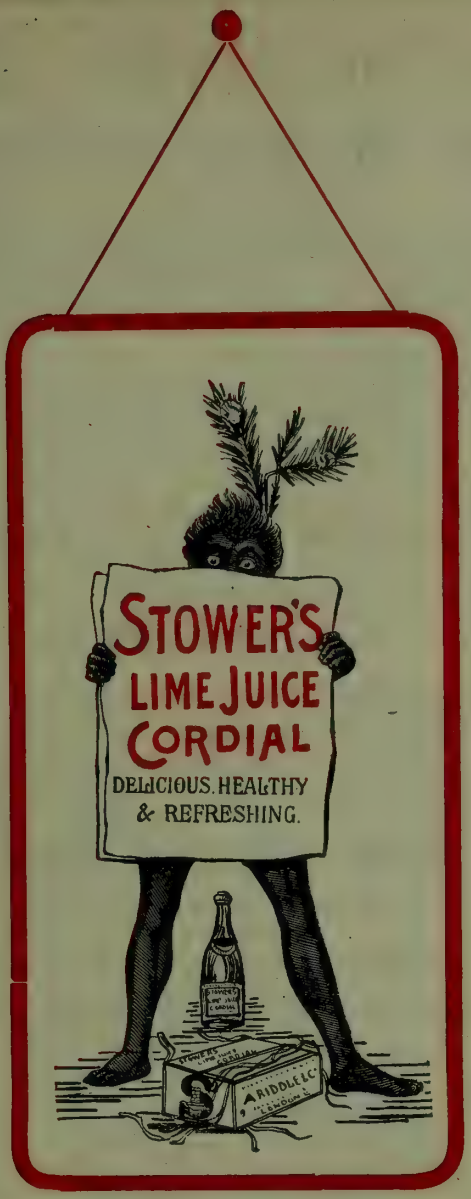
MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

NEW YORK CHICAGO DETROIT

MONTREAL TORONTO

Order Now



As Supplied to His Majesty King George

As Supplied the British House of Commons

"STOWER'S"

Few persons would purchase plain Lime Juice if they once tried a bottle of **"STOWER'S" LIME JUICE CORDIAL** all ready for use, blended just right to suit the taste, and so convenient.

"STOWER'S" LIME JUICE CORDIAL is delicious—keeps the blood and digestive organs in an excellent state.

"STOWER'S" CONCENTRATED LIME JUICE is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. **No Musty Flavor**

NO MUSTY FLAVOR

BEST DEALERS SELL THIS

ARTHUR P. TIPPET & CO. - MONTREAL AND TORONTO - SOLE AGENTS



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal.

10 Garfield Chambers, Belfast, Ireland.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

Currants

on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

Use this space to talk to Old Country, Canadian and United States Manufacturers.

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich

Lind Brokerage Co.
73 Front St. East - - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals Raw Sugar

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections

---

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

Here's the opportunity
to stock up for summer trade at right prices.

SPANISH OLIVES— All Sizes

QUEENS—
SMALL—LARGE—EXTRA LARGE

STUFFED
PIMENTO, CELERY, NUT. Our prices are much lower than locally bottled Olives

You Should Stock

"ANCHOR" ENGLISH
BRAND **Pickles**
Their quality has established their reputation.

½ pints to sell at 15c.
pints 25c.

MIXED, CHOW, ONIONS, SWEET, MIXED, GHERKINS

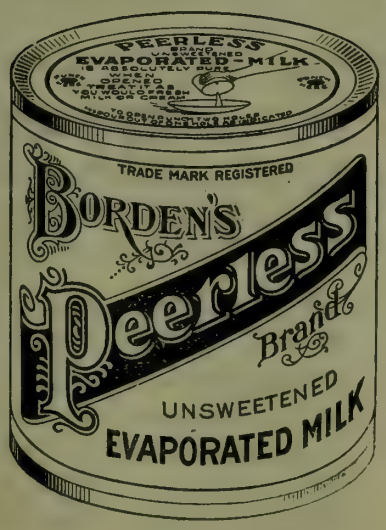
A LINE THAT IS A REPEATER.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



ROWAT'S SUMMER DRINKS

Delicious — Refreshing

Our Lime Juice has been on the market for years. The **delightfulness of flavor** and the **highness of quality** are gaining thousands of new customers every year.

The BOTTLE which contains the Lime Juice is of standard decanter design and will prove very useful after the fluid is extracted.

Dealers' enquiries will receive prompt attention.

Rowat & Co. GLASGOW SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippett & Co., Vancouver, C. E. Jarvis & Son.

Improve Your Store Interior!

Increase your store efficiency and augment your profit by installing a

HOBART COFFEE GRINDER



It is a necessary adjunct to every up-to-date store, and is a handsome ornament to any business.

Provided with automatic release—an effective protection against accidental damage to motor.

Guaranteed to be the fastest and most efficient coffee grinder on the market.

All parts are of selected materials and perfectly made and fitted.

May we give you further information? It is free for the asking. ***Write us to-day.***

W. A. Freeman Co., Ltd.
Hamilton, Ont.



When Your Customer Wants Canned Goods



WITH NATURAL FLAVOR and COLOR
HAND OUT OUR

Jams, Jellies, Preserves, Catsups, Canned Fruits and Vegetables.

Aylmer, Delhi, Little Chief, Simcoe and similar "Quality Guaranteed" Brands are a satisfaction for you to handle, because they are goods that people want more of.

May we add your name to the long list of those who feature our products? You should stock up now, so as to meet the summer camp demand.



Dominion Canners Ltd.

HAMILTON :: ONT.



VERGINE
BRAND
OLIVE OIL

Keep your customers satisfied. The ever-increasing sales of Vergine Olive Oil is the surest sign that "VERGINE" BRAND OLIVE OIL is the BEST.

THE BEST IS ALWAYS THE CHEAPEST

DON'T HESITATE ORDER NOW

Distributors: —

TORONTO The Charles Ciceri Company LIMITED Specialists in Italian Products **MONTREAL**

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "No Broken Eggs" and "Advertising Suggestions." They show how to make a fine reputation better.



Made in one and two dozen sizes.

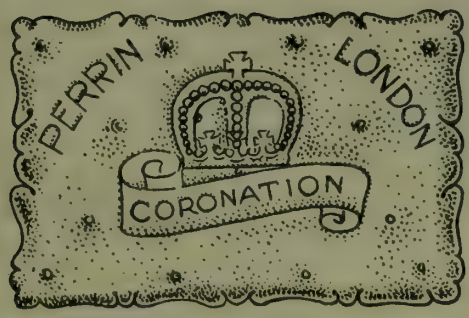
Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

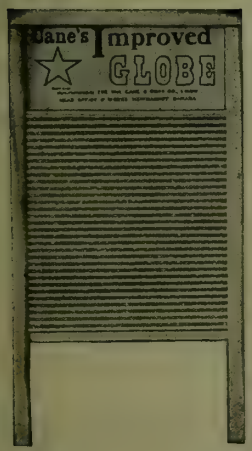
1550 JAY STREET, ROCHESTER, N.Y.

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S



CORONATION
BISGUIT



Cane's Washboards

For Durability and Beauty

Mr. Dealer, here is a real washboard. Anywhere at the same price there are no washboards so attractive and that give service like Cane's. Our washboards are noted for their smoothness of finish and design. You save many times the cost of an inferior board by buying this high grade "Cane."

We have washboards to meet every demand and the best value at all prices.

Cane's woodenware includes everything from a clothes pin to an ironing board, which are very attractive and easily sold.
The Improved Globe is a most popular board, well made, solid zinc face, thin back and lock corners and is of the standard size.

Our BOARDS sell well- -Write for catalogue

The Wm. Cane & Sons Co., Limited, Newmarket, Ont.



It Pleases Your Trade

When you please your trade you are building success, commercially. The easiest way is to let your customers know just what they pay for goods, what they owe after each purchase and to have your accounts in such shape that you can, without making another figure, tell them the total of their indebtedness.

With The McCaskey Gravity Account Register System every account is posted and totaled with each purchase and each customer has the same record of the account as the merchant and in the same handwriting. Giving the customer a statement in full with each purchase inspires him with confidence in his dealer. He wants to trade where he knows how his account stands at all times, where his account is ready for settlement at the same figures he has whenever he is ready to settle.

Only One Writing **The McCASKEY SYSTEM** First and Still the Best

Is in use in 70,000 retail stores in the United States Seventy thousand merchants find that The McCaskey System cuts out useless bookkeeping (posting and copying from one book to another), prevents errors in keeping accounts, prevents loss of customers through disputes over accounts, prevents forgetting to charge, acts as an automatic collector, as an automatic credit limit and puts them in position to prove their loss in case of fire.

Do you want to know who in your locality is using The McCaskey System? We have thousands of testimonials, some from merchants you know in your state, county or town.

A postal card or a letter will bring you information without obligation on your part to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know what you want.

Dominion Register Co., Limited - Toronto, Canada

519-521 Corn and Produce Exchange, Manchester, Eng.

Manufacturers of Surety Non-Smut duplicating and triplicating Sales Books and single carbon pads in all varieties.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

KOPS NON-ALCOHOLIC ALE



Prepared from ingredients of undoubted purity, the bitter principle being derived from the finest hops. It has a delicious and appetizing aroma, and is an agreeable, salutary bitter, and whilst it will be found to act as a tonic stomachic and an aid to digestion, it is so free of alcohol that it will be found a veritable boon to total abstainers, sufficiently aerated to make them pleasantly sharp.

HAVE YOU TRIED IT?

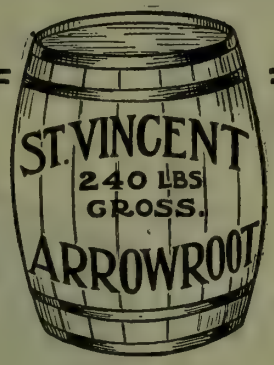
By introducing it to your customers you will be creating NEW and very profitable trade. Printed catalogues and full particulars from us or our agents.

KOPS BREWERIES, London, S.W., England

CANADIAN AGENTS—Hudson's Bay Co., Vancouver, B C. W. L. Mackenzie, & Co., 306 Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Building, Montreal. W L. Mackenie & Co., 606a Center Street, Calgary. Royal Stores, Limited, St. John's, Nfld.

St. Vincent Arrowroot

The Best



Grade

An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers and Exporters' Ass'n.

KINGSTOWN, ST. VINCENT, B.W.I.



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk---4 doz. in case—				**$3.35**
Princess Condensed	„	„	„	**3.90**
Banner	„	„	„	**4.40**

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON

St. George, : : : : Ont.

PEEK, FREAN'S

PAT-A-CAKE
GOLDEN PUFF
BILLIKEN
WHIST DRIVE
STANDARD
GRAND BEURRE

and other specialties in

BISCUITS

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND

" Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR** brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

EIFFEL TOWER LEMONADE is

The National Temperance Drink of England

It is used regularly and freely in the homes of all classes. Ask those customers of yours from the Old Country if they know EIFFEL TOWER LEMONADE. They will answer you with a smile that they used it regularly, and would use it now if you stocked it, and so would most of your customers if you will supply them.



EIFFEL TOWER LEMONADE

offers a splendid opportunity for you to introduce to your customers an article that will meet with a ready sale, and it will at the same time return a substantial profit to you.

Be one of the early ones to take up this line, and associate yourself with a novelty of sterling merit and one that will be the



PREMIER TEMPERANCE BEVERAGE OF CANADA

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. Malkin Co., Vancouver for British Columbia. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. Darby & Turnbull, 179 Bannatyne Avenue East, Winnipeg. Howe, McIntyre & Co., Youville Sq., Montreal.

Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England

The Weak Points Of Other Makes

ARE WHAT SELL

MEAKINS'

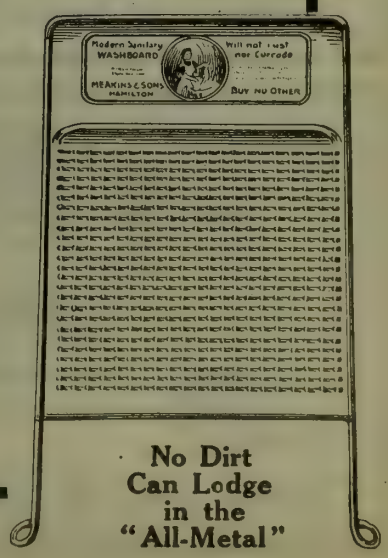
SANITARY WASHBOARDS

The woman who wants a new washboard knows the weak points of the old one and appreciates the one without those defects.

Sanitary Washboards are of **all metal construction** and so have **no wood to warp and no nails to come loose or worn rough edges of zinc to cut hands.** They **cannot retain dirt** because each board is made **in one piece.**

Particulars and prices from

Meakins & Sons, Hamilton, Ont.



No Dirt Can Lodge in the "All-Metal"



TRADE MARK OF QUALITY

Easily prepared and digested, nutritious and non-irritating—an excellent food for babies and invalids, our famous

SWEETHEART MANNA TAPIOCA

wins the race in favor for a delicious dessert. No soaking required.

QUICK SELLER—BEST SATISFACTION—GOOD PROFIT

I X L SPICE & COFFEE CO.

LONDON, ONTARIO

A Rapid Seller

Your recommendation, Mr. Grocer, goes a long way in selling goods above the actual demand.



SOCLEAN

The Dustless Sweeping Compound

will sell quickly on your advice. It is needed in the modern home to prevent dust, to brighten carpets, etc. See that you have a good stock on hand and suggest it to your customers.

For particulars write your Wholesaler or direct to

SOCLEAN LIMITED

444 King St. W., Toronto Phone M. 6735

Biscuit Tins

ROUND
SQUARE
OBLONG

Shipping, Family, Individual

We make a great variety of styles and sizes and shall be glad to figure on your requirements.

American Can Co.

MONTREAL - - - HAMILTON

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

HERE IT IS!

ASEPTO
Soap Powder
"The Enemy of Dirt."

Will save the user labor and money, without injuring the tenderest hands or the most delicate fabric. There is a fine paying proposition for you in handling ASEPTO!

Order through your wholesaler.

Asepto Soaps, Limited
ST. JOHN, N. B.

New Customers
For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

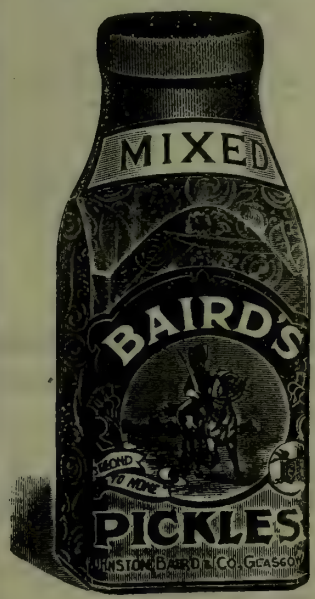
Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca,

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE MASS.
Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

The Favorite Pickle



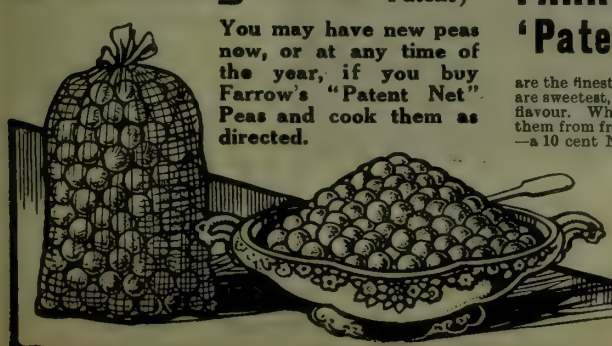
BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

McLeod & Clarkson, 847 Beatty Street, Vancouver.
W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundand.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Accuracy and Purity

are the two cardinal virtues governing the compounding of

COOK'S FRIEND

Baking Powder

THERE'S NO ALUM IN IT

W. D. McLAREN, Ltd.

Baking Powder Specialists

MONTREAL

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's
TRUE VANILLA



It is a real purity product, made of finest Vanilla Beans that grow in Mexico—and made in such a way that it has far greater strength—and will satisfy your trade far better—than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

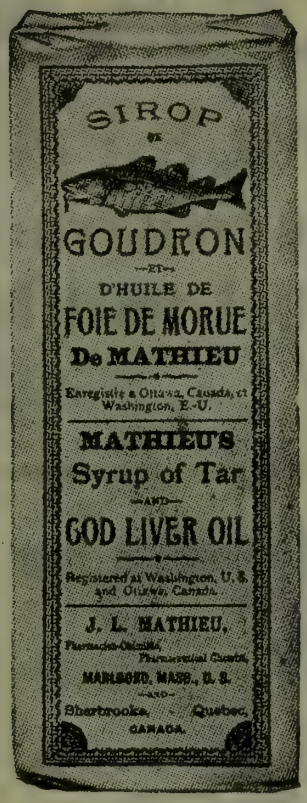
STRONGER,
RICHER
DAINTIER

Shirriff's
EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

IMPERIAL EXTRACT CO.

8-10-12 Matilda Street, - TORONTO



MATHIEU'S SYRUP
of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G H. KNOWLES

Send Us a Postal for Full Information.

COMMERICAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

JAPAN TEAS

S.T. NISHIMURA & CO. still have a few of last season's to close out, but the new firm, FURUYA & NISHIMURA, are now operating in NEW SEASON'S.



In the Hot Weather

Your customer will want something cool and refreshing. Offer him

"STERLING" BRAND LIME JUICE

a delightfully invigorating and perfectly healthy drink.

"Sterling" Brand on Lime Juice guarantees it pure and wholesome—just as it does when you see it on Jams, Pickles, Catsup, Sauces and Relishes.

Stock up for the coming hot weather.

THE T. A. LYTLE CO., Ltd.
Toronto

MOODY'S KLENZINE

Examine the Daily Growth of the Sale of

KLENZINE

WITH DEALERS IN ONTARIO

April 15	150 cases	April 22	212 cases
" 17	158 "	" 24	227 "
" 18	163 "	" 25	239 "
" 19	174 "	" 26	256 "
" 20	191 "	" 27	265 "
" 21	203 "	" 28	284 "
April 31	307 cases		

ORDER YOUR SUPPLY TO-DAY.

LARGE PACKAGE RETAILS FOR 10 CENTS.

THE PROFIT WILL PLEASE YOU.

MANUFACTURED BY

The ALPHA CHEMICAL CO., Limited
BERLIN, ONTARIO

For Sale by all Wholesale Dealers

The kind that always pleases!



Retail at 15c.

Very little persuasion will make your particular customer try RECEPTION WAFERS—the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor with which they are received will surely result in a big demand for them! Put up in "Aertite" packages.

We also make all kinds of dainty and high-grade biscuits.

TELFER BROS., Limited, COLLINGWOOD, ONT.
BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

ADVANCE IN SUGAR!

This time it is in the "package"---not the price.

"Crystal Diamond" Lump Sugar

in the new size Carton, packed 40 to the case, will retail profitably at a quarter. The popular sugar at a popular price.

The demand has been unexpectedly large, but we can now fill orders promptly.

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THE MERITS OF

COLES COFFEE MILLS

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee wasters and electrically driven mills, at reasonable prices.

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For Direct Current, $65 For Alternating Current, $75

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ENGLAND'S BEST

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents---DARBY & TURNBULL

179 Bannatyne Ave., WINNIPEG



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the Inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk. This is incorrect and SHOULE BE MADE ILLEGAL As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628 which contains 25.20 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."

This one sample was prepared by FUSSELL & CO., Ltd., LONDON AND NORWAY.

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

is REAL CREAM and contains from 25 to 30 per cent. milk fat. Condensed milks—the so-called "Evaporated Creams"—contain about 8 per cent. only.

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THE SIGN OF PURITY

Tartan Brand Teas. Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables
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Wagstaffe's Jams, Jellies Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

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Only the finest smooth-skinned olives are selected and preserved with the greatest of care. Clean methods of handling, added to this careful selection, make certain their even, high grade.

Clubhouse Brand is attractively packed and allows a good profit margin for you.

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LIMITED
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It is boxed in attractive form and is no sooner on your shelf than it is off again.

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AURORA COFFEE

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The more you know about "FORCE"—the more you will sell because you want your customers to have the BEST cereal food on the Canadian Market.

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The All Attractive "Meadow-Sweet" Quite a Winner

MEADOW-SWEET CHEESE is the leader in its line. Its rich, creamy flavor has made it the delight of every housewife, and you can not afford to overlook it.

10c. a Package Retail

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Write us Immediately

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IS BOUGHT FOR ITS QUALITY

¶ Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

¶ No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

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PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

¶ Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers or money back.

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Members of American Association for the Promotion of Purity in Food Products

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NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



By Special royal permission

"King Oscar" Brand are primest Autumn-caught fish, canned in our modern sanitary factory and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)
HAMILTON :: :: ONTARIO

ARE YOU GETTING YOUR SHARE OF THE BENEFIT OF THE MONEY WE ARE SPENDING?

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Birmingham,
England.



"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.
The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA



SAFE — RICH — PURE

Three sufficient reasons why every grocer should stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.
RICH, because Government Bulletin No 208 has found it richest in genuine food value.
PURE, because its preparation is one long tale of care, skill and cleanliness.
A line that pays you well to recommend!
MADE IN CANADA BY CANADIANS.

The Aylmer Condensed Milk Co., Ltd.

Aylmer,
Ont

Head Offices:
Hamilton, Ont.

A Drive in Peas

MARCHAND FILS, BELGIUM

RIVERDIS

Moyens	100 tins	Per case	$ 9.00
Mi-Fins	" "	" "	9.00
Fins	" "	" "	9.50
Tres Fins	" "	" "	11.00
Extra Fins	" "	" "	12.00
Sur Extra Fins	" "	" "	13.00

L. A. PRICE & CIE., BORDEAUX, FRANCE

AU NATUREL

Mi-Fins	100 tins	Per case	$10.50
Fins	" "	" "	12.00
Extra Fins	" "	" "	15.00

Canadian Peas 1000 Cases Sweet Wrinkle and Early June, 2's, best Western Brands - - - Per doz. $1.15

Canned Strawberries HEAVY SYRUP, 2's, 1000 Cases. - - From $1.25 to $1.80 doz.

Just Received in Store, 1000 tins Pure "French" and "Lucca" Olive Oil, 1-2 gal., 1 gal. and 5 gals.

L. A. PRICE & CIE., Bordeaux - - - - F. BERTOLLI, Naples

1000 Cases Apples, 3's, best brands, only $1.10 doz.

THESE ARE GENUINE BARGAINS.
LET US HEAR FROM YOU.
ALL OUR GOODS ARE GUARANTEED.

L. Chaput, Fils & Cie.

Wholesale Importers - Montreal

OUR FIRM ESTABLISHED IN 1842.

WHITE DOVE COCOANUT



An easy winner, allowing its supporters good returns. Stake your reputation only on what you know is safe.

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MONTREAL

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are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
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"GLEANER"
might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

Putting Credit Business on a Cash Basis
Easiest thing in the world! No chance to pick the wrong plan, since there's only ONE way to do it. Simply install
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HERE'S HOW THEY WORK



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CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

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should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

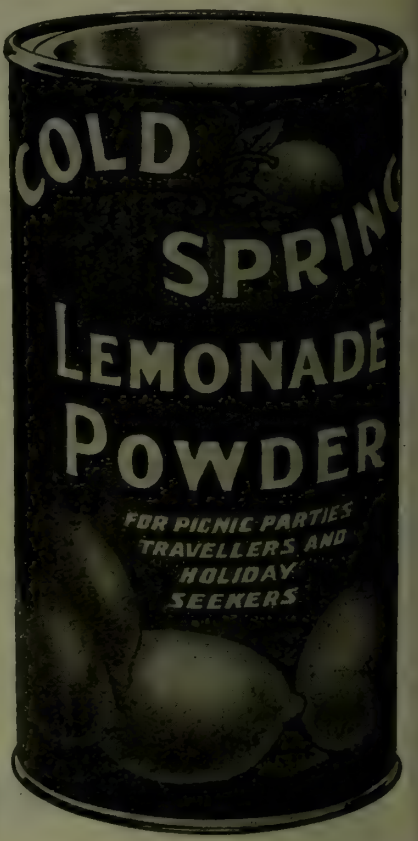
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109 Place Youville MONTREAL

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JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



***It dries them up* Common Sense**
***KILLS* { Roaches and Bed-Bugs / Rats and Mice**
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Are you prepared to meet the demand for summer drinks?
Nothing is more cooling, refreshing or healthful than **Cold Springs Lemonade Powder.**



Three years of selling to a critical buying public and never yet heard a complaint.

Used extensively throughout the colonies, giving general satisfaction.

See to your stocks—the time is ripe.

S. H. EWING & SONS
96-104 King St. Montreal
20½ Front St. Toronto

The Condensed Ads. in this Paper will bring good results.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

When writing advertisers kindly mention having seen the advertisement in this paper.

Mr. GROCER :---

Do you run a quality store? If so, stock "Essex Brand" and double your sales and profits and increase your patronage.

ESSEX BRAND

FRUITS AND VEGETABLES

are now being booked at

FAIR PRICES in

LARGE QUANTITIES for

FIRST QUALITY.

Better place your Order for Canned Goods NOW.

ESSEX CANNING & PRESERVING CO.

ESSEX, ∴ ∴ ONTARIO

Silent Salesman Refrigerator
One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Here We Are Again!

CASTOLS

Quite a Familiar Name, eh?
Did You Ask Your Wholesaler?

We ask you these questions because we desire to put you in touch with one of the best money-making propositions on the market to-day.

Try Castols-The New Way

Quite as effective as Castor Oil, and taste only of Chocolate.

Write us. You won't regret it.

Snowdon & Ebbitt

325 Coristine Building
MONTREAL

Sole Canadian Agents

By Appointment to

His Majesty
KING GEORGE V

Established 1817

Macfarlane Lang & Co's

"Coronation Biscuits"

The Biscuit which should be in every Loyal Household throughout the Dominion.

Samples and full particulars from

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NEWTON A. HILL, ... 25 Front Street, Toronto.
MASON & HICKEY, ... 287 Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO.,
852 & 864 Cambie Street, Vancouver, B.C.

The Popular Demand

for



is appreciated by every Grocer in Canada.

There is both pleasure and profit in selling "SALADA"—pleasure in knowing that every time you sell "SALADA" you satisfy a customer. Profit—in the number thus satisfied **who come back for more.** Are you selling it?

TORONTO **MONTREAL**

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The Tourist Creating New Middleman

Interesting Sketch of the Manner in Which One Big House Made Good the Damage Done Its Trade by Customers Leaving in Summer—The Value Placed on Service—Reaching Out for the Business of Five Years Hence—How Country Resort Dealer is Supposed to be Killing the Goose of Golden Egg.

"Way down in the smoke-cussed, heat-oppressed cities in the United States, where men give themselves over wholly for fifty weeks in the year to the struggle for the elusive dollar, tens of thousands of men and women and children already are contemplating longingly their brief two-week holiday.

Far up in the hilly recesses of the many summer resorts of Canada, where pine-laden breezes refresh the jaded workers, and rivers rushing steel-blue over rocky beds to lose themselves in gurgling protest in the placid depths below, bring peace to overworked brains, or where the pure wind-swept mountain spaces hold out, alluringly, their wonderful prospects, dealers are anticipating this rush, and already are rubbing their hands briskly together while dreaming over the many dollars they may draw from the reluctant pockets of these, our visitors.

The New Middleman.

Between these two, tourist and the retailer of the resorts, there stands a third. This one is the big city dealer. He is expectant of the rush also, for he relies upon it to make up for him in sales the loss of the trade of all the big customers who have fled the city for other lands, precisely as the tourist from the neighboring Republic have fled. The big city retailer depends upon this summer traffic to preserve the balance of business. The transient trade has become necessary to him, and accordingly he has turned his whole organization to the work. More than the patronage of one season is looked for, for this big dealer looks out with the eye of faith upon a greater and a grander army of folks in five years time. For the thousands who drift in by twos and threes, and for those who come in groups club-like, with all their camp trappings with them, his selling forces are ever ready to command. Like a giant spider he holds his place of vantage throwing out the meshes of his great web by advertising in all the principal cities from which these customers come. Money is spent ungrudgingly and service is given gratis to all who require it, even though the monetary returns are but small.

Trade Increasing.

Steadily and surely his policy is bearing fruit. Each year sees more and and more of this trade coming to him at least in the first instance. It is his hope that the coming years will multiply this trade many times over. He does not know this will be the result; he only believes it will. But the organization goes on eternally. Strangely enough, he does not reach out for the business originating in his own city. That is not big enough to attract him. His sole object is to be the middleman standing between the tourist in his native city and the retail dealer in food stuffs in the resorts they go to. His organization makes this possible. Thousands upon thousands in money are spent; many stenographers are kept busy with correspondence, and many clever retail managers are forever working out details for the bettering of the trade. The trouble and expense appears to be justifiable for the traffic is big. Service is the keynote of the whole, and strict integrity as to prices is the second doctrine. The rules are those of the Medes and Persians which must not be altered. The business is wanted on good terms or not wanted at all.

Some Michie History.

Not all of the retail grocers in Canada could handle this trade, for but few could spend, without direct prospect of return, the necessary money, nor could they provide the equally essential selling organization. But there is a lesson it it all for the resort dealer to ponder over. The conditions that go to make it possible and profitable should be matters of thought for him. He may so be able to act as to enlarge his own returns and make surer the business he is so dependent upon during the fleeting summer months. In the account given below of the manner in which the old-established Michie firm in Toronto has developed this traffic until it has made of the dull summer-time probably the most profitable season of the year there may be points for him to consider.

"I can remember well the time when you could shoot a cannon down the centre of this store during the summer months without running the danger of hitting a customer," said C. E. Stone, the secretary, in discussing the matter with The Grocer. "The great majority of our patrons being wealthy or well-to-do, always left the city for other climates as soon as the weather became really warm. Accordingly we had to reach out for other trade to fill the breach, and it was the tourist business that was hit upon. We have been working upon that problem for a quarter of a century and it has grown to such proportions that often we have been compelled to keep a staff of men working late, sometimes even all night, to fill the orders. We cover a wide field, but it has been our custom always to never invade a territory already well served, or to send goods to points so distant that the expense of shipping becomes a serious factor. We take the position that other and nearer houses can supply them just as well as we can. We do not want that business.

The Place of Service.

The one great factor that has stood out clearly in all this business-building is SERVICE. It has been the keynote of the whole. Of course we had to have the goods, but it was the giving of these goods in just the way we knew they were wanted, at just the time they were needed, and in just the condition we knew was necessary, that was the great essential. We relied upon that to bring in repeat orders and we also depended on favorable report for the getting of other business we had not been able to reach. Personal advertising is a very good thing. But the whole proposition, in brief, is service.

"Another factor that is important, is integrity in prices. We have received letters from folks down in the United States complaining of the prices on the list they had received from us. They could not understand the difference, they wrote. We have always replied that the prices they would pay for the goods were precisely the same as those paid for the same stock by our Toronto customers. They were the prices upon which we wanted their trade. If we could not get those prices, their business we would not touch. Generally speaking we would get the business.

Mistake of Resort Dealer.

"Now I think that it is along this line that the retailer at the resort makes his mistake. As far as he is concerned it is a pity, but it is well for us because it is steadily sending business to us we might not otherwise secure. For instance, to be quite plain, the dealer in his store at the camp is always looking far the ultimate dollar. He always endeavors to see through into the pockets of his transient customers and to gauge the money there. Broadly speaking he always tries to

have all that money in his till before the tourist leaves town. He does not look beyond the mere present. He cannot see that customer returning to the camp the next summer with probably one or two or three, or twenty more upon whose minds he may exert an influence affecting his trade. He will persist in charging and charging until the last cent has been turned over to him. Then he is satisfied. But what of the customer? He comes away with the uncomfortable feeling that he has been fleeced. Not if he can help it will he go back to that camp dealer for his goods next year. Instead he writes to some reputable city house where he can feel sure of both goods and prices, and the little retailer has killed another "goose of the golden egg." Such complaints as these come to us frequently, so that the tendency I speak of must be rather wide-spread.

"Not that all so-called country dealers are such; I don't mean to even imply that. It is surprising the volume of business handled by these men in some of the small resorts. I am speaking of a particular class of dealers whose whole ambition seems to be to get the ultimate dollar for the year whether the customer is to feel aggrieved or not. He cannot see and work for the future, and so does not appreciate the satisfied steady buyer of five years hence. Consequently more and more of these men come to us for their goods each year. Frankly we are looking out for the trade of five years hence, and for that of ten years hence, if it comes to that. The organization is eternal.

City Trade Not Wanted.

"The business that originates in Toronto does not attract us. We dress our window that all may come and see, and we ungrudgingly hand out information as to goods, needs, etc., but we find that in most cases the city folk have the orders filled at the store where they are accustomed to deal. So we do not count at all upon the business of the tourists of Toronto. They get the information they seek because it has always been our policy to be lavish of information whether the business came as a consequence or not. That is another of the essentials of this particular traffic. One must be ready to give ungrudgingly of information. Many times have we given away ten dollars' worth of service without getting a dollar in order in return, but it is all in the day's work.

"So the whole may be summed up in the following system. We advertise in all the cities whence the traffic comes. We hold strictly to prices such as are paid by our regular customers. We give the best possible service that can be given, and we simply wait, counting upon satisfied customers telling others who are dissatisfied and relying upon the wonderful power of personal advertising."



A CAMPING WINDOW THAT SHOULD BRING RESULTS.

Suggestion for a Seasonable Canned Goods Window. It will be Observed that a Painted Background has been Represented but the Dealer will be Able to Produce a Good Effect With Evergreen Bushes, etc.

Hints for Securing the Campers' Trade

Methods That Have Been Followed With Good Advantage in One Resort Locality—The Advertisement in the Hotel — The Circular Informing City People of Stocks—A Campers' Window.

In a short time now the restless inhabitants of the big cities will be turning their attention to the selection of some place to spend their brief summer vacation, and it would probably prove to be a good piece of business for the dealers in the towns and resorts so fortunate as to attract these transients, to provide beforehand stocks that would serve to draw their trade.

These people that are able to abandon their busy life for even so brief a space of time as a fortnight, are also able to afford good things to eat, and although individually their business would not amount to much, taken collectively, it is worth considering. A camp will use a quantity of expensive canned goods in its brief existence, for it is on canned goods, meats, soups, vegetables, milk, that the camper depends. There will also be vegetables and fruits, but the former is the chief source of supply.

Different dealers in different localities would have different methods of reaching this trade. Some go to it, others make it visit the store, while still others depend upon luck to swing the business their direction.

One Dealer's Methods.

A merchant in a country town, the centre of a number of summer resorts, tells of the methods he employs to secure the camping trade. "The people from our own town who go camping are easily reached through our ordinary advertising channels," he said, "but the outsider presents a more difficult problem. In the larger town he could be reached through the daily newspaper, but we have only a weekly in our town, and it can be made of little use in this respect.

"One method which we use is the placing of framed advertisements in the hotels of the town where the campers visit before leaving for the lakes.

"Another help was to place an advertisement of our store on the back of the liveryman's card. This advertisement gave directions where our store was located, and stated that we gave special attention to campers' supplies. A note on the bottom testified to our willingness to give campers any information they wished regarding the neighboring summer resorts. When the camper stepped off the train, he was approached by the liveryman, who handed him a card, and if he required supplies, seeing our advertisement on the back, he would in most cases come to our store."

"All such things as looking after their livery rigs for them, suggesting goods which they might require, looking after their supplies so that they had no bother once they gave us their order, and many other little services, are things that are appreciated by campers, who are out for a holiday, and wish to have the least trouble possible."

Another dealer in a summer resort town secures each year all the names and addresses possible of the campers who are at all likely to come back the following season. Early in spring he gets out a circular pointing out the folly of bringing goods from the city, when he can give them just as good at equal prices, and with less bother. These circulars are mailed in the spring to all the addresses on the list. This same dealer makes deliveries of goods to each of the three summer resorts in the vicinity once a week. He says he receives orders enough each week to make it pay him.

A Typical Window.

The window given herewith is one that should be productive of results, being calculated to stimulate the passerby to camp life, and to attract the notice of those who have already made up their minds to go. The arrangement is simple, and can be put up with little time or trouble. The tent, and log of wood, and fishing pole, and fire-pot, are all too familiar for mentioning. The background is a painted screen, and one could no doubt be secured for a small rental at the local photographer's. The floor of the window might be dressed to resemble sod. The piling of the cans explains itself. This could be varied to suit the needs of individual dealers. In some places, the sod or the background would not be needed; in some other places a simple screen would do. There should be some grouping of it, however, available and serviceable to many dealers.

How Are You Going to Figure Profits?

Another Example to Show That the Sanest Way to Estimate is From the Selling End—The Building of Pyramids—Tricks Learned by the Ancients and Lost by Their Children — The Moral.

By Henry Johnson, Jr.

Mr. Jamieson mentions engineering in connection with the building of the pyramids.

I like best to talk about things with which I am familiar, and I do not know much about engineering, so what I say must be taken for what it is probably worth. I believe, however, that we are not in position to say whether our present appliances equal those used on the pyramids, because the idea has been mislaid during the intervening centuries.

Recording Ideas.

Whatever we have accomplished since civilization got its second wind is on record, and we are thus far ahead of the earlier builders, since whatever we are now doing is there for the future to see. Whenever we get around to feel the need of more pyramids, I imagine we shall be able to build them; and we shall probably do it more cheaply and rapidly than did old Cheops.

Through some fortunate accident in some distant century some old Chinaman, I think it was, discovered a peculiar process of glazing, which up to date has not been equalled; but when we of to-day equal it, we shall do it scientifically and shall record our discovery so that it may not again be lost.

To Hold Them.

Some ancient savages in Rome or vicinity, as indicated, I think, by remains in Pompeii, knew how to temper copper to the hardness and toughness of our steel. It is too bad they mislaid the recipe, for it would come handy right now; but we have copper wire today which withstands much greater tensile strain than anything we had twenty years ago—and we are keeping right at it. We shall get it and we shall record it, which will prove that we are not savages; and think of the many other things we are doing at the same time. Never permit yourself to think that "the good old times" had any special advantages which we do not have—why, even our grocery stores are better! Some few things the ancients had—by accident—of which we have not yet regained possession; but when we get them we shall keep them—thus beating the ancients by several laps.

The Hybrid Error.

The Baldwin locomotive incident was brought in as a grotesque illustration of the futility of imagining that sauce for the goose can be indiscriminately fed to all ganders. Two and two make four, but two yeast cakes, plus two

yeast cakes will hardly make four locomotives, nor will they answer the purpose for which the four locomotives were built. It was precisely because Baldwin's method of computing his profit on his cost would not do for us that I told the story.

The "hybrid method" to which Mr. Jamieson refers is right. It is hybrid. But the point is that, in computing margins on cost we are all liable to fall into the hybrid error; whereas we are absolutely certain not to make that mistake if we once achieve the habit of figuring from the Selling End.

Discussing Margins.

I said cost accounting did not enter into this discussion, and it properly does not. This is not to deny the fundamental importance of the most hair-splitting accuracy in cost accounting; for nothing is possible in business without the most analytical knowledge of costs. Those who have read my stuff for the past ten years well know that this is one of my most regularly-ridden hobbies. But we were not discussing costs, not cost accounting. We were discussing the proper method for computing margins and profits after cost was ascertained. I do not think my friend and I shall have any disagreement about cost accounting; and I feel sure he can teach us a lot of value in that connection—and I shall be a willing pupil. But we must not mix our subjects too much or we shall get nowhere.

The Law and the "Profits."

But knowledge is at best only a rickety stepping stone. Anybody can crowd a thousand facts into his brain. But the USE of knowledge is the "law and the profits." Thus, the most valuable service any of us can render to a fellow traveler is that we somehow give him a suggestion on which he will THINK. Now, there is a degree of abstraction about computing on the selling end; the confining ALL our calculations to the limits of 100 that is eminently wholesome. No man can put this thought into practice without becoming mentally broader than he was before. You will find that a man who has once grasped this idea hesitates just a fraction of a second before he answers an off-hand question; and when he answers, his words are delibertate and his eye is thoughtful. He has learned that figures can lie in a shameless fashion; and he is aware thereof. He has discovered that "things are not always what they seem;" he looks carefully before he feels that he knows. Thus the habit of computing margins this way tends to make better merchants.

Deceptive Figuring.

See the salesman enter your store and offer you, say, some flake washing powder thusly: 5 cases at $4 per case, delivered, and 1 case free. There are 24 packages in the case and the retail price is 20c a package; it is staple; you are selling it all the time; so you know just what you can do with it. The quantity is, however, rather excessive, so he proceeds to "show you" the big margin there is in it for you. He figures it this way:

5 cases at $4, come to	$20.00
Less 1 case free which you sell for	4.80
Making the 5 cases cost you	15.20

According to the salesman, this "stands you" a cost of $3.04, and you sell it for $4.80, showing a gain of $1.76 per case, or just less than 58 p.c. Decidedly you cannot pass that kind of an offer.

The Other Method.

But we, who are accustomed to figure on the selling end, look at things just a little differently. We divide the $20 by 6, getting a cost of $3.33 plus, per case, which we sell at $4.80 per case, showing a gross margin of $1.47, which, being divided not by $3.33, but by $4.80, shows us the very satisfactory marginal percentage of 30. Why is not this better in every way, on any basis of doing business, from any standpoint, than to divide by $3.33 and show an apparent margin of 44 p.c.

What we are after is to intrench ourselves in safety as a primary consideration. In this case, 30 p.c. is safe, absolutely reliable; 44 p.c. is fictitious. Let us eliminate the fictions.

Using Old Principles.

Mr. Jamieson says the modern grocer deals in no new principles, but makes advanced application of old principles. That is right. There is no subversion of mathematical rules in the right way to figure margins and profits. There is, however, a distinctly advanced and improved application.

And yet not so new after all. It is not that usuage and custom have changed much during the past generation or two. Rather is it that grocers have not thoroughly understood this end of their problem and have therefore been taking a dangerous straddle. That greater disaster has not resulted is due to the fact, as I have said before, that this continent was new—like the Newfoundland town from which those brothers recently wrote to me—margins were not closely shaven and therefore, with the "glorious privilege of youth" we have committed indiscretions without having to suffer the consequences.

Let Talk Go On.

But that state is passing away; we must get down to "brass tacks" and know just what we are doing, or it is us for the down-and-out club. So, to be safe, let us take the inside track and figure on the Selling End. Come to think of it, can you see any DANGER in this figuring?

Present, and past, usuage and custom favor this method. All methods pertaining to the retail grocery business are computed on the selling value, save only this one item of margins. It is mere oversight and lack of knowledge that has led to our working from the cost; and why continue, now that we know better?

I agree with Mr. Jamieson that discussion is only beneficial if each keeps on his side of the fence. If you want to know about a thing, argue it from the other side. We learn through attempting to teach. Let the good (talk) go on.

A. Campbell is commencing a grocery business at Vancouver, B.C.

James Hirst, grocer, Nanaimo, B.C., is erecting a new business block.

The branch grocery store at Prince Rupert, of Stalker & Wells, has been destroyed by fire.

Larry Driscoll, of Vancouver, has joined the clerking staff of Ramsay & Philips, Kamloops, B.C.

T. H. Stevens has been appointed manager of the grocery department of Ramsay & Philips, Kamloops, B.C.

PRAISE FROM OSHAWA.

C. H. Crysdale of Crysdale & Son, grocery and fruit dealers, Oshawa, Ont., Justice of Peace for County of Ontario, has been in business for 35 years, and a subscriber to Canadian Grocer for over 20 years—would not be without it for any money.

When he first subscribed for it he thought it would be of little use to him, as he had been in the grocery business for a number of years, and had a good deal of experience, but he found it of utmost value to him.

By acting on the information given in the markets, he says he has saved the subscription price many times over.

It is such a helpful medium that price is no consideration, he says. The store is noted for its good windows, and most of the ideas have been taken from The Grocer.

He finds it helpful to everyone connected with the business, and after careful study of it himself, he passes it along to every clerk in his employ.

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THE KING'S BIRTHDAY CELEBRATION.

It would almost appear as if the King were unfortunate in having his birthday fall on the third day of June. From all parts of the country come advices carrying the news that the day will not be observed as a holiday by merchants. Branches of the various associations have decided in open meeting that that it would be too much to expect of them to give up their Saturday business.

This is not to be considered as meaning that the retail dealers of Canada are disloyal or even indifferent to his Majesty. King George has no more loyal subjects than the merchants of this country. The whole trouble has been that under the force of circumstances perhaps, too many holidays have been set too closely together and the natal day of the King coming on a Saturday only complicated matters. The dealers would no doubt, be pleased to celebrate some other day. Coronation day falls on a Thursday which is hardly as bad, but there is the first of July within a week.

Still for all that it is likely that when the King's birthday is heralded in a good majority of those who have signified the intention of keeping open shop will close up for at least a portion of the day.

REGULATION IN MONTREAL.

It is reported from Montreal that Mayor Guerin has called the attention of the Board of Health of that city to the fact that foodstuffs are exposed for sale in the streets. His worship is said to have enlarged upon the dangers of the practice and the health authorities are understood to have promised to bring in a by-law so strong that every possible menace will be covered completely. It is also proposed to carry out the provincial measure to the letter. This provides for a fine for each infringement.

It is generally advisable, and especially is this so in big cities, that all foodstuffs be protected from contamination by street dust and possible disease germs. The dealer who unnecessarily exposes his goods in the open street, knowing this, is only helping in his own downfall. This is an age when matters of hygiene are considered as of the utmost importance to every one.

But it is also generally found that municipal councillors take altogether too advanced an idea of the methods by which merchandising can be carried on. These men cannot see that a display stand in the front of a store is necessary to sell some lines of goods where a dealer with limited frontage is concerned.

That is usually the way. The municipal reformer is altogether too radical. To him it is not given to see the middle way. It is not given to him to understand that regulation is the only thing that really does meet the conditions. He must wipe out the whole system, and so he always accomplishes but little.

THE OILING OF ROADS.

In Galt, Ont., where the citizens have decided to use oil on the streets in attempting to allay the dust nuisance, the merchants have been protesting because of its ineffectiveness after a certain test.

It might be well for them to have investigated both the equipment used in spreading the oil and the state of road that was oiled.

Oil, it has been demonstrated elsewhere, is effective in the laying of dust, but the conditions must be perfect, if this happy result is to be obtained. First of all, the sprinkling device must be so constructed that the fluid can be spread evenly, and, secondly, the macadam road should be scraped or swept clean of dust before the sprinkling is done. Otherwise the test will be a failure, and only the surface of the unstable dust will be touched.

There is no doubt that the proper oiling of roads has proved a blessing to those suburbanites who live along the great highways leading into great cities. It can be comparatively as great a blessing in the small town.

TWO MILLION IN TEN YEARS.

There is food for much thought in the announcement from Ottawa that nearly two million immigrants have come seeking new homes in Canada during the last ten years, for it means more than the mere citation of the fact that there are that many more mouths to fill in 1911 than there were in 1901.

That statement is to the new man starting in the little store on the prairies a glimmer of hope that soon in the days to come thousands will be settling down to their life work close beside him. It is to the established dealer the assurance that his sphere of operations will be ever-widening in the future. It is an evidence of the realization on the part of the discontented in all parts of the world, that Canada, of all countries is the land of opportunity.

For the man who will seek it, there is a wealth of optimism in that report of the Department of the Interior. The weak-kneed, doubting merchant will find in its perusal a buoyant faith that will carry him on a long way on the road to achievement. It is indeed hope realized, that this, will be Canada's century.

FOR A UNIFORM CIVIC HOLIDAY.

Nothing but the highly-developed local pride in the chief magistrate of some small community often stands in the path of some great country-wide movement, but it is enough.

Nothing but the individualism of many communities both great and small stands in the way of a uniform Civic Holiday.

During the next few months there will be an epidemic of holidays purely local all over this country. Unlike an epidemic, they will not fall upon the same date. The traveler has not been informed of the chosen time, and, as a consequence, he loses a day when he steps off the train only to find the town in gala attire. Sometimes

he strikes one or two Civic holidays in one week, and occasionally there is a weekly half-holiday thrown in.

There is yet plenty of time for the merchants of well-defined districts to get together and prevent this waste by proclaiming the same day as Civic Holiday. The wholesale houses could then be informed so that their drummers would not be wasted for that day.

Surely the merchants of any given place are influential enough to have some little deciding say in this matter of selecting the municipal holiday. If they are not then the only other thing to do is to have the matter taken up at the next meeting of the Union of Municipalities when the mayors and reeves of all localities get together to discuss methods for the betterment of the province and country as a whole.

WHEN AN ADVERTISER SAVED THE LIFE OF A BUSINESS.

A noted publicity expert told a story anent the advertising of a big corporation the other day, that aptly illustrates the view some people take of advertising.

The business was in a bad way, and was steadily becoming deeper and deeper into the mire, when a new man was called in to assume entire control of the management. He delved deep into the affairs of the corporation, and come to the conclusion finally that publicity on a big scale was needed. So he called a meeting of the directors and laid his proposition on the table. It called for the expendtiure of a considerable sum of money and the services of one of the outstanding men of the advertising fraternity. This announcement took the breath of most of the conservative board, but all of them kept their opinions to themselves, save one. He bolted outright and stated his determination to allow of no such outrageous scheme going through as long as he remained upon the directorate.

The manager rose in his place, and looking the "bucking" director squarely in the eye said quietly: "When you got sick last year, Mr. Blank, did you depend for your life upon the plodding physicians of this neighborhood, or did you send to the city for one of the experts to pull you through?"

"Why, I sent for the real doctor, of course, but you can't make that apply here."

"That's just what does apply. This business is deathly sick, and I intend to call in the best business doctor I know of to pull it through."

He had his way, they spent the money, and the corporation was saved.

That is typical of human nature the world over. Talking and theorizing are all right so long as it remains simply talking and theorizing, but just as soon as the money is called for, then the row begins. Usually, it is the better policy to foot the bill when a capable man is spending the money, because his reputation is at stake almost as much as the man who pays, if not quite.

ON WHAT IS DUE TO THEM.

Ever and anon from out the depths of the low-lying regions inhabited by the retail dealers there rises the wailing cry: "Behold the hands of all men are turned against us." And they refuse to be comforted.

And yet, ever and anon a great wonder rises in the mind of the judicious onlooker if sympathy were really the thing to which these men are most entitled.

It is this way. From Napoleon's time it has been the creed of all strong men that Providence fights on the side with the heaviest artillery. In other words it is the unwritten law that in this country of great opportunities only he who grasps the chance can hope to succeed. A week or two ago one of the members of the Toronto city council brought in a measure calculated to prevent the dealers from using the outside front of the store to display his goods. Nothing was excepted. He urged the legislation, because, he said it would tend toward the beautification of the city and the health of the citizens.

There was an issue of the most vital importance to the grocers of the Queen City. A meeting of their section was called to hear the alderman's views and to discuss the question. ONLY A DOZEN OUT OF THE ENTIRE MEMBERSHIP RESPONDED. The dealers did not seem to have the slightest interest in the matter. And yet had it gone through the fruit trade of practically all the little fellows would have been paralysed. It was not owing to them in the slightest that it did not go through. The committee that was appointed at the meeting to interview the aldermen in every ward and to wait upon the city council when the motion came up for discussion, was the body of men who saved the general body in Toronto.

If every member of every association attended every meeting and took an interest in the work there would not be so much of this.

REBATE ON CASH SALES.

Every grocer in Canada should hesitate before accepting as a necessity the policy which demands the giving away, in the form of rebate, of a percentage of the profits he has legitimately earned in cash sales covering a more or less extended period of the past.

There is no economic defence for this method of merchandising. Considered apart from an excessive profit it would mean the giving away by the left hand along with the goods, a portion of the money his right hand received as payment for those goods. It is simply a case of the "right hand not knowing what the left hand doeth."

No grocer in Canada is making such a high percentage of profit on turnover to-day that he can afford to give away, let us say, fifty cents worth of goods, when a customer brings him in checks for ten dollars' worth of goods purchased mayhap during two, three or four weeks as the case may be. And considered at its best, the scheme is only a doubtful expedient to secure or hold custom. The man who is counting upon it has either made a greater profit than he need on the sales themselves or else he is cutting prices to a point farther than is necessary. Altogether the system is not in the best interest of either dealer or customer. It fails somehow to convince.

EDITORIAL NOTE AND COMMENT.

There seems to be quite a healthy demand on the part of clerks in the west, for a weekly half-holiday.

Calgary merchants are contemplating the formation of an association independent of the Board of Trade, and purpose giving special attention to credits.

The clerks in Portage La Prairie petitioned the council for strict enforcement of the holiday closing. It is understood that this was not done on Victoria Day and people are asking questions. The reason advanced is simply insufficient notice and hardship to farmers.

William Maxwell, of Rothesay, Scotland, the apostle of co-operative stores has reached Vancouver. It is reported his purpose on going through to the Pacific Coast was but to see the Rocky Mountains. He is also said to be responsible for the statement that individualism is particularly strong in Canada.

Latest News From Trade Centres.

OUTSIDE DISPLAY.

Council Throws Out Radical By-law Amendment.

Toronto, June 1.—Under the protest of a deputation from the grocers' section of the local branch of the Retail Merchants' Association the motion of Ald. Sweeny to amend the municipal by-law so that it would be against the law for merchants to display goods on the street before their doors, went down to defeat at the city council meeting on Monday.

The councillor had attended a meeting of the grocers' section last Thursday night to explain the situation to the dealers, but he failed to convince both on the argument that the passage of the amendment would tend to the beautification of the city, and also that the health of the citizens might be improved thereby.

He was subjected, it is understood, to considerable ridicule, and finally a resolution was passed, protesting against the measure as an infringement upon the rights of dealers. The council did not waste much time in discussing the matter when the deputation informed them that the passing of the by-law would put a whole lot of the little fellows out of line for the fruit trade, and for other branches where outside display was absolutely necessary.

LEMONS IN MONTREAL.

Demand From the Country as Well as Local.

Montreal, June 1.—The lemon market apparently lost no time in responding to the bullish influences that have affected it of late. Last week quite an advance was made when the price went up to $3. Early this week jobbers were asking and receiving $5 and freely stated the likelihood of still higher prices. To a representative of The Canadian Grocer one of the local jobbers said he was almost out of supplies. "A day or so ago," he added, "one of the jobbers along the street asked me to let him have fifty boxes, and he is regarded as particularly strong as a lemon dealer. Of course I could not let him have any for the fact that I am short myself. The demand is not only from the city, but from the surrounding country. It will probably be ten days or two weeks before more goods come in and prices may then decline a little, but it is just a question. In the meantime as supplies become shorter it is to be expected that still higher prices than those now existing may be asked."

In addition to this condition of the present, the fact remains that the supply of Sicilian lemons is smaller than last year, according to the various reports and the decrease is quite appreciable. Summer is still to come, and with a continuation of real seasonable weather the demand for lemons is bound to be felt with the result that the market may retain much of its present strength.

EARLY CLOSING BY-LAW.

Royal City Council Seeks to Compel New Departure.

New Westminster, B.C., June 1.—The regulation of stores, including early closing and a half holiday on one day in each week, was food for discussion at the meeting of the city council last week. A by-law covering this had been drawn up, and was given its third reading, but it is claimed it must be brought up again for reconsideration.

One of the clauses compels the closing of all retail establishments at 6 o'clock in the evening, and on holidays. The power of the municipal body to enforce the closing of stores was questioned, but, the clause was finally passed.

A CALGARY ASSOCIATION.

Merchants Contemplating Breaking From Board of Trade.

Calgary, June 1.—The special meeting called for to-night will settle in all probability whether or not the retail merchants of this city are to have an association independent of the Board of Trade, of which body formerly they constituted a section. The matter was discussed pretty fully at the meeting last Thursday.

Keeping closer watch on credits is to be one of the chief objects of the new organization. That is to say, those who take advantage of the merchant to "charge" goods, while later refusing to meet the account will be given special attention.

If an independent body is formed it will probably be along the lines of the Lethbridge Retailers' Protective association, which is supposed to be doing effective work, and B. L. Cope, the secretary, for the dealers in the southern city, will speak on the subject at the gathering to-night.

HALF-HOLIDAY IN REGINA.

Clerks Present Memorial to Retail Dealers With Success.

Regina, Sask., June 1.—"We the undersigned clerks and employes of the City of Regina, are desirous of obtaining a half holihay out of each week during the months of June, July and August, 1911. By doing so we do not consider that it will inconvenience the public in any way, as it is done in all the large cities and in most of the eastern towns. The benefit derived from the recreation by the employes will more than repay the employers. We trust that you will favorably consider this request and grant the same. We would suggest Wednesday afternoons."

This memorial, drawn up by the clerks of the city was presented to the retail merchants, bearing the signatures of more than two hundred clerks, warehousemen and drivers.

The matter came up for consideration last week at the last meeting of the Retail Association, and finally on motion of J. F. Bole and John McCarthy, the following resolution was passed unanimously:

"That this meeting of business men of the city endorse the principle of the half holiday and that we will co-operate with the clerks in obtaining such on condition that they obtain the signatures of the business men of the city to that end and undertake on their part the organization of an athletic association to fitly spend the holiday."

The clerks appreciate the recognition of their request at the hands of the dealers and purpose, it is said, "forming an athletic association so that the afternoon may not be wasted."

Mr. McCarthy was strongly in favor of the clerks approaching the council and getting a by-law passed, making the holiday general all over the city. This will be attempted.

PETITION IN ST. JOHN, N.B.

Some Merchants Protest Against Council's Ruling.

St. John, N.B., June 1.—While many of the leading grocers of the city are in approval of the early closing by-law which has recently been passed by the common council, compelling all stores, excepting druggists', confectioners', tobacconists' and liquor dealers', to close at 7 o'clock each evening under a penalty of $40, there are several of the smaller dealers who are strongly opposed to the law. A petition is being circulated for presentation to the common council, asking for the reneal of the law, or for an amendment. The law it is claimed will be a benefit and give an impetus to the trade of the larger stores but the smaller grocery shops will suffer, as many of them transacted considerable business after 7 p.m. or on the mornings of holidays.

Latest Review of Grocery Markets

Prunes Soar With Supplies Small—Dried Fruits Exhibit Upward Tendency—Dried Peaches Among the Scarce Lines on Toronto Market—Canned Goods in Montreal Up and Down—West Calling for Canned Goods—Syrup and Molasses Firm in Winnipeg—Sugar Unchanged—Demand Quiet.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Prunes—Up ½ cent.

Canned Goods.—Up and down.

New Muscavado Sugar—3½c a lb.

Montreal, June 1st.—There is no denying the fact that the local market is stripped of dried fruit. Some jobbers state that they are without a single box of prunes. Already it is a bare market and it seems quite safe to say that before new supplies are available there will be nothing at all to offer consumers. The dried fruit departments of the jobbing houses are pretty well out of business.

Canned goods are rather interesting this week from the fact that there is a tendency in some quarters to dispose of their surplus stocks. For instance, a member of one of the firms told The Grocer that he was offering peas at $1.15, 3 lb. apples at $1.10, strawberries at from $1.25 to $1.80 and tomatoes at from $1.37½ to $1.40. It is easy to understand that strawberries in heavy lots are not desired at this season with the new crop so near. Apples are a little different in this respect and have a longer period to stretch over. The West is still calling for canned goods. One local firm reported a sale of a car load of gallon apples to Winnipeg and another wholesale grocery house disposed of one car load of peaches. These are only a few of the orders that are coming in and are mentioned to convey an idea of the business that is passing even now. One of the houses report an advance in tomatoes, asking $1.50 for 3 lbs. and $3.75 for gallons. That is a move in the opposite direction to that just mentioned but it is regarded as justifiable by the firm who announce it. Conditions in this and the dried fruit market will depend upon the supplies of the individual houses very likely until the new crops are received.

It is believed that the scarcity of dried fruits has turned much of the demand into the canned goods channel.

New Muscavado sugar has arrived and is quoted at 3½c.

Sugar.—The heavy purchases of sugar made in the winter are now practically exhausted according to a local traveler who visits the trade. Just now the market is rather quiet, with demand only steady. New Muscavado is quoted at 3½c.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Steady and unchanged. Markets in syrups and molasses have not a new feature.

Molasses, to arrive, car load lots	0 28	0 29½
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls.		0 03½
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—As far as new crop prunes are concerned the only change is a little more willingness on the part of growers and packers to make offers. The movement after June 1st is expected to be more noticeable. Advices from France say indications there point to a good crop of prunes and better reports are received from Bornia and Servia. In the meantime the local market is up ½ cent with but little fruit offering. One jobber said he felt the high prices for new crop goods were not fully warranted but brokers say otherwise and state that prices are up ½ cent over quotations of several weeks ago. Prunes may be summed up as follows:—Spot market very strong, futures now seem to be a little more favorable to the buyer.

Evaporated apricots	0 19	0 21
Evaporated apples	0 14½	0 16
Evaporated peaches	0 11	0 12½
Currants, fine filiatras, per lb., not cleaned		0 07½
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizzas, per lb.	0 09½	0 10
Dates	0 05½	0 06
Fards		0 11
Figs, 3 crown	0 08 0 08½	Figs, 6 crown 0 11 0 12
Figs, 4 crown	0 [illegible]	" 9 crown 0 13 0 14
" 5 crown	0 10 0 11	

Prunes—		
30-40		0 17½
40-50		0 17
50-60	0 14	0 14½
60-70	0 13½	0 14
70-80	0 12½	0 13
80-90		0 13
90-100		0 12½
100 and over	0 11	0 12½
Bosnia prunes		0 12
Raisins—		
Choice seeded raisins	0 08½	0 09
" fancy seeded, 1-lb. pkgs	0 08¾	0 09½
" loose muscatels, 3-crown, per lb.	0 08	0 08½
" " 4-crown, per lb.		0 09½
Select raisins, 7-lb. box, per box		0 52½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07½
" select, per lb.	0 08	0 08½
" 4-crown layers, per lb.	0 08	0 09

Coffee.—The market is colorless and unchanged.

Several tons of coffee were brought to Montreal this week by the "Bornia" from Mexican ports.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Teas.—New Japans have not arrived yet but are on the way and should be received by the first of the month or a few days later. They will be a little higher than usual according to report. Ceylons are dear and the whole market is steady.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Spices.—A report on pepper says. "There is no longer any doubt that the total crops of pepper for 1911 will prove many thousands of tons short." Another: "The indications at present are that the fall will see much higher prices based on the simple rule of supply and demand.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 80	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 18
Celery seed, per lb. in bulk					20

Nuts.—The market is rather quiet, and unchanged. There is a fair demand but nothing particularly new.

In shell—		
Brazils	0 15	0 18
Filberts, Sicily, per lb	0 11½	0 13
" Barcelona, per lb	....	0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 17	0 18
" Marbots, per lb	0 15	0 16
" Cornes, per lb	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	....	0 08
Coon green	....	0 07
Diam nd G, roasted	....	0 08½
Diamond G, green	....	0 07½
Bon Ton, roasted	0 11	0 11½
Bon Ton, green	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves	0 34	0 37
Brokens	0 30	0 32
Grenobles	....	0 17

Rice and Tapioca.—A good healthy demand is felt, the warm weather creating a special call.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ¼ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ¼ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 06¼
Seed	0 05½ 0 06½

ONTARIO MARKETS

POINTERS—

Prunes—Up ½ cent.

Dried Peaches—Scarce.

Raisins—Firm.

Toronto, June 1.—Dried Fruits continue to attract attention as supplies grow smaller and prices travel upward Trade in prunes and evaporated apples is not large from the fact that wholesalers' stocks are exceedingly small and prices are so high that retailers display little interest in pushing sales. Some wholesalers have no supplies of these two fruits and peaches is another line which is small in supply and of which some houses are already sold out. Raisins are gradually firming up. The new crop of dried fruits will assuredly come on the barest market that has been known in many years.

Business in groceries is fairly good according to reports, with collections quite good for this season of the year. Demand for summer lines is now being felt, and on account of the warm weather during May, it has set in a little earlier than usual. Besides summer lines of canned goods, lime juice, lemonade powders, and similar lines are now being asked for. Trade during May compares favorably with last year. Sugar has been an exception, trade being very inactive during the month, one wholesaler commenting that during May, sugar was duller than he ever knew it to be. As sugar soon runs into money, it makes sales look smaller than they really are.

The consumption of sugar should now begin to show an increase, with the advent of the preserving season. It is expected that Canadian strawberries will be received within a week, which is counted the opening of the heavy sugar demand.

Sugar.—The market is marking time. Conditions would seem to indicate a continuance of strength. Trade is quiet.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup and Molasses.—Trade in syrup continues steady at unchanged prices. There are no special features to note in regard to molasses, trade being inclined to quietude.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb	0 03½
Half barrels, lb	0 03½
Quarter "	0 03½
Pails, 38½ lbs. ea	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—The market is certainly an interesting one. Predictions of higher prices which have been made in these columns so many times seem to be well warranted. Prunes in sizes of 80 to 90 and 90 to 100 are up another ½ cent this week. Stocks are smaller than they have ever been known to be at this time. Those who have any 80 to 90 or 90 to 100 are inclined to ask higher prices than present quotations and spot stocks seem to warrant. Peaches are also extremely scarce on this market and none are to be had at less than 13 cents and it looks like higher prices than that. The raisin market is gradually firming up. Valencias are also firm. Tap figs are getting well cleaned up.

Prunes—	
30 to 40, in 25-lb. boxes	0 17
40 to 50 " "	0 16½
90 to 90 " "	0 13
90 to 100 " "	0 12½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 20 0 21
Fancy, " "	0 20 0 22
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17

Figs—	
Elemes, per lb	0 08 0 10
1½ inches	0 08½ 0 10½
2 "	0 09½ 0 12
2½ "	0 11½ 0 12½
2½ "	0 11½ 0 13½
Umbrella boxes	0 12 0 14
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 12½ 0 13
Dried apples	0 09 0 09½
Evaporated apples	0 15
Currants—	
Fine Filistras	0 07½ 0 08
Patras	0 08 0 08½
Uncleaned ½c less	
Vostizzas	0 10 0 12

Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08½ 0 08½
Seeded, 1 lb packets, fancy	0 09½ 0 09½
" 16 oz. packets, choice	0 09 0 09½
Sairs	0 05
Dates— Package dates, per 1 lb	0 06½ 0 06½
Hallowees— Full boxes	0 05½ 0 05½
Fards choicest	0 10 0 10½

Tea.—The local tea situation is practically unchanged and firm. Opening prices on Japan teas have so far ruled high and above those of last year. New Japans have not arrived yet and in them there has not yet been a great deal of interest shown. The Ceylon market is steady.

Coffee.—Coffee options after firming up last week weakened again and so they have on the whole gained little ground. Under the higher market there was a better enquiry for spot coffee in New York, but this demand dropped off when options failed to maintain their advance.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 1	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 2)	0 22	Mexican	....	0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory	....	0 12

Nuts.—Trade in shelled nuts is fairly brisk, but unshelled are moving slowly with the exception of peanuts, which are feeling the effect of the summer demand. Prices on the whole are steady.

Almonds, Formigetta	0 15 0 16
" Tarragona	.... 0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils (new crop)	0 16 0 18
Peanuts, roasted	0 10 0 12½

Spices.—Prices in spices generally are steady. The primary market in peppers has shown considerable strength of late.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace	....	0 75
Cloves, whole	0 28	0 35	Nutmegs	0 25	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Rice and Tapioca.—A satisfactory trade is in evidence in rice and tapioca. Prices are unchanged but steady. A New York report says: "Some circles claim that the sales of rice for export will only temporarily relieve the situation, there being a good supply of rough still in the south." Japan rice is steady in price.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 00

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06¼	Bullet, double	
Japan	0 04½	0 06	goat	0 08
Java	0 06	0 07	Medium pearl	0 06 0 06½
Carolina	0 10	0 11	Flake	0 08
			Seed	0 06 0 06¼

Beans.—Trade in beans is inclined to be slow.

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

CANNED GOODS

Montreal.—There is considerable business passing in canned goods with price concessions here and there as an extra inducement to buyers. The approach of the fruit and early vegetable season has something to do with this movement.

Tomato prices are higher according to one of the local houses. Quotations on new pack salmon are offered.

Apples, 3 lb		1 10
Apples, gal	3 40	3 50
Peas, standard, dozen	1 15	1 20
Peas, early June, dozen	1 25	1 35
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen	1 77½	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	1 00	1 05
Corn, dozen	0 95	1 00
Tomatoes, 3 lb	1 37½	1 50
Tomatoes, gal		3 75
Strawberries, dozen	1 25	1 90
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen		1 80
Pears, 3's, dozen		2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen	1 00	1 10
Lawtonberries, 2's, dozen		1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 07½
½-lb. flats, per dozen		1 32½
1-lb. flats, per dozen		2 25
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10
Lobster—		
½-lb. flats, dozen, $2.40 $2.85; 1-lb. talls, dozen, $3.60 $4.75		
1-lb. flats, dozen, $5.00, $5.10.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—A fair trade is being done in canned goods, but as can be expected at this season, retailers are not purchasing in large quantities. Dried fruits in many cases have advanced more in proportion than canned fruits, so that the canned article is enjoying a steady demand. Stocks are not large and wholesalers report themselves out of certain lines, which vary with different houses. Both wholesalers and retailers have been giving orders quite freely for new crop canned goods, according to report. Opening prices have not as yet been named, and will probably not be until well on in August.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's		1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's		1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's		1 30
" " " 3's		1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
orn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal		4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's		1 50
" Sweet Wrinkle, size 2, 2's		1 50
" Extra fine sifted, size 1, 2's		1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUIT		
Apples, standard, 3's		1 20
" " gal	3 50	3 60
Blueberries, standard, 3's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup		1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's		1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			1 95
Chicken		4 00	
Turkey		4 00	
Ducks		4 00	
Cohoes, per doz.			1 77½
Red Spring, doz			1 87½
Lobsters, halves, per dozen			2 65 2 75
Lobsters, quarters, per dozen			1 60
Soup, 2's			1 90
Soup, 1's			1 40

MANITOBA MARKETS

POINTERS—

Sugar—Unchanged.

Syrup and Molasses—Firm.

Coffee—Firmer.

Beans and Peas—Steady demand.

Winnipeg, May 27.—A steady trade is being done in groceries on this market, although there is little increase over last week. The summer business is now on, and orders continue to arrive in large numbers and size. It is expected by the wholesalers that a steady market will prevail for some time. The holiday in the middle of the week made it necessary for travelers to stick to their routes and so a large proportion of them were unable to take advantage of it. On the other hand, the warehouses all closed, which necessitated the doing of two days' work the next day, as the holiday was not observed in many of the smaller towns, and travelers kept right on.

Continuous rain and colder weather has made it harder for the country merchants to get in their supplies, as the roads have all been put out of condition. The arrival of the heavy rain has, however, insured a supply of moisture that will help the crop a considerable time, and the present fear is that instead of having too little, there will be too much moisture stored up for the plant when it is just forming its secondary roots.

Sugar—The same steady market prevails, and several large orders from country points were filled last week. Conditions continue to exist in such a state of undecisiveness that wholesalers who have a large stock on hand are just sitting tight and waiting for developments. Some predict higher prices in the near future, while others refuse to give any opinion whatever

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbl	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 0.

Dried Fruit.—The local stocks in all lines of dried goods are fast becoming used up, and as there are no stocks from which they can be replenished they will simply be off the market. Several lines are predicted to advance next week, but as similar predictions have been made from time to time, little attention is paid to them till the advance does take place

Smyrna Sultana raisins, uncleaned, per lb	0 1[illegible]
" " cleaned, per lb	0 13½
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 08
" " choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " "	0 08½

Prunes—

25 lb. box, 90-100, lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Sliver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		

Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 09½
Pears, per lb	0 16½	Nectarines, lb	0 13
Peaches, standard, per lb	0 03	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 16½	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 17½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Syrup and Molasses—A firm demand continues to exist, and prices are holding steady. Maple sprup of various brands is being offered by the different houses, and all report that an excellent demand is in existence for this line. Campers are already laying in stocks for the summer, and this line comprises by no means a small item with them.

Syrups—	
24 2-lb. tins, per case	2 18
12 5-lb. tins, per case	2 53
6 10-lb. tins, per case	2 41
3 20-lb. tins, per case	2 42
Half bbls., per cwt	3 60
Barbadoes molasses in ½-bbls., per gal	0 48
New Orleans molasses, ½ bbls., per gal	0 33
" " per bbl per gal	0 31

Coffee—A general reaction has taken place on the coffee market to the south, which has, of course, had its reflection on the local market, the advance during the last week being from ⅜ to ½ a cent.

Coffee, standard Rio	0 14½
Coffee, choice	0 15½
Coffee, extra choice	0 16½

Nuts—Like other lines, the nut market holds firm. Shelled walnuts appear to be in great demand, although peanuts, now that the summer is drawing near, are beginning to move in large quantities.

Almonds, Formigetta	0 15	0 15
" Tarragona		0 16
" shelled	0 33	0 34
Walnuts, Grenoble	0 15½	0 16
" Marbots		0 14
" shelled	0 38	0 40
" Manchuria		0 14
Filberts	12½	0 13½
Pecans	0 18	0 20
Brazils (new crop)	0 15	0 16
Peanuts, roasted	0 09½	0 13½

Beans and Peas—The demand for beans and peas has shown some improvement during the last week. Prices, however, remain unchanged.

Beans, 3-lb. picker, per bushel	2 05
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

NEW BRUNSWICK MARKETS.

St. John, N.B., June 1.—One of the most marked changes of the week in local market quotations was the advance of fifty cents in the price of lemons, said to be caused from a shortage in the crop. The high prices on dried fruit still prevail, and next fall quotations are extremely advanced.

The flour market is steady, and no change is looked for in Ontario or Manitoba patents for some time. Although sugar is unchanged, it is believed that before long, higher prices will be asked.

In the country market the price of butter and eggs had declined. Tub butter now ranges 18 to 20 cents, while from 19 to 21 is asked for roll. Hennery eggs bring from 18 to 20 cents per dozen. Two cents a pound is being asked for native rhubarb, a commodity which is becoming plentiful as the season advances.

NOVA SCOTIA MARKETS.

Halifax, June 1.—Price changes are few and unimportant in the local grocery market this week. Business continues brisk and collections are considered satisfactory. Travelers are sending in good orders from the shore districts where the high prices for fish have put considerable money into circulation.

The receipts of eggs are improved, and the price is a little easier at 20 to 21 cents. The demand, however, is not up to expectations.

There has also been considerable improvement in the butter market. Small tubs of fresh dairy are now coming on the market in better supply, and the price has dropped. This grade is selling at 23 cents. Creamery prints are quoted at 27 cents.

Egyptian onions have arrived in quantities and prices are somewhat lower, 2¾ cents against three cents and 3½ cents last week.

Evaporated apples are practically done for the season, none being left over in first hands and few dealers have any either.

Another advance has taken place in California raisins for fall delivery, making the price to-day (by the carload) 10 cents for choice and 10½ cents for fancy.

Sugars are beginning to improve somewhat owing to the increased consumption since the local rhubarb has made its appearance. Extra standard granulated is selling at $4.75.

Cranberries have touched a record price. They are selling at retail for 22 cents per quart.

Fruit was in heavy demand this week due principally to the holiday, and dealers report large sales. Valencia oranges are meeting with a heavier sale than usual on account of the higher price quoted for navels. One Halifax dealer this week handled over 600 bunches of bananas, and this is said to be the average turnover for the other wholesale houses. There is a marked improvement in the quality and the price quoted is $2.00 to $2.50. Lemons are quoted at $3.00.

Letters to the Editor

Editor Canadian Grocer:

In the issue of The Canadian Grocer of April 28th, on page 32, there is an item saying: "A man who will keep his store open from 7 in the morning to 10 or 11 at night all the year round is not respectable; he is dishonest with his clerks." This item comes under the heading of "Remarked on the Side," after the report of the Toronto Retail Grocers' meeting.

I presume this has been said by some grocer at this meeting. If I am right in presuming so, you would oblige me by publishing my answer to this party.

In the first place I keep my store open from 7 in the morning until 11 at night all the year round, and I consider myself just as respectable as the party that said this. No hiding b hind an association to say what I mean. In regard to honesty with clerks, if I ask any of my help to come back at nights, I pay them for it. I do not pull down my blinds and have my clerk slaving away in a back room, without any thanks.

In the second place, there are circumstances that make it necessary for a man to keep open from 7 a.m. to 11 p.m. In my locality I am safe in saying that 75 per cent. of the women go out to work, as well as the men, and the bulk of my business is done at night. I would be foolish to close at 7 p.m.

He may be a person able to afford closing at 7 p.m., or it does not pay him to keep open after this hour, but, that does not give him any reason to attack another man's respectability. I think if this party had weighed his words they never would have been uttered, for he is certainly touching a spot that all men hold sacred.

E. C. Matthews.

Toronto, May 12.

TRAVELERS' HOLIDAYS.

Retailers Informed Ahead as to Dates When Drummers Rest.

Toronto, June 1.—Following the custom of the past years, it has been decided that the travelers for the wholesale grocery houses shall all take their holidays during the same period. By making the announcement some little time ahead, it gives the retailer plenty of time to anticipate his wants during that period.

This year, the Ontario knights of the grip who cover the country districts of Ontario will holiday from July 17th to 29th, both days included. The city travelers will put down their sample cases on the evening of July 20th, returning on the morning of July 31st.

DEALERS UNANIMOUS.

Forest City Grocers Averse to Closing Saturday.

London, Ont., June 1.—The London Retail Grocers' Association have succeeded in inducing the Port Huron Grocers and Butchers' Association to bring their annual excursion to London, on Wednesday, August 23rd. They will come fifteen hundred strong. The local association will take them in hand and see that they have a good time.

There is a general mix up in regard to the King's birthday, the grocers are almost unanimous for keeping their places of business open on June third.

GODERICH, ONT., NOTES.

Goderich, Ont., June 1.—The grocery store of Morrish & McClinton, Hamilton street, was broken into last week, and about $4 taken from the till, besides articles from the store. The thieves entered by a cellar window.

J. W. Vanatter has sold the Opera House Grocery business on Kingston street to A. E. Matheson. Mr. Vanatter was formerly part owner of the Maple Leaf Grocery, Hamilton street. He will remain in Goderich.

NEW MONTREAL STORES.

Among the new grocery stores that have opened up in Montreal quite recently are the following: The Viauville Cash Grocery, Mr. Woodward proprietor, 89 Catherine St., Viauville; John Heney, corner of Lafontaine and 4th Ave.; Jos. Bennett, 1069 Mount Royal Ave.; H. Ward, corner of Esplanade and St. Viateur St.

The special Spring Number of The Canadian Grocer is a prosperous looking publication of 218 pages, well printed on fine toned paper, and containing several illustrations. A glance at the contents shows that The Grocer is a valuable aid to those in the business. Not only does it give market reports and other such information, but it has many special, well-written articles dealing in an intelligent manner with the everyday problems that meet the men in the business.—Hamilton Times.

NOTICE THE NAME

CLARK'S

When your customers order Pork & Beans it's Clark's every time, eh! Mr. Grocer?

Quality will tell its tale in spite of Quality

The Canadian public do not buy questionable goods of a questionable origin more than once; they're wise; so get busy and make life-long friends of your customers by being always in a position to supply their wants for Quality goods.

When your customer omits the Brand of Pork & Beans required, you can bank on its being CLARK'S, which is synonymous with Quality.

Are you fully stocked in the following?

CLARK'S PORK & BEANS

Plain with the Pink Label
With Tomato Sauce with the Blue Label
With Chili Sauce with the Red and Gold Label

Advertise yourself by selling the best

WM. CLARK, MONTREAL

MANUFACTURER

HIGH GRADE FOOD SPECIALTIES

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

Get Wise

to catering for the better class trade!

PURNELL'S

Sauces, Pickles and Vinegars



are quality goods that will add to your reputation and profit. They will surely influence the more profitable family trade to your store.

All jobbers handle the complete Purnell line.



Our Agents in Canada are: Charlottetown, Horace Hazzard; St. John, N.B., E. C. McMichael; Montreal and Ottawa, C. S. Harding, Canada Life Building; Halifax, N.S., J. Hillman, 236 Hollis St.; Quebec, Oy. A. W Dunn, 67 St. Peter Street; Toronto, Lind Brokerage Co., 73 Front St. E.: Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E Jarvis & Co., Room 10, Flack Block. Hasting Street.

Purnell & Panter, Ltd.

BRISTOL, ENG.

Est 1750. Contractors to the Admiralty.

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, - - ENGLAND

THE WEEK'S TRADE CHANGES.

Numerous Changes in the Grocery Business Throughout Canada.

ONTARIO.—John S Henderson, of Henderson Bros., grocers, Kingston, deceased.

Samuel T. Kirk, grocer, Kingston, suffered $6,000 loss by fire.

R. S. Fraser, Fort William, has sold his grocery business to S. Abou.

J. Laughton has commenced a flour and feed business at Port Arthur.

QUEBEC.—Albert Parr, grocer, Lachine, has sold to Mr. Weir of Montreal.

MARITIME PROVINCES. — Frank McGoldrick, general merchant, Fredericton, N.B., is on a business trip to the Old Country, and will attend the coronation.

A Fredericton grocer was fined for having goods displayed on the sidewalk in front of his store.

WESTERN CANADA.—A. Clegg has opened a grocery store at Brookdale, Man.

Maclousky Bros. have opened a grocery business at Winnipeg.

W. H. Stone & Co., have re-opened their grocery store at Whytewold, Man.

T. P. Spafford, grocer, Bannerman, Man., has sold to E, Turner.

Laurencelle & Co., have sold their general store at Marchand to Etienne Balez.

BUILDING FOR TRAVELERS.

Ald. Ashplant Proposes to Provide Accommodation.

London, Ont., June 1.—Ald. H. Ashplant announces that he will erect a three-storey, or possibly four storey building on Carling Street, in rear of his shoe store on Dundas street, to accommodate commercial men with sample rooms. This plan, though purely an investment scheme of Ald. Ashplant's, may work out as a great accommodation. His idea is for travelers to leave their goods here when out on the road, instead of in rooms in various parts of the city. Customer would have the advantage of centralized and convenient quarters. The building would be fitted up with bathrooms and other conveniences.

ENEMY OF THE CURRANT.

Perenosphorus is an "animal" of the crop-killing family found in the classic fruit fields of Greece. It is a near relation of "frost" and "hail" peculiar to the Western Canada wheat zone, or of "lean year" in the salmon rivers along the Pacific coast, or the "rubber boom" in Ceylon tea areas and so on. The family is extensive and prolific. No matter what the crop, there is some natural or unnatural destroying influence forerunning higher prices. Among currants it is known as perenosphorus and according to some jobbers it has already been reported in the Grecian fruit plains. Heat and rain in too great an abundance is said to be responsible for it. Currant brokers may tell you all about it one of these days when they call upon you for your order of new crop currants.

NOTES FROM BRANTFORD.

Workmen are busy putting in a new front to the store occupied by Geo. Winter & Son, on Colborne Street.

SALESMEN WANTED

Trained Salesmen earn from $1,200.00 to $10,000.00 a year, and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can get Practical Experience as a Salesman and earn $100 a month or more while you are learning. Write to-day for our free book *"A Knight of the Grip,"* list of good openings, and testimonials from hundreds of men recently placed in good positions.

Address nearest office, Dept. 243

National Salesmen's Training Association

Chicago New York Kansas City Seattle New Orleans

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

FIGS!
FIGS!
FIGS!

We have received a large consignment. Quality and condition A1.

Write for quotations on 50 lb. bags or ask our travellers.

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Sugars & Canners, Limited, Montreal, the originators of a number of fast selling candy specialties beg to draw the attention of the trade to an error on our part in the spring special number of our paper. Mikado mixed candy (in 32 lb. pails), was quoted at $2.20 instead of $2.40. We certainly regret such a misprint, as this line is one of the best on the market to-day and has proven a source of great profit to grocers all over Canada.

The old established business of W. G. Nixey, London, Eng., has, for family reasons been registered as a private limited company, with a share capital of £60,000. None of the shares will be issued to the public, and no debentures will be created. The first directors are William George Nixey, and E. Howard Secker who are respectively the son and grandson of the original founder of the firm. The registered office of the new company is 12, Soho Square, London, W, from which address the business will be carried on as heretofore without any interruption.

The MacGreegor Specialty Co., Toronto, are sending out by mail direct to Ontario householders a dainty sample tin package of Crawford's Ufillit biscuits and Butter Puffs made by Wm. Crawford & Sons, Ltd., Liverpool, Eng. The tin contains a neatly printed card giving the name of the dealer where the biscuits can be obtained.

We are informed by the manufacturer that this season's sale of Wilson's Fly Pads is 65 per cent. larger than last year's to the same date.

Trade Notes.

The Retail Association of Syracuse, N.Y., has decided to form a protective credit association. They estimate their annual losses from poor accounts at $30,000, while they have $220,000 in book accounts. It is proposed to establish a central office with a clerical force and every member will keep his unpaid accounts listed in this office. A "black list" will be posted.

Ailsa Craig merchants have agreed to close every Thursday at 12 o'clock, noon, from June 15th to Sept. 14, both days inclusive.

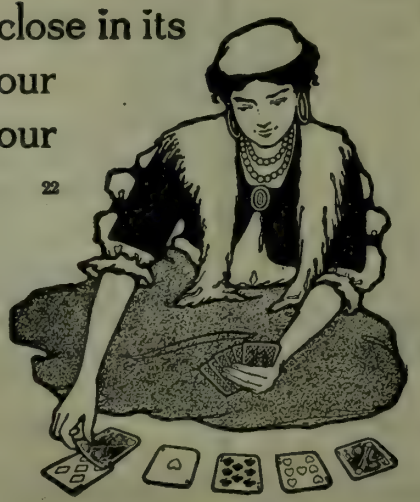
LEITCH ANCHOR BRAND OAK LAKE

your fortune

Your business, for a long time to come, looks good to us.

There'll be a lot of money coming to you if you buy **Anchor Brand Flour.**

Good Luck follows close in its wake. Lighten your cares and make your fortune.



Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.

"A 'godsend' on washday"

is what one Texas woman calls

FELS-NAPTHA SOAP

She surely used it in the **"Fels-Naptha-Way;"** so used—it is a real labor-saving device.



A Phenomenal Development

DO you realize that almost every week witnesses the birth of a new town in Western Canada, and still the people are pouring in? How about the grocery lines you make and ship? Are they being pushed adequately out West? We can help you to greater profit in this exceptional market because we have the experience, sound commercial knowledge, insight into Western conditions and financial standing that make for success.

We maintain large track warehouses at the five leading distributing points in Western Canada, and are thoroughly acquainted with the Western wholesale trade.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for full details mentioning what you have to ship.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

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Don't hesitate to recommend and stock

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IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

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GUNNS QUALITY ROAST PORK WITH DRESSING

G

The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

-L-A-R-D-

It looks very much like higher prices for lard. There is not so much being made, because live hogs are lighter in weight, and there is a good demand for pure lard. We do not think you can go astray if you buy at present prices.

F. W. Fearman Co. LIMITED

HAMILTON

Do you realize the many uses your customers can make of

REINDEER CONDENSED MILK?

Doctors agree that it is the safest food for Infants. (Young Canada is being fed on REINDEER MILK.) Older people find REINDEER MILK Sandwiches nourishing and appetizing for hot weather luncheons.

REINDEER MILK is equal to roast beef in food value; economical for culinary purposes and excellent in coffee, making it richer without changing the flavor.

REINDEER MILK is the quality standard from Newfoundland to Yukon, China and Japan.

Keep the REINDEER Goods to the front. They are easy to sell. Your customers prefer the Richest and Best.

Wholesalers will supply you at Factory Prices.

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Provision Market is Holding Steady

Canadian Live Hog Markets Higher — Better Feeling in Provisions—Summer Lines of Pork Products Firmer — Eastern Butter Markets Well Supplied—Some Demand From West—Looks Like Large Production—Eggs Unchanged to a Shade Easier—Cheese is Weaker.

Prices for Canadian live hogs under a steady British bacon market and a limited supply have this week ruled steady to a shade higher. The markets of the Western States are fairly steady and certain dealers are predicting a steadier provision market. The action of the Old Country bacon market will rule to a large extent however. Meanwhile the summer demand has reduced spot stocks of goods that are called for at this season and the result has been a firmness in these particular lines.

Lard production during the past three or four months has been large and prices are now down to a low basis, especially when compared with the high period of a year ago. During the high prices, consumption turned to a certain extent to lard substitutes, but the cheaper price for the pure article is now switching the demand back, so that stocks are being absorbed better than expected. A dispatch from Chicago says: "Foreigners seem to take kindly to the present price of lard in this market as shipments were made to over fifty foreign ports last week. This fact shows that substitutes for lard are being laid aside and that the real article is coming into general use again in the markets of the world."

Butter continues quite plentiful in supply in the eastern markets of the Dominion and while prices have ruled steady there seems to be a tone of easiness. One redeeming feature is the demand from the west, but it has not been so large of late. However it can be depended on to take a certain share of surplus supplies, while storing may be resorted to when the grass butter arrives. To all appearances, there will be more butter made in Canada this year than for some time. First, because the milk production is larger and secondly the falling off in demand for our cream in the United States has made it necessary for the farmer to find some other method of using it. Cheese will however, absorb a certain amount of this. Cheese this week exhibits an easter tendency, English bids being lower.

The warmer weather has brought out a larger supply of eggs and good-sized quantities are going to the markets. The receipts for May have exceeded those of last year. Surplus supplies are being taken care of by storage, but the market shows a little easier tone.

MONTREAL.

Provisions.—Demand for hams and bacon has been so well maintained that the resulting stronger feeling has caused an advance in prices of 1 cent and 1½ cent per lb. A decrease in spot stocks constributes to the strength of the situation. Packers report a good demand from the city and country. One report says the impression is that the advance in the price of live hogs will not be maintained, as prices were lower in the western markets. As high as $7.25 was paid for hogs weighed off cars.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11⅛
Cases, tins, each 10 lbs., per lb	0 10½
" " " 5 " "	0 10⅝
" " " 3 " "	0 10¾
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10
One pound bricks	0 11
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09⅜
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09⅝
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09⅜
Pails, tin, 20 lbs. gross, per lb	0 09
Tubs, 50 lbs. net, per lb	0 09⅛
Tierces, 375 lbs., per lb	0 09¼
One pound bricks	0 10⅛
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	21 50
Clear fat backs	23 00
Heavy flank pork, bbl	20 00
Plate beef, 100 lb bbls	8 25
" 200 "	16 00
" 300 "	23 5
Boiled ham, small, skinned, boneless	0 21
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb	0 10
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12
Large sizes, 18 to 25 lbs., per lb	0 12½
Medium sizes, 13 to 18 lbs., per lb	0 14
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 13
" " " small, 9 to 12 lbs., per lb	0 15
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	6 85 7 00
" dressed, per cwt	9 50 9 75

Eggs.—Prices may be a little weaker but no reduction is quoted. Receipts from May 1st to May 27th were 60,400 cases as compared with 52,503 cases for the same period last year. The increase in supplies, the warm weather and the effect of the heat on the quality are given as reasons for the easier tendency.

New laids	0 19 0 20
Selects	0 22 0 23

Butter.—The butter market continues steady, with a slightly easier feeling evident. Local prices in some cases may be a little easier, but for the most part the change has not yet arrived.

New milk creamery	0 22
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 18 0 19

Cheese.—The market is rather quiet although at country boards the general tendency has been easier. Shipments are heavy compared with last year, and the make is now giving favorable promises.

New make	0 13 0 14
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—There is a steadier and more satisfactory tone to the provision market this week. Live hogs are higher at $6.00 to $6.10, and are steady at that figure. If the British market holds firm, these prices are expected to be at least maintained as offerings are not overly large. In sympathy, provisions in general are slightly firmer. Lard is steady at the present low prices.

Long clear bacon, per lb	0 1⅜ 0 14
Smoked breakfast bacon, per lb	0 16 0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 21 0 22
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18 0 19
" pea meal	0 19 0 20
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	23 00 24 00
Lard, tierces, per lb	0 09⅜ 0 10
" tubs "	0 10½ 0 10⅝
" pails "	0 10½ 0 10⅝
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 00 6 10
Live hogs, local	6 40
Dressed hogs	8 50 9 00

Butter.—Supplies on this market continue plentiful, and while a fair demand is being experienced, it does not measure up with arrivals. This is particularly true in dairy butter, the make of which is large. Some sales of dairy rolls were made this week at 15 cents, which shows the condition of the market. With the arrival of the grass butter during June, dealers will begin to put stocks away, but only, as one dealer remarked, "at the right price."

	Per lb.
Fresh creamery print	0 22 0 23
Creamery solids	0 20 0 21
Farmers' separator butter	0 18 0 19
Dairy prints, choice	0 16 0 18
Fresh large rolls	0 15 0 16
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 17

Eggs.—This market exhibits an easier tendency, and dealers are quoting from 18 to 20 cents this week. Supplies are arriving freely, the warmer weather being accountable for an increased production and quantities are being stored.

New laid eggs	0 18 0 20

Cheese.—The weakness noted and explained last week has resulted in an additional half-cent being cut from prices of new cheese. Prospects seem bright for a good-sized production for the season. The local market is extremely bare of the old.

New cheese—		New twins	0 12½
Large	0 12	Stiltons	0 14½ 0 15
Old cheese	0 14½ 0 15		

Poultry.—There is not a great deal of trade passing in poultry. Turkeys are quoted lower this week, at 16 to 18 cents. There is quite a quantity of

fowl coming forward, and prices are slightly easier.

Fowl	0 14	0 15	Ducks	0 17	0 19
Geese	0 14	0 15	Turkeys	0 16	0 18
Chickens	0 18				

WINNIPEG.

Butter—Trade in creamery butter has taken on a firmer tone during the last week, Dairy butter is still being offered in large quantities of questionable quality. Dealers, however, are objecting to handling the inferior class of stuff, and have warned shippers that they are only paying 19 cents per pound for strictly fresh made, while inferior grades will be handled according to their quality. Many have put the ban against moldy butter, and refuse absolutely to handle it. Prices quoted are as follows:

Creamery butter—		
Manitoba fresh-made creamery bricks		0 27
Eastern townships bricks		0 25½
Manitoba		0 23½
Eastern solids		0 24½
Dairy butter—		
Strictly No. 1, delivered Winnipeg	0 16	0 17
No. 2, delivered Winnipeg	0 12	0 13
No. 3, delivered Winnipeg	0 08	0 10

Eggs—The supply of eggs continues to hold out and an increased demand appears to be looking after the surplus stocks arriving. Many of the local retailers have direct contracts with farmers throughout the province to supply them with strictly fresh eggs, as well as older eggs. The prices being paid by jobbers in the city to country merchants, or to formers for large lots, is 18 cents per dozen. Retailers buying direct from the farmers for guaranteed strictly fresh eggs pay as high as 22c to 25c per dozen. These latter, of course, are limited in amount, and retail at 30c per dozen.

Cheese—No change has taken place in the cheese market. Fresh made Manitoba chese is expected on the market in a short time, as there are over a dozen factories already in operation. Eastern is still quoted at 14c to 14¼c per pound, and 14½c for twins, while Manitoba is offered at 13c to 13¼c per pound, and 13½c to 14c for twins.

THINGS NOT TO DO.

Talking to a friend while a customer is waiting to be served.

Trying to jolly customers whom you are waiting on.

Filling up candies with the hands.

Chewing gum while behind the counter.

The Campbell Milling Company, Toronto, have taken over the Central Milling Company at Peterboro. Grinding under the new management commenced on May 23rd.

NO CHEMICALS are used in the manufacture of

EPP'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,

WARWICK, ENGLAND.

Grocers: Much has been said and many reasons given why a baking powder that contains Alum should not be used. Are there any good reasons that can be given by the manufacturers of Alum baking powder why Alum should be used in baking powder? Do your customers prefer the Alum kinds? In some countries the sale of Alum baking powder is prohibited by law.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL





THE biscuit form of **Shredded Wheat,** combined with its fine flavor and *nutritiousness* made it an instantaneous success. Our advertising has been unique—besides magazines, newspapers, car cards, sampling and demonstration,

We've Used Niagara Falls to Advertise

Shredded Wheat

"IT'S ALL IN THE SHREDS"

Each year, thousands of visitors to the Falls have gone through our factory. They've seen every detail in the process of manufacture from the golden grain to the finished biscuit. Our sanitary methods have given them confidence in its purity and wholesomeness. They have gone home and told their friends about **Shredded Wheat,** and as a result **Shredded Wheat** is *better known* and therefore *easier to sell* than any other cereal food. Take advantage of this and keep **Shredded Wheat** prominently displayed—you'll have lots of sales, and every sale means good profit to you. **Shredded Wheat pays.**

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ont.

Toronto Office, 49 Wellington Street East

MACARONI VERMICELLI

SPAGHETTI

ARE YOU ENCOURAGING HOME INDUSTRY?

Surely you realize that you are losing money by paying Customs Duty on imported goods, when ours made in Canada are just as good, if not superior.

THREE POINTERS

(*a*) Experiments made by manufacturers in France have found the rich hard wheat of Manitoba superior to the best Russian quality.

(*b*) Our workmen are all skilled and have come to us from France highly recommended.

(*c*) We guarantee the quality of our goods, which are manufactured under the most hygienic conditions by machinery working on automatic principles.

We Want You. You Want Us. Write

L. ETOILE

("Cie Francaise de Pates Alimentaires.")
6-9 Harmony St.
MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland

BRAND'S A 1 SAUCE

The Sauce that is as Good as its Name



The proof of the Sauce is in the tasting. Try a bottle of "A1" Sauce yourself, and then you can tell your customer just what it is that makes Brand's "A1" better than all the other sauces. Once SHE has tried it the sauce will speak for itself and you will book orders.

AT THIS SEASON you will also find it pays to stock some of our other lines---Meat Essences, Meat Extracts, Potted Meats, Chutney, Etc.

BRAND & CO., LIMITED Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

T. O. BAXTER, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

Bright Prospects for Growing Wheat

Conditions Excellent—Wheat's Sharp Advance in Chicago—Canadian Markets Higher—Flour Trade Dull—Export Inquiries Out of Line With Values—Rolled Oats Steady—Oats Maintain Position.

Just at present in the face of a stronger wheat market, flour would seem in sympathy to be a little firmer. How long it will remain so is a question. A number of dealers express the opinion that present prices in wheat are hardly warranted. However, speculation is always a factor in the moving of quotations.

Trade in flour is not particularly brisk. True it is that domestic trade continues of a steady nature, but dealers are buying on a hand-to-mouth basis. Export business is quiet, for while there has been some inquiry, bids were out of line. One dealer said: "Mills are not pressing for business as wheat is too high just now for flour to be exported at enquiry prices."

A sharp advance in May wheat took place in Chicago on Monday on account af the alarm of shorts who raised bids, trying to escape a possible squeeze at the end of the month. As a result values on Canadian markets were also boosted.

Spring wheat has so far advanced with all the promise that can be hoped for, but it is still a long time to harvest and much can happen between now and then. The experience of last year is still fresh enough in mind to prevent too high hopes being raised at this season. The crop cannot go to maturity on such moisture as it has available at this time, but must have at least a normal supply of rainfall during the intervening weeks to fulfill the hopes which present conditions inspire. Nevertheless it seems a safe assumption that the present year will be a record one so far as the wheat crop is concerned and on such conditions a low level of prices should prevail.

Rolled oats continue steady in sympathy with oats which have so far maintained their position. Some dealers are looking for lower prices in oats after the expiration of the May option. Crop conditions generally are also excellent, but a good export demand is now in evidence. The larger share of the oats exported have been of the lower grades.

MONTREAL.

Flour.—The demand for flour is good. The market is firm, but prices are steady, the whole situation being a little stronger. Wheat prices are steady and flour acts in sympathy.

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Rolled oats are steady and firm just now, but not as pronounced as last week. Demand is considerable and remains an appreciable figure for this the beginning of summer.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 15
" barrels	4 60

TORONTO.

Flour.—The flour situation shows little change, 1st patents bringing $5.10 per barrel. Wheat is above the values of last week, quotations under a sharp rise in values in Chicago, ruling just now at $1.00¾, but most dealers are not looking for any further upward movement. It is felt that present quotations do not warrant higher prices, but speculation has at all times to be reckoned with. Trade in flour is inclined to quietness.

Manitoba Wheat.		
1st Patent, in car lots	5 10	
2nd Patent, in car lots	4 60	
Strong bakers, in car lots	4 40	
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 15	
Patents	4 50	
Blended	4 50	

Cereals.—Demand in the different lines is of a steady nature, but continues on a hand-to-mouth basis. Oats up to the present have maintained their position, but crop conditions generally are excellent, and may have some effect on prices.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls	2 75
" " 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 75 1 90

WINNIPEG.

Flour—The domestic demand for flour has fallen off during the last few weeks and the export trade is also off color. Millers state that they are unable to accept much business at current prices, and the natural result is that stocks on hand are unusually large, and the mills are working on short time. The expected advance which was being looked for two weeks ago is now a thing of the past. Millers state that owing to the recent rainfall, which has been general over the three Prairie Provinces, prospects of a good crop have increased so that buyers are being influenced The present situation does not warrant any decline in price, however, and it is likely that a draggy market will prevail till the wheat market takes some definite action. First patents are selling at $2.65 per 98-lb. sack; seconds, $2.45; bakers',

JOHN D.

ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD, - ONT.

Factories at
STRATFORD, - ONT.
WINNIPEG, - MAN.

MAPLEINE is now



Thoroughly Established in Public Favor as
The Flavor de Luxe
for
Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home

Be sure that it is on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto

Crescent Manufacturing Co., Seattle, Wash.

$2.25; first clears, $2; common grades, $1.25.

Cereals—The demand for feeds has taken the same turn as that for wheat, yet when the time of the year is considered the amount of trade being transacted is by no means discouraging. The demand from Manitoba points has been filled, but orders from Saskatchewan and Alberta are still to be filled by the local mills. Last week there was an active call from Montreal for bran and shorts, this is, however, now slackening off somewhat. Prices remain unchanged, as follows:

Bran, per ton	18 00
Shorts, per ton	19 00
Chopped Feeds—	
Barley, per ton, in sacks	24 00
Oats	25 00
Barley and oats	24 00

Give Prominence to Cereal Holdings

Warm Weather Induces People to Change From Firm Foods to Cereals—Reminders in the Store—How Flour Should be Kept—Loose Goods in Covered Drawers—When Cereals Get Stale.

Now is the season of the year when cerels should be given all prominence. When the weather is warm, people change from the firmer kinds of food and the amount of cereals consumed is large and the merchant should look after his share of the trade.

In the display of cereals a jumbled pile of packages as we see in many windows will receive little attention. It must be of a special nature. If the packages are built into some unusual design, it will attract the attention of passing customers. In showing package cereals or breakfast foods, if they are at all new and the public liable to be in ignorance as to their nature, it is well to empty a package into a dish, so that the customer will have an idea of what it is like.

In Country Towns.

A merchant in a country town says that customers quite often forget to order the cereals for the morning meal, so he put up a reminder in his store. It was headed: "Buy to-day for to-morrow's Breakfast," and followed by the names of the different lines about 12 in number carried by him. He states that he got good results from it. Customers had no idea of the big range that they had to select from for their morning meal, until they seen this list.

Should Keep Separate.

Flour as far as possible should not be stored in a room with goods that have a strong flavor or odor such as oil, fish or stale vegetables as it is very liable to absorb these odors. Rats and mice have proved a big hindrance to the flour trade of many merchants and therefore every effort should be made to keep the store house clear of them. Flour should be piled on slightly elevated platforms, where rats are not so liable to attack it. It is also in less danger of being spoiled in any other way.

The time when a little mould or a few worms in cereals or a few creepers in the cheese was taken lightly by customers has passed away. People now demand clean food handled in a sanitary method. The dealer should see that his cereals come within the demands of customers.

All kinds should be bought in small quantities and oftener so as to be assured of this. Loose goods should be kept in covered drawers so as to exclude dust and flies. Cereals of all kinds should be kept in a cool, but still a dry place. They are sensitive to odors and care should be taken in handling them.

Often a customer who has been using a cereal will stop suddenly. They are tired of it, they say, but the real reason is generally that a package they got was stale and their desire for it dwindled. It is therefore well that the dealer purchase in small quantities so that his stock will be kept fresh.

Another cause of cereals getting stale is that when a new case is opened up, the old packages are shoved to the back and the new goods placed in front, so that when the old goods are sold they are decidedly stale. This should be avoided.

CLERKS CLASSIFY COFFEE BY ITS TASTE

British Grocery and Provision Trades' Society Holds Series of Tests in Manchester—More Than Hundred Clerks and Students Compete—Practical Conclusion to Winter's Work.

Manchester, Eng., June 1.—A series of competitions arranged by the Manchester and Salford Grocery and Provision Trades' Technical Education Society was held on the 26th ult., in the Manchester Corn Exchange. A hundred and twenty young men, most of them students of the grocery classes of the Municipal School of Commerce, submitted themselves to the tests which had been devised to try their skill and efficiency in the practical work of the trades with which the society has to do. There were altogether ten competitions. The most difficult of them seemed, to the uninitiated at any rate, those which were designed to test the sense of taste in the competitors. On one table were eight cups of coffee, two cups made of each of four different kinds of berry. The task was to pick out the two cups of each kind and couple them together. The same thing had to be done with samples of tea.

Another competition which presented difficulty was to distinguish by tasting a number of samples of butter and margarine. This looked not only a difficult but a somewhat bilious job. Men of experience in the trade admit that margarine is often so close an imitation of butter in texture and taste that it will baffle the palate of anybody but an expert. Other competitions were in weighing and wrapping various commodities, in window dressing, and in writing advertisements with chalk on blue sugar paper.

These competitions are intended as a kind of practical finish to the winter's work of the grocery classes at the School of Commerce, which are under the direction of the Grocers' Technical Society, founded seven years ago. These classes were the first definite effort to give systematic teaching to those who wished to prepare themselves for the grocery trade. There have now been seven sessions, each extending from October to April, and 700 students have passed through the classes. To students completing a three years' course and securing a certain percentage of marks diplomas are given by the Education Committee. Students can also qualify for the examination of the National Institute of Grocers.

JUST SELL GOODS.

Sales are the most important thing in the store and clerks should recognize this fact. A customer is more important than a display, or the sweeping of the floor, and should be attended to first.

When a clerk is employed at some minor job such as sweeping or fixing the shelves and a customer enters, it sometimes seems hard to break away from the less important work, but when it is remembered that the great object is to sell goods, and that all the other jobs are of secondary importance, will help to make it easier to promptly attend to each customer's wants.

THE SAUCE THAT MADE THE OTHERS ADVERTISE

HOLBROOKS

Imported Absolutely!

The rapid growth of the sale since its introduction into Canada six years ago---due to its excellent quality, moderate price, and supported by live and persistent advertising, has attracted unusual interest even from competitors---a sure proof of its growing popularity.

HOLBROOKS WORCESTERSHIRE SAUCE sells at a popular price---25c., and yields a larger profit to the retailer than any other advertised sauce.

HOLBROOKS LIMITED

FOUNDED WHEN GEORGE THE THIRD WAS KING

CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST. MANAGER H. GILBERT NOBBS **TORONTO**

Head Office and Manufactory - Birmingham, England

SOME HINTS FOR THE ADVERTISEMENT

Just Naming Different Lines and Articles Not Enough to Stimulate Interest Desired—Some Pointers That Might be Used to Advantage in Treating Various Lines in your "Ad."

The mere naming of the different articles you carry, in your advertisement, with the price does not interest the public, the way you wish them to be interested. Tell them something about the goods that will create a desire for that particular line.

Now if you say merely: "Oranges—40c dozen," it will develop only passing interest but if you say: "these are California navel oranges, bright, sound, juicy fruit of fine flavor—extra large, at 40c," you have described them in a way that will appeal to the customer.

The descriptions of some of the articles might be along this line:

Coffee—it is composed of smooth, rich, heavy bodied coffees, which are blended in such exact propostions as to produce a delightful flavor.

Biscuits—so different from the ordinary biscuits. Everything used in the making of these is the best.

Starch—of the best quality—full strength—always uniform. Smooths out ironing day annoyances.

Peaches—Do you know that evaporated peaches are as wholesome as they are palatable? Serve them frequently—everyone will enjoy them—ask your physician as to their wholesomeness.

Strawberry jam—couldn't be made purer or more delicious. Most people know of the delicious flavor and superior quality of this jam, and also know that it can safely be eaten with freedom by the little ones.

Tomatoes—Ideal quality for particular families. Fresh-from-the-vine flavor, solid packed cans, strictly pure and packed under positively clean conditions.

Flour—Where is the home baker who does not want the best flour? Our flour is ideal for those who want cakes and pastry that are creamy, light, tasty and nutritious.

Baked Beans—Are nutritious and palatable. Rich, fine flavor—the tomato sauce adds to their tastiness. Serve hot or cold—they are appetizing both ways.

Sardines—Genuine imported. Rich, plump and appetizing—in pure olive oil.

James McIntosh, general merchant, Neepawa, Man., has sold to A. G. Paden of Winnipeg.

D. A. Robertson, Orcadia, Sask., has sold his general store to Walter C. Begg.

Adam Huck has sold out his share in the general store of Huck, Kleckner & Co., of Qu'Appelle, Sask.

Munsey & Martin, grocers, Kendal, Sask., have dissolved. Martin continuing.

Ontkis & Armstrong, Crossfield, Alta., have sold their dry goods and grocery business to Mr. Bates.

Smith Bros. are opening a general store near Nevis, Alta.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
Established 1886
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

53 Highest Awards In Europe and America
WALTER BAKER & CO.'S
CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.



Nan Instructs Bobbie.

"Whoop-e-e-e!" says Bobbie.

"Bobbie," Nan has just explained, "Mamma says she gives us Jell-O because it is good for us. Ain't you glad?"

Of course Bobbie answers, "Whoop-e-e-e!"

JELL-O

is so delicious that every child likes it. It is so pure and nutritious and light that it never "disagrees" with anyone, child or adult.

And a Jell-O dessert can be made in a minute.

No other food product has ever attained so quickly as Jell-O the great popular approval of American housewives.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

SATISFIED CUSTOM

and rapidly increasing sales can always be found for

"E.D.S." BRAND

Jams, Jellies, Grape Juice and Catsup.



Our products are reliable because they are 100% pure. Hence you can recommend "E.D.S." products to your customers, knowing that they will receive perfect satisfaction and that re-orders are certain. Besides being attractive shelf stock—the profit is very good.



Made by E. D. SMITH, at his fruit farms, Winona, Ont.

N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton, Agents.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES

NEW LINES

Very attractive values.

Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market.

"NARCISSUS," fine FILIATRA currants

"ELEKTRA," fine FILIATRA cleaned currants

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season.

We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:
JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

Pineapples

Are now arriving in fine shape. Prices reasonable.

ORANGES

Are still receiving two cars weekly of **Volunteer Brand.**

NAVELS

Stock as usual. Fine Mediterranean Sweets and Valencia case oranges.

Messina Lemons Tomatoes
Cucumbers New Potatoes
Asparagus, etc.
Bananas Grape Fruit

Can fill your orders with any stock

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST TORONTO
are Largest Receivers

It's Hot!

Quench your thirst with

St. Nicholas Juice

OR

Home Guard

Kicking and Puck

The best lemons contain the best juice.

J. J. McCABE

AGENT

TORONTO, ONT.

Sharp Advance in the Price of Lemons

Phenomenal Advance for Month of May—Shortness of Supplies the Cause—Primary Market Also Strong — California Valencias Arriving—Looks as if They Will be Moderate in Price—Pineapple Season on—Mississippi Tomatoes Give Some Relief to Market.

Lemons are occupying the position of importance on the fruit markets, values having seen a big increase within a short time. To begin with the primary market is particularly strong, while the Canadian position is further strengthened by the fact that supplies here are small and the present good demand is cutting deeply into stocks. Lemons have to be brought such a distance that it will be around the middle of June, dealers say, before relief can be hoped for from the primary markets. In the meantime, higher prices for this fruit are predicted. However, the weather will be a factor in determining demand, and accordingly, price. While prices may not go higher it seems though that even when new supplies arrive that the market will rule quite high. The same increase in price has taken place in New York. The Journal of Commerce says:

"The phenomenal advance in lemons during the past couple of weeks, which has carried prices far above previous records for May, has upset all calculations. Even those most conservative have changed their opinions, and instead of attributing the advance to manipulation in the interests of importers have concluded that they were mistaken in their estimates and are now with those who think that the advance is not only warranted on the basis of supply and demand, but are ready to subscribe to the predictions that the market may go even higher."

While there are still some supplies of navel oranges on Canadian markets, present stocks will not last long. California valencias of good quality are arriving. There seems to be a good-sized crop of the valencias in California and prices should rule quite reasonable. This orange will continue until late in the fall, but supplies will begin to slacken somewhat about September.

The quality of the imported strawberries has not been extra good, on account of drought in the growing districts in the Southern States. While Canadian berries will not be in evidence in quantities until about the middle of the month, there are chances that the first offering from the Niagara district may be received within a week. The district around Baltimore will also begin to ship about the same date.

The pineapple season is now in full swing and plentiful supplies are found on all markets, while a good steady trade is being experienced. Supplies will be liberal within the next few weeks, and there are hopes of at least slightly lower prices.

While tomatoes continue quite high, there is hope of relief from Mississippi stocks now coming forward. Some supplies in crates of four baskets have been received on Canadian markets and are of good quality. With larger supplies, there is a likelihood of lower prices.

MONTREAL.

Green Fruits.—With the trade practically cleaned out of lemons, and new supplies two or three weeks distant, lemons are up to five dollars this week, with a likelihood that they will go higher. The demand is good, the extremely hot days bringing in much new business. Practically the only oranges offered are Sorrentos, with late Valencias coming. Navels are practically off the market. The same is true of grape fruit which is practically off the market with the season about wound up. Pines are coming in freely with the price reduced. Demand shows improvement. Strawberries now are the bane of the fruit jobber's life. There is considerable waste and prices are up and down, more often down. As low as eight cents was reported on one day this week, but was due to the particular circumstance attending that sale. Apples are moving slowly and are rather uninteresting.

Apples, bbl.	6 00	8 00	**Oranges—**		
Spies	7 00	8 00	Valencia	4 50	5 00
Bananas, bunch	1 65	1 85	Sorrento	2 75	3 00
Cocoanuts, bags	4 25	4 75	Mexican	1 75	2 00
Grape fruit, Flo.	4 50		**Pineapples—**		
Lemons	5 00		Floridas, case	2 25	2 75
Limes, a box	1 50		Strawberries, N. Carolina	0 16	0 18

Vegetables.—New tomatoes are arriving from Mississippi. They are handled in what are called flats of four basket carriers, and are quoted at from $1.75 to $1.90 per flat, with the likelihood that they will be lower within a week. Canadian asparagus from around St. Catharines, Ont., has flooded the market, and prices are down to $1.00. Spanish onions are off the market. There is a good demand for new Florida potatoes even if they do bring $6.50 a barrel. Demand for cucumbers, carrots, lettuce, etc., is satisfactory and business on the whole is moving along well.

Asparagus, Canadian, basket		1 00	**Onions—**		
Beans, hamper	3 50	4 50	Egyptian, bag	2 50	3 00
Beets, doz		1 25	Bermuda, crate		3 50
Carrots, doz		1 25	Florida potatoes, new, per bbl		6 50
Cabbage, crate	3 00	4 00	Potatoes, bag	1 25	1 40
Cucumbers, bas.	2 75	3 00	New Bermuda potatoes, bbl	6 50	7 00
Cukes		2 00	Parsley, crate		2 00
			Parsnips, bag	1 00	1 25

Garlic, 2 bunches	....	0 25	Radishes, dozen bunches	....	0 30
Green Peppers, small basket	....	1 25	Spinach, bbl	....	1 75
Leeks, doz	.....	1 75 2 00	Tomatoes, flats	1 75	1 90
Lettuce—			Turnips, bag	....	1 75
Boston lettuce	..	2 75 3 00			

TORONTO.

Green Fruits.—Lemons are the feature in the market this week. The strength of the market has been spoken of lately and this attention was well warranted. Prices have advanced to $3.50 to $4 per case, and even now the market looks strong as values here have not advanced as much as elsewhere, Montreal asking $5. One dealer said: "I would not be surprised to see lemons go to $6 per case within the next few weeks, while I believe they will rise to over $5. There is an extremely heavy demand and as supplies cannot be set down here for some time, prices are bound to be high. Furthermore, the primary market is very strong."

The condition of the weather will be a factor in determining prices. The first car of Valencia oranges from California arrived on Monday and they are selling at $3.50 to $4 per case. They are of good quality. Strawberries on account of the drought in the growing centres in the States have not been extra good in quality. The weather has been very favorable for the Canadian berries and there are some chances of the first of the season being received within a week.

Pineapples are enjoying a good trade at $2.50 to $3. Cherries are now adorning the local market, with 10 lb. boxes bringing from $3 to $3.50. Tomatoes continue scarce and high in price. They are offered this week in smaller crates, consisting of 4 boxes, which are selling at $2 to $2.25 per crate. These are received from Mississippi and larger supplies and lower prices are expected.

Apples, bbl	....	3 50 8 50	Navels, large	..	3 50 3 75
Apples, box	....	1 75 2 50	Navels, small	..	3 75 4 00
Bananas	.....	1 00 1 75	Pineapples crate		2 50 3 00
Cocoanuts, sack	....	4 75	Strawberries—		
Grape Fruit—			Carolina, qt	....	0 18 0 20
Florida, per case		4 25 5 00	Tomatoes, case of 6 baskets	..	4 25 5 00
Lemons—			Tomatoes, 4 box crate	.....	2 00 2 25
California	.....	3 50	Rhubarb, doz	..	0 25 0 40
Messina	.....	3 50 4 00	Cherries, 10-lb. boxes	.....	3 00 3 50
Limes, box	.....	1 25			
Oranges—					
Late valencias	..	3 50 4 00			
Med. sweets	....	3 00 3 50			

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W. B. STRINGER, Sales Agent FOLLINA BROS., Packers

Vegetables.—A fair amount of trade is being transacted in general vegetables. New goods are finding a steady demand. These include onions, carrots, beets, beans, lettuce, cucumbers, parsley, spinach and asparagus. Prices are tending easier, noticeably beans, spinach and asparagus. The potato situation is practically unchanged, but prices seem to be holding firm at present quotations. A steady demand is being experienced with supplies none too large. New imported potatoes are somewhat easier and are receiving their share of attention.

Beets, Louisiana doz		1 25	Boston head lettuce, hamper	4 50	5 00
Canadian beet, bag	0 60	0 75	Onions—		
Cabbage, South Carolina		3 00	Texas, case		2 25
Carrots, Canadian, bag		0 75	Egyptian, sack	2 50	2 75
Carrots, Louisania, doz		0 75	Potatoes, Ontario, bag	1 00	1 10
Cucumbers, hamper		2 50	Potatoes, new, hamper		2 00
Wax beans, hamper	2 50	3 0.	2 bush. bags		3 50
Green beans, hamper	2 00	2 50	Parsley, per doz		0 75
Lettuce, Canadian, head	0 20	0 40	Parsnips, bag	0 40	0 50
Boston head lettuce, doz		1 00	New turnips, per 11-qt. basket		0 50
			Asparagus—		
			Canadian, doz	0 60	0 75
			Spinach—		
			Hamper	0 35	0 50

WINNIPEG.

Green Vegetables—On account of the cold weather during the last week the demand for green vegetables was not as brisk as the week before. A large quantity of southern or American vegetables are being offered on the market, but the native-grown materials are gradually making their appearance, which are a little late owing to the backward spring that prevailed this year. The latest addition to the list is native rhubarb, which is only being offered in moderate quantities, and is costing the dealers 3 cents per pound. Prices prevailing are as follows:

Native mint, per doz	0 20
Native green onions, doz	0 20
Native parsley, per doz	0 30
Native lettuce, per doz	0 30
Native watercress, doz	0 30
Minnesota cucumbers, doz	2 50
Florida tomatoes crate	4 50
American radishes, doz	0 45
American head lettuce, doz	1 75
California cauliflower, crate	5 00
American garlic, per lb	0 30
Florida spinach, per lb	0 15
California asparagus, crate	4 50
New cabbage, per lb	0 03
New red cabbage, per lb	0 05
Florida celery, per crate	4 00
American pepper, basket	1 00
American rhubarb, box 40 lbs	2 75
Florida beans, hamper 30 lbs	4 00

Fresh Fruits—There is little change in the fresh fruit market. An active market is in existence, the holiday during the week making the sales in the city greater than ever. The quality of the strawberries coming from across the border is by no means all that could be desired, and both dealers and retailers are looking forward to the appearance of the Ontario berries, which should be in a few weeks. A few changes in the lists will be noted, as follows:

Washington box apples	3 00
Florida grape fruit, box	5 00 6 00
Bananas, bunch	2 75 3 75
Navel oranges	3 75 4 25
California lemons, crate	6 00
Messina lemons	5 00
Louisiana strawberries, case of 24 pints	3 50
Arkansas strawberries, 24 qt. crate	5 00

Poultry—A very quiet trade prevails in this line of the grocery business, and at present only eastern poultry is quoted by the large wholesale fish and poultry houses. Local supplies offering are extremely small, and what there is is generally looked after by the retailers with steady customers.

EASTERN POULTRY

Smiths Falls turkeys	0 24½ 0 25	Boiling	0 17
Chickens	0 21	Geese	0 18



Fish - Oysters



Heavier Fish Demand for Pentecost

King's Birthday the Vigil of Pentecost and a Fast Day—Supplies Arriving Freely—Steady Trade Being Done—Halibut a Popular Line—Sea Bass, Bluefish and Sea Trout Added to Fresh Supply—St. John, N.B., Fish Dealers Object to Early Closing.

The fish markets are running along rather smoothly and with a fair trade reported. Supplies are coming along freely, prices are moderate and business assumes considerable proportion. Saturday of this week being the vigil of Pentecost, is a fast day and those to whom it applies it is a fish day. Consequently there will be an extra fish demand. Wholesalers are bringing in additional supplies for this occasion, anticipating heavier demands than usual. Lake fish of all kinds are now in good supply. Brook trout has about reached the height of its supply.

QUEBEC.

Montreal, June 1.—Fresh fish is naturally the market feature now. Gaspe salmon is arriving more freely and the price is lower. Cod and haddock are plentiful. These fish are now in good condition and prices are holding at a low figure. Halibut is one of the popular fish now, and on their reaching the market receive special attention as in fact do all fresh fish now arriving.

Sea bass, bluefish and sea trout are added to the supply of fresh fish this week. Saturday being a fast day there should be an appreciable increase in the demand for fish, as it is the day before Pentecost.

FRESH

Alewives (shad herring) per 100 fish		2 00	Halibut, express per lb	0 09	0 10
Bluefish, per lb		0 15	Salmon, B.C., lb		0 20
Dressed perch, per lb		0 10	Salmon, Gaspe lb		0 25
Dressed bullheads, per lb		0 10	Shad, buck, each		0 25
Haddock, per lb		0 ...	Shad, roe, each		0 50
Haddock, fancy shore, per lb	0 05	0 05½	Sea trout		0 10
Steak cod headless, per lb	0 05	0 05½	Sea bass, per lb		0 10
			Lake trout, lb	0 10	0 12
			Brook trout		0 20
			Pike, per lb	0 07	0 08
			Pickerel or dore		0 12
			Whitefish, lb		0 10

FROZEN

Codfish	0 03	0 03½	Salmon, B.C., red	0 09	0 10
Haddock		0 03	Gaspe salmon per lb		0 15
Halibut, per lb		0 09	Qualla salmon		0 09
Pike, round, lb		0 05			

Pike, dressed & headless, cases 150 lbs., per lb 0 06
Bras pike 0 05
Steak cod 0 04
Mackerel 0 11 0 12

No. 1 Smelts, boxes, 10 and 15 lbs. each 0 07
Whitefish, large, lb 0 07½ 0 08
Whitefish, small 0 06

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
½ bbls	8 00	" " ½ bbls	8 50
Scotia herrings, No. 2, bbl		" " tres., 300 lb	21 00
Lake trout, half bbl.	6 00	Salt eels, per lb	0 07
Choice mackerel half pail	2 00	Sea trout, ½ brl	8 50
		Sea trout, bbls	12 00
		Scotch herring	6 00
		" keg	1 00
		Holland herring, ½ bbl	5 50
		" keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

ONTARIO.

Toronto. — Trade in fish continues steady and satisfactory in volume for this season of the year, and dealers are making no complaints. Fresh fish are in good demand, halibut being one of the popular lines. Prices generally show no change.

FRESH CAUGHT FISH

Steak cod	0 08	Fresh trout	0 12
Fresh halibut	0 10	Fresh caught white	0 12
Perch	0 07	Fresh caught herring	0 07
		Haddock	0 06 0 07

FROZEN FISH

Goldeyes	0 05	White fish, winter caught	0 09
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Muellets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. box per crate	5 40	Haddie, Finnan	0 08
Shredded cod	2 25	Pickled lake herring, 100 lb. kegs	2 80
Cod, Imperial, per lb	0 06	Quail on toast, per lb	0 07
Fillets, per lb	0 12	Shrimps, per gal	1 25

NOVA SCOTIA.

Halifax.—According to reports received herewith bank fishing to date is fully up. to expectations, some vessels trail-





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Their delicate and distinctive flavour is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

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ing with as high as 700 quintals. Some grocery fish of this cure are already on the market, and it is reported that some sales have been made to exporters at a high figure. Actual sales, if any, are not confirmed, and rumor says that the fish are selling at $6.75 per quintal. However, for fish that are not well dried, this figure is absurd, and should not hold. The great scarcity, of course, would make the early Bank catch in fairly good demand, and there is no doubt it will be readily salable at around $6 a quintal, for early arrivals. Scale fish are also in good demand. Haddock are bringing $4.25 to $4.50, and Pollock and Hake from $3.50 to $4. It is doubtful if ever in the history of the dry fish business in Halifax the stores were so bare of stock in the month of May as they are now.

It is reported that if the reciprocity agreements are passed by the United States and Canadain Governments, that two or three American firms will immediately open branches or agencies on the different parts of the Nova Scotia coast.

There is practically nothing doing in the pickled fish line. No mackerel have as yet appeared. With the possibility of fairly high prices, excellent results would accrue if the fish should show up. Stocks of salt mackerel in exporters' hands are down to rock bottom, and high prices rule at the present time. Herring are in excellent demand, due to the scarcity of dry fish, and it is expected that the new spring herring from Newfoundland will open up at least $3.00 per barrel. The first arrivals should be along early in June.

Lobsters continue in fairly good supply on the western coast, and on the Cape Breton coast the catches are quite heavy.

NEW BRUNSWICK.

St. John.—The price of gaspereaux is down to $1.25 per hundred. Fresh shad are becoming plentiful, and fishermen expect that the season will be a good one. They are asking from 20 to 30 cents each for shad. Salmon is scarce thus far, and sells for 30 cents per lb. by the whole fish.

Strong objection is taken by fish dealers to having to close at 7 p.m. on Tuesday and Thursday evenings, as they declare those nights to be their busiest, and similar to Saturday to the butcher. J. E. Smith, proprietor of Smith's fish market, Sydney Street, last week displayed a sign "Open to 10.30," and kept open, in spite of the $40 fine, claiming that the law was unconstitutional.

WINNIPEG.

Fish—As in poultry, so with fish, the arrival of fresh lake trout on the market giving a little boost to the trade. A steady normal demand exists for smoked fish of various descriptions, and very little change has taken place in prices, as will be noticed in the list quoted below:

FISH (FRESH)	
Salmon, per lb	0 15
Halibut, per lb	0 11
Fresh lake trout, per lb	0 12
SMOKED FISH	
Kippered herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring, per keg	88
Fillets of haddock	0 12
Smoked cod	0 12
Labrador herring, ½ barrels	4 25
Bloaters, per box	1 50
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08

Competition, and How Best to Meet It

Sterling Address Given Before Business Club in Vancouver—Competition Valuable Because it Compels Realization That Work was Necessary to Success—The Incompetent Dealer and the Price-cutter—Co-operation Among Competitors.

Vancouver, B.C., June 1.—"Competition is valuable because it compels us to realize that to succeed we must work and must learn to be patient, to be resourceful, and to be self-reliant. . . . The business men of a community are its backbone, its life, its breath."

These statements culled at random from the address of Fred Welch on "Competition," to the Business Science Club at its last meeting, give an insight into the healthy condition in which apparently the business of the grocers of this city is as the present time. Ald. James Ramsay was another speaker and his talk was also most interesting to the members, for the reason that his theme was: "How to Handle Competition."

In the discussion which followed the value of co-operation was enlarged upon. Good service and integrity were held up as of far greater importance in the building up of a business than price-cutting and all such dark and kindred evils.

Competition Defined.

"Competition," said Mr. Welch, "as we most commonly view it, is the constant striving after our business by others. Undoubtedly there is not one of us present who would not be glad to have the other man quit. Competition is defined in the dictionary as emulation. Most of us define it by a stronger name, and call it what Gen. Sherman called war.

The kind of competition we meet is what worries most of us. The competition, for example, of the incompetent merchant and the price-cutter.

"In discussing this subject with you my point of view is necessarily that of the retail grocer, in which business you will readily agree we have lots of competition. Its forms are many and varied, sometimes fair, often unfair. But competition whether it be fair or unfair, has its value if we are able and willing to learn.

"Picture to yourself the plight of a man place in a position where there is no incentive to strive. We live only because we fight off death by hygienic and proper habits of living, and strive against ill health. We strive daily with each other, in every walk and way of life, every man with whom we come in contact we are in some form competing with.

World Growing Better.

"We as business men maintain our positions in the mercantile world to-day because of the competition we meet and successfully oppose, and we are the better men for it.

"We never look forward expecting a perfect world. It will be the same old world a thousand years after we leave it as it was a thousand years before we entered it. The same old human passions, the same striving after the unattainable, yet unconsciously the world is growing better by reason of this competition.

"Learn from your competitor; his viewpoint differs from yours. Cutting prices is not competition. In 99 cases out of 100 it is folly. Learn to meet competition by selling 'quality goods' and giving efficient store service. And above all, fight to gain a reputation for absolute reliability. Too many men overlook this prime essential. The most successful men of our time are men who prove their good name and business honor.

Teaching Fairness.

"Competition is valuable because it compels us to realize that to succeed we must work, we must learn; to be patient, to be resourceful; to be self-reliant. We become by its aid better men and better citizens, and becoming these we are helping to build up a great nation. The business men of a community are its backbone, its life, its breath.

"The work of such a club as yours teaches men to be fair. Having learned this the evils of competition are largely eliminated, and fair methods prevail.

"Don't fear competition, welcome it. It will help you play fair with others, and you will get fair treatment. Be friendly with your competitor. In help-

ing others you help yourself. Join your trade association. Get together!

"My adult life has been spent in business in this city. I have seen competition of the keenest kind, usually in the cutting of prices. Like others, I have had my periods of madness, and have imagined that I too could cut and fight.

Competition Valuable.

"I have seen the folly of this; I have learned that I gain knowledge and help from the competition of my competitor by being friendly with him.

"To the young men gathered around this board to-night my message is:

" 'Competition is valuable to you, though it may sometimes seem hard; it makes you a better man, and fits you for the best if you are capable. Be fair and honest and your reward comes sooner or later, if not in riches, in esteem and regard of your contemporaries.

" 'Money is not everything; your good name is. Be proud of your calling, or get out of it. Aspire to so live and work that your chosen profession may be the better for your having been in it.' "

In his address Ald. Ramsay defined competition as simply rivalry, and he could only advise the men present to do the best they could with it. He considered honest, honorable competition as good, both for seller and consumer. Competition would, he thought, make them all the more enterprising, and would develop their business ability. It would make them more civil and obliging to customers; it would make them systematize their work, and would develop their executive ability.

To Handle Competition.

"As to how to handle competition," he added, "I will merely make some suggestions by giving my own opinion, experience and observation, because this is a broad question, and so much depends upon who the competitor is and the circumstances. Be honest and honorable with your competitor and your customer. This is one of the strongest points that should actuate a business man.

"Don't knock your competitor; sell your own goods.

"Don't antagonize, but try and harmonize.

"Don't look on your competitor as an enemy, but as a man who has as much right to try and make a living in the same line as yourself.

"The policy of competitors should be co-operative as far as possible—not for the purpose of bleeding the public, but for the purpose of securing a legitimate profit and the conducting of a business on an honorable and honest basis.

Character Best Asset.

"Dishonest, untruthful, tricky competition is the worst competition, while it lasts, you can experience. But a man or company of this kind is sure to lose in the end, either in name or money. And I think we all recognize the fact that the greatest asset any man can have is character.

"Give your customers good attention.

"Don't hesitate to make an allowance if it is coming to him.

"Give good and quick delivery of goods.

"Employ good salesmen that will consider the interests of the customers as well as the house that he represents.

"Handle good goods, and sell them for a reasonable profit, as everyone has to live.

"Always be honest and truthful with your customers, which is a very strong point to keep your trade, and will eventually win out.

"Have your business so systematized that you are in a position to meet any emergency or competition. This is what I call 'business statesmanship.'

"Advertise your goods and your house, so that the public know that you are in business.

"Do not be averse to giving extensions of time on payments of account sometimes, if the account is a safe one.

"Give close attention to your business, and always keep yourself up-to-date.

"I am sorry that I did not have more time to put this very important question in shape. However, I hope that I have raised some points that may be worthy of consideration."

KNOW THE GOODS.

Knowing the goods you are selling is one of the assets of the salesman, but Dr. Harvey W. Wiley, the U.S. Government's food expert tells a story that might suggest that too much knowledge is rather a detriment in some cases. A lady entered a grocery shop not long ago and asked:

"Have you any currants?"

The clerk, a college graduate, replied:

"Yes, madam, we have very fine Corinths, or small dried grapes, from the Greek town of that name—currants you know is the corrupted form of that name. How many pounds will you have?"

"None at all, if they are corrupted," muttered the old lady as she turned the handle on the door. "I belong to a pure food league."

Wilson Bros., Penhold, Alta., have sold their general store to Brown Bros.

Finklestein & Sanderson are opening a grocery at East Calgary.

The general store of T. A. & S. Brazil, at Rich Valley, Alta., has been taken over by William Brazil.

When house flies abound

WILSON'S FLY PADS

are the thing to clean them out.



DEALERS IN FRUITS

PINEAPPLE time is preserving time. See that you have ample stocks to meet the ever increasing demand. We are also headquarters for choicest VALENCIA ORANGES.

ORDER NOW

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

We are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

BUYERS OF WOOL

The Grocer's Encyclopedia The Banana

Interesting Points in Connection With Growth of This Popular Fruit—The Vast Quantity Absorbed by United States and Great Britain—Comparison With Potato as to Food Values—How it Grows—Things to Know When Purchasing.

Bananas are now of excellent quality and the grocer who conducts a fruit department should make his sales of this line as large as possible, because besides the extra profit derived, chances of loss are a great deal less when a large quantity is sold, as they can be sold out before they commence to spoil.

In this matter of promoting sales some information regarding the banana may be made use of by the dealer. The nutritive value of the fruit is almost the same as that of the potato or rice. The chemical make up of banana and potato are strikingly similar as shown by this table :

Constituents.	Banana.	Potato.
Water	75.71	75.77
Carbonaceous matter ...	20.13	20.70
Albuminoids	1.71	1.79
Woody fibre	1.74	.75
Ash	.71	.97

Besides its agreeable taste and food value, the banana as a medicine dispels constipation in children, and for adults has good effects in cases of acute indigestion, while bilious people are advised to eat the banana the first thing in the morning.

The fruit flourishes in tropical and sub-tropical regions. The tree closely resembles the fig and for this reason, bananas are often called "paradise figs." The soft spongy stem, although rising 15 to 20 feet high, is made merely by the union or sheathing of its leaves as they grow. These leaves, of a beautiful emerald green, are from 3 to 6 feet long and 2 to 3 feet wide. The plant and leaves, however, vary in size according to location.

One Bunch to Plant.

A single banana plant produces but one bunch, taking eleven months to do it. From this one may form an idea of the vast acreage that it requires to grow the bananas now exported from the tropics. Forty million bunches of bananas were imported into the United States in 1910, that country being the largest importer of this fruit. The United Kingdom comes next, her imports in 1909 being 6¼ million bunches. Canada's imports are not large compared with these, but the consumption is steadily on the increase.

Wild Variety Inferior.

The banana plant is rarely found wild, although some have been found in Ceylon, Cochin China and the Philippines ; these, of course have seeds, but are much inferior to the long and seedless cultivated vatieties. Still, the banana, requires but little cultivation, all that is necessary being to remove the suckers and plant these at convenient distances. They grow rapidly and in ten or eleven months bear fruit. In the fruit stores and markets, bananas are generally hung with the fruit curving downward, but it grows on the plant with the fruit growing upward.

The banana being a strictly tropical plant, has to be transported a great distance. It is an exceedingly sensitive and delicate fruit, responds readily to atmospheric conditions and is easily bruised. All these things have to be taken into consideration in transportation. The fact that heat will ripen bananas renders it necessary to take precautions as will guard against the fruit ripening before it reaches it's destination. Ventilation has been found to be the only efficient method of treating bananas in transit as refrigeration will not do the work.

One authority has said : "Not everybody knows how to choose bunches of bananas. Look at the thick end of the branch on which they hang—if it be black the fruit will be black in a day or two, and will ripen too fast and rot. But if the branch be green the bananas will ripen slowly and be of good flavor. The biggest and handsomest are generally chosen by ignorant purchasers, but the smaller are the sweetest and juiciest."

Strong Selling Arguments.

This information should be of a good deal of value to the seller of bananas. The food and medicinal value of the fruit can be made a strong argument by which to induce customers to purchase and should frequently be mentioned to them. Customers are interested in the source of foods and this may be made of advantage in interesting them.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
Those made by McDOUGALL are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade


Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada
Hamilton, - Ontario

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FOR SALE.

FOR SALE—Department Store in good Alberta town. Stock $25,000. Yearly turnover $100,000. Address, Box 1226, Calgary.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOK-KEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business' They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

POSITION WANTED.

YOUNG MAN, 26, single, wants berth in Western Canada. 10 years' experience in grocery and provision trade, wholesale and retail—8½ years' England, 1½ years' Newfoundland. Good references. Total abstainer. Disengaged one month's notice. E. GODDEN, 108 Queen's Road, St. John's, Newoundlfand.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full informatior. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER



Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.





Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 9, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 3½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.90.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

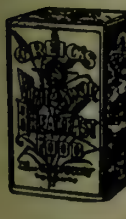
White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
		Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



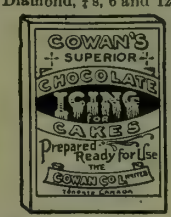
Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.



Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and 50-lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
[illegible] packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85

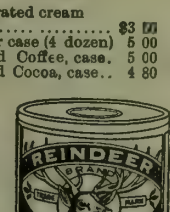




REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 [illegible]
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80







ST. CHARLES CONDENSING COMPANY.

Prices:	
St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins, "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



'Golden Butterfly brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases [illegible]en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0¼
100 books and over	each 0¾
500 books to 1000 books	0¾

For numbering cover and each coupon extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		15 00



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



GLORIOUS SUMMER can be a time of torment if the flies have it all their own way.

Wonder Fly Killer

Moistened with water gets rid of these pests.

Get a stock in now and catch the summer trade. It will pay you.

Dominion Agents:

Crystal Sealing Co.

204 Stair Building, Toronto - Phone Adelaide 199



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited
206 Papineau Ave. - - Montreal

2 IN 1

THE WORLD'S BEST SHOE POLISH

Men swear by it—Not at it

Lasts Surprisingly
Polishes Rapidly
Wears Off Slowly
Is Waterproof

No grocer can afford to be without this rapid seller. It absolutely leads the field in shoe polishes.

The F. F. Dalley Co., Ltd.

HAMILTON, CANADA, AND BUFFALO, N.Y.



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3 talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 each	10 50
" " tins	½ kilo	100 tins	14 50
Extra Fins	" ½	" 100 "	14 00
Tres Fins	" ½	" 100 "	12 50
Fins	" ½	" 100 "	11 00
Mi-Fins	" ½	" 100 "	10 00
Moyens No. 1	" ½	" 100 "	9 50
Moyens No. 2	" ½	" 100 "	9 00
Moyens No. 3	" ½	" 100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	6 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 8s	29 00	½ gal., 48s Sq	17 00
1 gals, 10s	25 00	½ gal., 48s Rd	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ¾ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ¾ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STAROH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

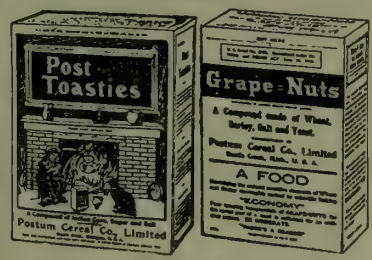
	Doz.
Large size, 1½ lbs	0 90
Small size, 10 oz	0 45

Packed 3 doz. in wood box

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz..	$1 80
Lemon (Straight)	Contains 2 doz..	1 80
Orange (Straight)	Contains 2 doz..	1 80
Raspberry (Straight)	Contains 2 doz..	1 80
Strawberry (Straight)	Contains 2 doz..	1 80
Chocolate (Straight)	Contains 2 doz..	1 80
Cherry (Straight)	Contains 2 doz..	1 80
Peach (Straight)	Contains 2 doz..	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz..	$2 50
Chocolate (Straight)	Contains 2 doz..	2 50
Vanilla (Straight)	Contains 2 doz..	2 50
Strawberry (Straight)	Contains 2 doz..	2 50
Lemon (Straight)	Contains 2 doz..	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10. 75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 09½
½-bbls	0 10
Tubs, 60 lbs	0 10
20-lb. Pails	2 05
20-lb. tins	1 95
Cases 3l-b	0 10½
" 5-lb	0 10⅝
" 10-lb	0 10½

F.O.B Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 ⅛
3-lb "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

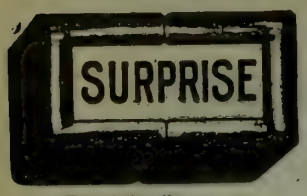
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05¼
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

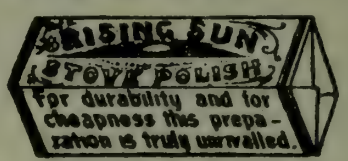
No. 1,	cases 60 1-lb. packages	1 case	$2 85
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03¼
Half barrels, 350 lbs.	0 03¼
Quarter barrels, 175 lbs.	0 03¼
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. — assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



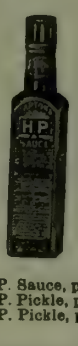
The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

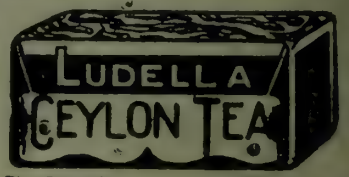
Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, 1's	0 44	0 60
Red-Gold Label, 1's	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

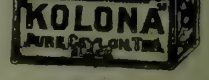


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 [illegible]	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 56

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

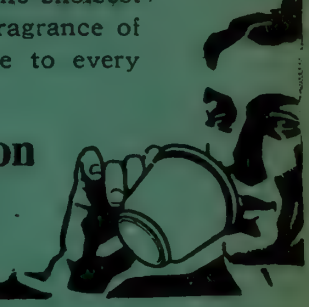


SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of baking soda quite as good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber



CHURCH and DWIGHT

Manufacturers Limited

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Your Salt!

Order it early, delays, unforeseen, may come, and it costs nothing to be beforehand.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

An Evidence of This Paper's Standing In the West.

D. Williams, one of our circulation representatives in the Canadian West, writes:

> "This section of Manitoba is pretty thoroughly covered with our paper. Any who are not subscribing are good prospects and I secure the most of them."

The GROCER'S reputation has long since been recognized by progressive dealers in The Great West and on our lists at the present time are the men with the **big buying power.**

These merchants base their chances of success on **specializing** and they read the paper that **digs down** into the problems affecting the grocery trade.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO JUNE 9, 1911 No 23



For Years Past

Colman's AND Keen's

Have Distanced All Competitors in

The Mustard Market

The Retailer who stocks both is making sure that he is featuring the MUSTARD the world is asking for.



MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul Street MONTREAL

Toronto Office: 30 Church St.

"Crown Brand" CORN SYRUP

made an extensive increase last year. This increase was due to three causes:

FIRST, Extensive advertising the bill-boards from coast to coast are telling the people about "Crown Brand."

SECOND, the quality of "Crown Brand"—the user who once tries it comes back for more.

THIRD, (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; GET YOUR SHARE.

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL. Factory, CARDINAL. Branch, TORONTO

WHICH BRAND WOULD HE CHOOSE?

IF a man were starting in business with the intention of carrying only one line of each of the different articles sold in a grocery store, which brand of laundry soap do you think he would be likely to select? If he asked the housekeepers of the country to decide for him, which one would they choose? Or suppose his clerks were young men of experience in the grocery business and they were asked to make the selection. We do not need to answer these questions, because it is quite patent to every business man who reads this paper that SURPRISE so far surpasses all other laundry soaps in the esteem of people generally that the man who tried to secure and hold trade with any substitute would soon find his customers making tracks for another store. His clerks would tell him they wanted the SOAP that is easiest to sell; and the women of the country would say: "Give us the old reliable brand" SURPRISE, which washes everything to a healthful cleanliness without the necessity for hard work —the soap which makes child's play of wash day.

And so in deference to the wishes of his clerks and the needs of his customers he would be forced to the belief that while there might be other brands on which the selling margin is greater, there is none that all things considered is so profitable and in every way so satisfactory as SURPRISE.

THE ST. CROIX SOAP MANUFACTURING CO.
LIMITED

Factory at ST. STEPHEN, N.B.

BRANCHES:—MONTREAL, TORONTO.
WINNIPEG, VANCOUVER, WEST INDIES.



Sell the Best | **It Pays**

11 Gold Medals 11



Is pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with "Calice" Soap. Antiseptic, sanitary, clean. Not a "tallow soap"—no decaying animal matter in it.

Pure Oil

Srs. D. Leca & Co., Sole Manufacturers.

11 Gold Medals 11



Don't substitute

You can substitute some other brand of Macaroni for Codou's, but when you do it you are not "fair to yourself"—***you cheat yourself out of a woman's confidence.***

There ***is*** no Macaroni quite as good as Codou's---quite as white, tender and delicate. "Be fair to yourself" next time when a woman asks for Codou's, and if you don't happen to have it on hand it will pay you better to get it than to try to convince a woman that something else is just as good, because "She'll find you out."

Codou's Macaroni

Be Fair To Yourself!

A. P. TIPPET & CO., SOLE AGENTS

8 Place Royale, MONTREAL

84 Victoria St., TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WANTED TO PURCHASE

Whole or part interest in Manufacturers' Agency, Brokerage, or Commission Business in Western Canada or on Pacific Coast. Address, Box 744, Care CANADIAN GROCER, Toronto.

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal.
10 Garfield Chambers, Belfast, Ireland.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

Currants
on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Lind Brokerage Co.
73 Front St. East - - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals Raw Sugar

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

The best trade calls for our

High Grade Coffees

Surely you want to get a grip on that trade.

CHASE & SANBORN

MONTREAL

Facts Worth Considering

BORDEN'S

EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

MONTREAL TORONTO WINNIPEG and VANCOUVER

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,

Montreal, Toronto and Vancouver

SUMMER DRINK STOCK



The season is now at hand when your customers will want summer drinks.

ROWAT & CO.'S
LIME JUICE and OTHER BEVERAGES

are firmly established in the ranks of summer drinks.

The bottle in which these goods are sold is of standard decanter design, and will prove very useful in the household.

Do not waste any time considering stock; display and push these summer goods now. Your profit will be extremely good.

Rowat & Co. GLASGOW SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippett & Co., Vancouver, C. E. Jarvis & Son.

Up-To-Date Equipment Pulls Business!



Slices Boiled Ham and Bacon down to the last ounce

Nothing so adds to your reputation as the installation of modern devices for handling your goods, and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham. Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener, and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to-day for full details and particulars of what other Canadian Grocers think of it.

Canadian Agents

W. A. FREEMAN CO., Ltd.

Hamilton, Ontario.

By Appointment to



His Majesty
KING GEORGE V

Established 1817

Macfarlane Lang & Co's

"Coronation Biscuits"

The Biscuit which should be in every Loyal Household throughout the Dominion.



Samples and full particulars from

SNOWDON & EBBITT, . . . 325 Coristine Building, Montreal.
NEWTON A. HILL, ... 25 Front Street, Toronto.
MASON & HICKEY, ... 287 Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO.,
852 & 864 Cambie Street, Vancouver, B.C.

You Were Looking for This

Italian Tunny Fish in Olive Oil

VERGINE BRAND Tunny Fish in Oil has undisputed advantages over all others for quality. **Softer, Tastier, More Digestible** than any other and is not in shreds but in solid pieces. **VERGINE BRAND** carries all these qualities to the highest developed point.

PRICES	¼ lb. tins	12c. per tin	F.O.B. MONTREAL
	½ lb. "	18c. " "	
	1 lb. "	30c. " "	

Ask when ordering.

The Charles Ciceri Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

TORONTO **MONTREAL**

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



is so well known, due to our extensive and persistent advertising, that any grocer can sell it, and it's so well liked on account of its cleansing power—so sure to give satisfaction, that it pays to sell it as often as possible.

It will pay you to push GOLD DUST, because you can sell more of it, and sell it with less effort, than any other washing powder, and because it will please your customers, which means holding them.

THE N. K. FAIRBANK COMPANY, MONTREAL

"I was Mighty Pleased

with

CASTOLS

and am glad I took your advice and asked my wholesaler about them."

This from a large grocer speaks for itself.

60% Profit

CASTOLS is a substitute for Castor Oil and is just as effective. Each tablet is Chocolate Coated.

There is Big Business

passing in this line.

WRITE

Snowdon & Ebbitt

325 Coristine Building

MONTREAL

"FORCE"

All good grocers sell "FORCE" because all good grocers know that they have customers who will accept nothing but the best in cereals.



The H-O Company

Hamilton, Ontario



A Combination that's Sure to Please

Quality of the best.

Flavors that charm the palate are to be found perfectly united in

Queen Quality Pickles

You can safely recommend them as digestible, perfectly treated, tempting to the appetite and thoroughly wholesome.

Get details, the profit is worth while.



MADE BY

TAYLOR & PRINGLE CO., LIMITED

Owen Sound, Ont.

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

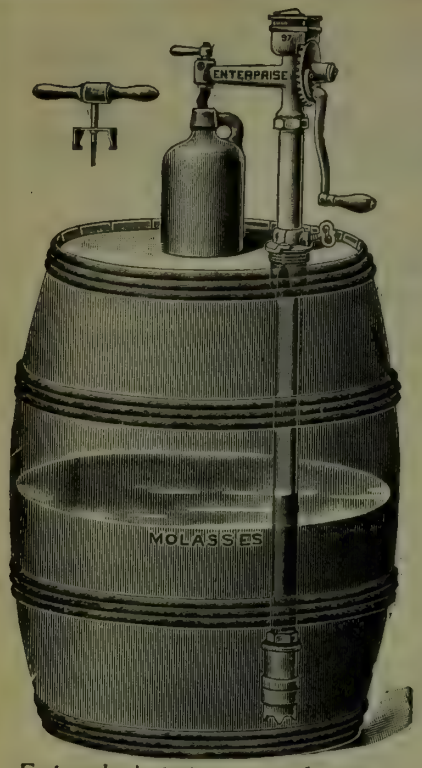
SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 UNIVERSITY AVE.,
TORONTO, ONT.



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

WESTON'S

FANCY BISCUITS

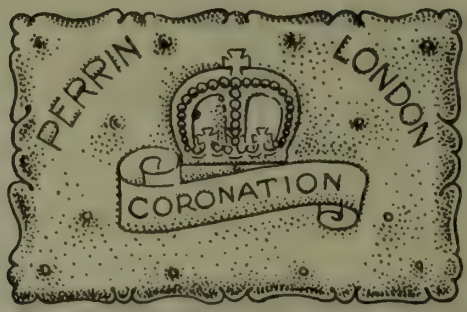
are especially known for their appearance
and positive quality.

We ask a trial---mail orders carefully attended to.

George Weston, Limited
TORONTO

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



Good with Fish, Flesh or Fowl



The purity of the ingredient of Mason's No. 1 Sauce and the skill and care given to its mixing have produced a sauce that never fails to please the palates of particular people.

MASON'S No. 1 SAUCE

should have a prominent place on your shelves. It is a real satisfaction giver.

Stock this line and just see how the spirit of quality in one line infects the sale of your other goods.

It will pay you well, too!

Masons Limited

25 Melinda Street Toronto

ASEPTO Soap Powder

"The Enemy of Dirt"

Recommends Itself for Five Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. package makes four gallons of liquid soap.

Try a case You will be surprised how readily it will sell, and the profit is attractive.

Asepto Soaps, Limited

ST. JOHN, N.B.

Mr. GROCER :---

Do you run a quality store? If so, stock "Essex Brand" and double your sales and profits and increase your patronage.

ESSEX BRAND

FRUITS AND VEGETABLES

are now being booked at

FAIR PRICES in

LARGE QUANTITIES for

FIRST QUALITY.

Better place your Order for Canned Goods NOW.

ESSEX CANNING & PRESERVING CO.

ESSEX, ∴ ∴ ONTARIO

THE SUCCESSFUL MAN

in all walks of life is he who has individuality, shows enterprise, and anticipates the needs of those he wishes to influence. Your customers need

EIFFEL TOWER LEMONADE



and will buy it from you regularly if you will supply them. Why not strengthen their goodwill toward you by its introduction?

EIFFEL TOWER LEMONADE

stands out as the **FINEST TEMPERANCE BEVERAGE** it is possible to produce. It is a line you can put your personal recommendation behind.

You will be serving your best interest by writing for full particulars.

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. Malkin Co., Vancouver for British Columbia. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. Darby & Turnbull, 179 Bannatyne Avenue East, Winnipeg. Howe, McIntyre & Co., Youville Sq., Montreal

Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England





The Best Grocers in Canada

are now finding a fast and increasing sale for

KIT

COFFEE ESSENCE

WHY? Because it is a thoroughly wholesome beverage of delightful flavor and fragrance and strongly appeals to the better class of trade.

Most attractive package on the market and costs no more than its many imitations.

ORDER KIT FROM YOUR WHOLESALE GROCER

Canadian Agents:

THE HARRY HORNE CO., 309 King Street West, TORONTO
A. TYTLER, - - - Temple Building, LONDON
J. A. CROOKS - - - - - Bedford, HALIFAX

PROPRIETOR

KIT COFFEE CO., Govan, Glasgow

When she asks for salt, she means of course



WINDSOR SALT

She never thinks of using any other kind, for the very good reason that she knows no other kind is as good as "Windsor" Salt for table or dairy.

Are you prepared to supply her?

The Canadian Salt Co., LIMITED

WINDSOR - ONT.

SELLING a dependable article is sowing SATISFACTION among your customers. Their CONFIDENCE in you is increased and the GOODWILL of your business is worth more.



SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

is no experiment. It has DEFINITE PURPOSES to perform and is a NECESSITY in your customers' home to-day.

For particulars see your wholesaler or write direct.

SOCLEAN

PREVENTS DUST
BRIGHTENS RUGS
DESTROYS MOTHS
KILLS GERMS

SOCLEAN, Limited
444 King St. West, TORONTO
PHONE MAIN 6735

Soap Powder Boxes

With metal ends and paper bodies

The cheapest and most satisfactory Soap Powder Box on the market.

American Can Co.

MONTREAL - - - HAMILTON

THE VINEGAR PROBLEM



is easily solved
if you just stock

WHITE COTTELL & CO.'S
Pure Malt Vinegar

It is a perfect vinegar, of delicious flavor, guaranteed strength, and rich delicate aroma. Keeps well in bottle or wood, and gives such satisfaction that you'll find it desirable to stick to this particular brew and hold your trade with a good article.

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B.
W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

Maybell Ceylon Tea

(Orange Pekoe)

Packed in 50 lb Half Chests

The peddler offers what seems to be a better tea proposition than the grocer's, but the buying public have an instinctive dislike for the tea peddler.

It stands to reason that if you can offer your customers a better tea proposition than peddlers, you can win back your own tea trade. And you can do this by selling **Maybell Ceylon Tea.** You can offer your customers a better quality, at as low a price, in a more attractive package and more convenient a quantity, as any tea peddler in the business.

Try it, and make big gains on your tea sales.

Canada Brokerage Company
LIMITED

9 FRONT STREET, EAST, TORONTO.



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Century SALT

"The Salt of Salts"

The reputation of your store requires that you handle the best Salt, as well as the best in every other line. Get our price list and terms. Our shipments are prompt. It's Good Business.

DOMINION SALT COMPANY, LIMITED

MANUFACTURERS AND SHIPPERS

SARNIA ONTARIO

ROYAL POLISHES

for every kind of metal surface are the polishes 'par excellence.'

They produce a brilliant, lasting shine that comes quickly and goes slowly, and are a profitable line to handle!

How's stock? Look into this TO-DAY.



ROYAL POLISHES COMPANY

MONTREAL

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada



CANADIAN LAWS

now require that Cream must contain not less than 18 per cent. of milk fat; it must be entirely free from gelatine, sucrate of lime, germs or other substances, and must contain no preservatives of any kind nor any coloring matter other than is natural to milk.

STOCK ONLY

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

which complies in every way with these requirements and is THE ONLY ABSOLUTELY PURE CREAM on the market. It contains from 25 per cent. to 30 per cent. milk fat.

Packed in key-opening, solderless tins to sell at attractive prices with good profit to the trade. Keeps good unopened for any time in any climate. Order of your wholesaler.

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannantyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1656, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.



SUCCESS AWAITS THE GROCER

who features **BJELLAND'S**

Smoked Herrings in Bouillon

These delicious summer-caught herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at 10 cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
CANADIAN AGENTS

JAPAN TEA

S. T. NISHIMURA & CO. have a few of last season's to close out, and the new firm of FURUYA & NISHIMURA are operating in NEW SEASON'S.

STOCK THESE SEASONABLE LINES

Sterling BRAND

ORANGEADE and LEMONADE

The season is now open when your customers will be looking for summer drinks.

The reputation of "STERLING" Brand Goods is firmly established in these summer drink lines.

If you have not already sent in your order--do it now--the time is ripe. Don't miss the opening weeks of the demand.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

MOODY'S **KLENZINE**

LAST week we published in The Canadian Grocer the phenomenal growth of sales among the dealers of Ontario in Klenzine. This is another mark of the whole-souled appreciation the housewife has for a compound ammonia powder with such remarkable cleansing powers with so little labor.

Klenzine does its work so well that it becomes a household necessity.

You will find to stock Klenzine means increased trade in every branch of your business.

Our specialties are:

ROYAL BLUE, RELIABLE BORAX,
ANTY DRUDGE,
HALF-TIME SHOE POLISH,
ROYAL MEDICATED CHLORIDE
OF LIME AND QUICK SHINE
STOVE POLISH.

ALPHA CHEMICAL CO., Limited
BERLIN, ONTARIO

The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS —if they come from Telfer Bros. They are golden brown squares of nourishment, and always reach you in a fresh and appetizing condition.

FEATURE THIS LINE—IT PAYS

Telfer Bros., Limited, Collingwood, Ont.

Branches:
TORONTO WINNIPEG HAMILTON FORT WILLIAM



PRESERVING SEASON

is at hand and Merchants will consult their own interests in giving their customers the best sugar possible and prevent any chance of spoiling the householders' preserves and jams.

ST. LAWRENCE GRANULATED

contains 100% pure cane sugar.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



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THE MERITS OF

COLES COFFEE MILLS

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee roasters and electrically driven mills, at **reasonable prices.**

All Prices are F.O.B. Phila., Pa.

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1624 N. 23rd St.

PHILADELPHIA, PA.

For Direct Current, $65 For Alternating Current, $75

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EQUALLY GOOD FOR
TOILET, LAUNDRY, BATH OR SCRUBBING

This is the exceptional claim we make for

Wonderful Soap

And hundreds of housewives throughout the Dominion will back our claim. We are now wrapping each cake of "Wonderful" Soap, instead of putting six cakes to a carton as formerly, and the attractive wrapper we are using cannot fail to gain attention.

"Wonderful" Soap is the best soap for your profit and reputation. It is always safe, sure and speedy.

Write for details of our dealer-helper-selling plan.

The GUELPH SOAP CO.
GUELPH :: :: ONTARIO

THE STANDARD STOVE POLISH

of the trade

JAMES DOME BLACK LEAD

The finest article in Stove Polish on the market.
Pays a good profit.

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas. Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

"Bigger and Better Sales"

that will be the story of the grocer who is featuring



Rideau Hall Coffee

Because superior merit and better value are bound to win.

"Rideau Hall" Coffee has that delightful aroma and exquisite flavor that guarantee repeat orders wherever a pound is sold.

"Rideau Hall" Coffee, perfectly blended and roasted, is the acme of perfection.

IN ONE POUND AND 25c. TINS ONLY.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk---4 doz. in case—				**$3.35**
Princess Condensed	„	„	„	**3.90**
Banner	„	„	„	**4.40**

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON
St. George, : : : : Ont.

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

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Carry this Staple Line—
It will Hold the Family Trade

We take pride in maintaining the high quality of

THE DOMINION MATCH

The stem will not break, nor the head fly off when you strike it. Attractively boxed, adding to the quality as a good staple stock.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
or Canada Brokerage Company, Limited, Toronto

Just What You Would Say

So many Merchants who have bought

Bowser Self-Measuring Systems

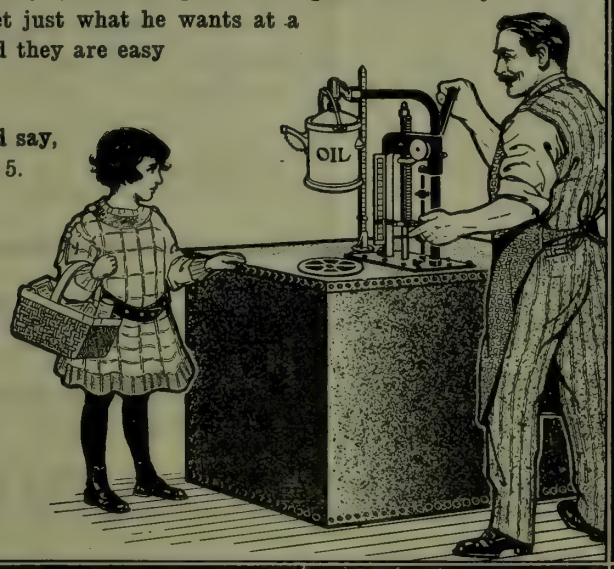
for kerosene and gasolene NOW say they don't see how they got along without them.

Why don't you use a Bowser? There is money in it.

They measure the oil into the customer's can, count gallons pumped and show the money charged for it.

No measures—no funnels—no dirt—no danger. Saves Time, Space and Profit.

The range in style, size and price is so great that every merchant can get just what he wants at a price to suit, and they are easy to install.



Just drop a card and say, send me free book No. 5.

Don't wait—send it NOW.

S. F. Bowser & Co., Ltd.

TORONTO, ONT.
66-68 Fraser Ave.

Putting Credit Business on a Cash Basis

Easiest thing in the world! No chance to pick the wrong plan, since there's only ONE way to do it. Simply install

Allison Coupon Books

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

When writing advertisers kindly mention having seen the advertisement in this paper.

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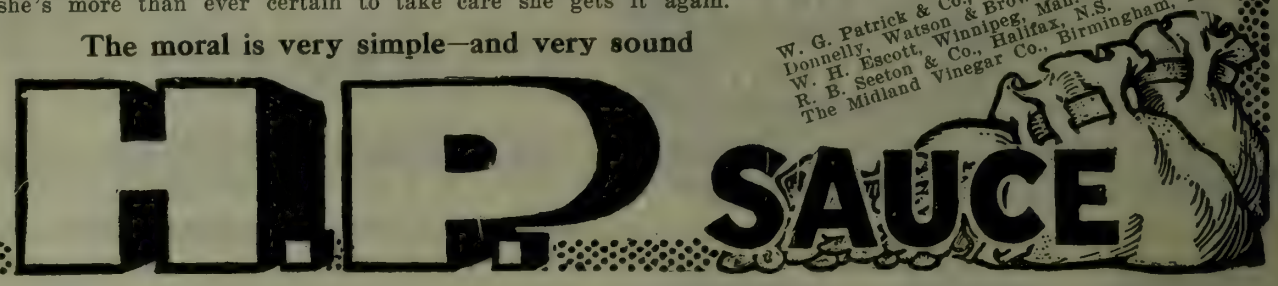
You can talk across the continent for two cents per word with a WANT AD. in this paper.

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Toronto and Montreal.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA



AN ALL-YEAR-ROUND SELLER

For steady profit and genuine satisfaction no line of canned milk can compare with

Canada First Evaporated Milk

It is guaranteed perfectly pure and very rich in cream and every can is perfectly sterilized before being filled.

A Line that is in constant demand Made in Canada by Canadians.

THE AYLMER CONDENSED MILK CO., Limited, Aylmer, Ont.
Head Offices, HAMILTON, ONT.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

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It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

BAIRD'S

WORCESTERSHIRE

SAUCE

is

DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

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The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating · absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

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BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. DOWNEY,
MONTREAL



THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON
"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

MOP-STICKS
OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder.
No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS. - Toronto, Ontario

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ***ESTABLISHED 1871***

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

POULTRY REQUISITES
should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.
Incubators & Brooders
English and American, from $8.50 up.
Write us for Catalog.
THE POULTRY & SUPPLIES SALES CO.
109 Place Youville MONTREAL

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up ***Common Sense*** ***KILLS*** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Are you prepared to meet the demand for summer drinks?

Nothing is more cooling, refreshing or healthful than **Cold Springs Lemonade Powder.**



Three years of selling to a critical buying public and never yet heard a complaint.

Used extensively throughout the colonies, giving general satisfaction.

See to your stocks—the time is ripe.

S. H. EWING & SONS
96-104 King St. Montreal
20½ Front St Toronto



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

"THE PAPER THAT IS READ"

A National Circulation

AND

A National Reputation

"We enclose our check covering subscription to your valuable publication, the "Grocer." We get many good hints in your paper which is worth many times more than the price of your paper. We look forward for each issue."—O'Keefe & Martin, Vernon, B.C.

"As we were looking over some back numbers of The Canadian Grocer which we prize as highly as clean stock, we noticed an article on soap in your issue of April 16 and an idea occurred to us."—Errett & Co., Englehart, Ont.

"Your paper is invaluable to all grocers---interesting and full of ideas---a paper that all up-to-date business men will appreciate if they see it once---the only paper that I keep on file for future reference."---Elzear Turcotte, Quebec, P.Q.

"We assure you that we appreciate the Grocer very much because of the many helpful suggestions contained in it. The fact that we cut out the helpful things from week to week and paste them in a scrap book, is an evidence of our appreciation."---F. & J. Morley, Sydney, C.B.

The Canadian Grocer

Winnipeg - Toronto - Montreal - London, Eng.



Can You Afford



to neglect the facts occurring in the Grocery Trade as expressed on this page?

For the first 22 weeks of 1911 our increase amounts to **460,146 lbs.** Individual weeks compared with the corresponding weeks of 1910 show the following results;—

WEEK ENDING	JAN.	7	INCREASE,	14,774 lbs.	
"	"	"	14	"	28,016	"
"	"	"	21	"	21,414	"
"	"	"	28	"	5,953	"
"	"	FEB.	4			DECREASE 2,910 lbs.
"	"	"	11	"	33,483	"
"	"	"	18	"	6,980	"
"	"	"	25	"	4,086	"
"	"	MAR.	4	"	1,692	"
"	"	"	11	"	46,956	"
"	"	"	18	"	23,563	"
"	"	"	25	"	24,467	"
"	"	APR.	1	"	16,043	"
"	"	"	8	"		DECREASE 7,137 lbs.
"	"	"	15	"	94,705	"
"	"	"	22	"	73,090	"
"	"	"	29	"	24,173	"
"	"	MAY	6	"	33,001	"
"	"	"	13			DECREASE 28,366 lbs.
"	"	"	20	"	742	"
"	"	"	27	"	12,790	"
"	"	JUNE	3	"	32,631	"

This means an average increase per week of **20,915 lbs!**

The people want **"SALADA"!** They are getting it in ever increasing numbers. Are you supplying them? Or are you hanging back and allowing others to take away your Tea trade?

SALADA TEA CO., - - Toronto and Montreal

Where Knowledge is Power 'tis Folly to be Ignorant!

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS,

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Brain Power Business Manual	2.00	Tea Hints for Retailers	2.00
Salesmanship, Deportment and System	1.00	Tea, Its History and Mystery	2.00
Straight Talks on Business	1.00	Coffee, Its History	2.00
Book-keeping Self Taught	1.00	Hardware Window Dressing	2.50
Ropp's Commercial Calculator	.50—1.00	Hardware Store Business Methods	1.00
Buyer's and Seller's Cost Tables	1.50	Art of Decorating Show Windows and Interiors	3.50
Success in Letter Writing	.75		
Card Writers' Chart	1.50		

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THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.

143-149 UNIVERSITY AVENUE, TORONTO

FOR SUMMER SELLING YOU SHOULD STOCK

CRACKER JACK

THE BEST 5c. POPCORN CONFECTION

"ANGELUS" White Marshmallows — *and* — **"ANGELUS"** Chocolate Marshmallows

THE TWO BEST 10c. LINES ON THE MARKET

How is Your Stock of **MAPLE SYRUP?** It may seem a little out of season to be talking Maple Syrup—but WE HAVE A PROPOSITION THAT WILL APPEAL TO YOU

OUR QUOTATIONS ARE THE LOWEST EVER NAMED

Send us your orders

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

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Devised to Cut Cost of Living in Cities

Cost of Distribution of Goods in Large Cities and Towns Wrong—Pity of Petty Jealousies Stopping the March of Progress—Sketch of Practical Co-operative Scheme — Tributes to Centralized Idea—The Saving.

Jealousy is very old. A regular hag is she. In the beginning of things one can picture her whispering things calculated to anger in the ear of Cain before he was moved to slay Abel. She, also, it has been, who all down through the ages has been a rock in the path of Progress, a stumbling block to the feet of the reformer, and a false hope of reward to the man who would fain help on his brothers in toil to better things.

But it would be a very shame if the old hag could have still enough vindictive power to fill the ears of many good grocery men in all the big cities and towns of this fair land of ours, with false, black, jealous lies as soon as one man or two begins to talk of the blessings that would follow in the wake of the co-operation of city dealers.

Distribution Cost Wrong.

If there is any one feature more than another that is wrong with the grocery trade in big communities to-day, that thing is the cost of distribution of goods. This has been repeated so often that it has become a platitude. But every time some progressive dealer rises in his place to propose a scheme wherein co-operation of all is the moving note, one and all, his fellows rise about and inform him in many different ways that what he dreams is not possible for the big city. It would be all very well, they tell him, these doubters, in a small place where everybody is known, but in the big city,—Oh! no; it cannot be. And so those who would try to help the others are classed as wild-eyed dreamers, whose visions are not to be taken seriously.

It doesn't seem to occur to these men of jealous mind that it is only the thought of the thing that appals them. For never having tested co-operation, how can they really KNOW anything about it. But human nature never changes.

Something at Fault.

No one but will admit to-day that something is at fault in our machinery of distribution. At the convention of the Ontario Board of the Retail Merchants' Association in Guelph last winter. G. E. Gibbard, secretary of the Toronto branch, made the statement that it cost more to get the tin of canned beef from the shelves of the grocery store to the consumer than it did to bring the product in raw state all the way from the ranges of Texas and the south-west, to the packing houses at Chicago and elsewhere, and on to the jobber and to the retailer. He wanted the convention to put itself on record as being in favor of working out some better scheme for retail distribution, and the convention would have none of it. Not one of the men who gave the death sign to his motion would dispute his statement, but they simply sat there believing that JEALOUSY had such a terrible hold upon the dealers of all big cities that to attempt any co-operative or centralized delivery scheme was to court disaster. And all this in the name of petty jealousy. What a pity! The toad-like whisperings into the ear of Cain, to be perpetrated down through the ages, until they settled down as councillor to the retail grocer.

Any good scheme of co-operation for the delivery of all the goods bought in all retail grocery establishments of the cities of Montreal, Halifax, Vancouver, Winnipeg, or Toronto, to say nothing of the host of smaller cities, would mean a saving of almost fifty per cent. in the individual dealer's cost of distribution. That is not a guess; it is a statement based upon the results of other cities where some such advanced merchandizing has been worked out. Then the deliveries would be more satisfactory because no one customer of any one dealer could offer reproach that: "Brown will deliver her goods any time." There would be none of that. Moreover there would be fewer delivery outfits on the street, and much less noise and racket. But that is another story.

How is all this to be brought about? you may ask.

The Co-operative Plan.

Just this way. Let the city be divided into districts of say from fifteen to twenty or twenty-five stores each. Let each district have local autonomy as far as its own work is concerned, but make it report to a central bureau in case of big disputes. Let the outfits of each establishment be appraised, and then let the fifteen, or twenty, or twenty-five men buy from the central, dominating city board the necessary horses or rigs or motors, as the case may be, to give to their district just so many deliveries per day. There would not have to be any central shipping centre because the goods could be picked up at the store doors.

Now then multiply this one organization many times over, according to the size of the city, and you have the whole plan. The central organization would be run by officers elected by all the grocers using the service, and these men during their term of office would be supreme. To the treasurer of the body the individual dealer would have to pay in a sum based upon the valuation of his delivery, and the amount of work the concern would have to do for him. The whole thing would be quite automatic. Any profits there would be after expenses of operation and cost of new outfits had been accounted for could go back to the men using the service.

That is the co-operative idea of delivery. It has been tried over and over again in many parts of the United States, and has, where carefully managed, generally proved a success. In some cases it has been wonderfully efficient as is evidenced by the city of Adrian in Michigan, the history of which was published in The Canadian Grocer about a month ago. In that city they have the delivery down to such a system that they even make considerable money out of the waste paper that usually goes to waste about the store.

The Centralized Way.

Then, of course, there is the other, or the centralized delivery system, by which a private man or company does the town's delivering. This has been working to splendid advantage in several good-sized communities, the last large convert being the city of St. Thomas. The writer has been in several towns where this method of delivery is used, and in every case the merchants were enthusiastic over it. There were many of them ready and willing to prove by figures that the proposition had cut their delivery bill in two, while the worry was all gone forever. You couldn't get any of these men to admit that he would want to go back to the old style of distributing goods with all its attendant worries. But there were many of these self-same men who came out flat-footed with the statement that the only thing they could have done to make the system more satisfactory was to have adopted a co-operative. But even as they would make this assertion they would remark with a knowing laugh, "but then we couldn't have done that; there's too much petty jealousy in this town."

There you are,—petty jealousy. And it is supposed to be a relic of the dark ages.

Societies and associations if they never did anything else, have justified their existence in the effect they have had of causing the members to keep this same petty jealousy in the background,

while their deliberations were going on. And the meeting of these men always made for a better state of affairs. Now it's up to more men to attend the association meetings, and it's also up to some good big dealer to come out in favor of some scheme to save money in the distribution of goods. The trade demands it of him. Who will be the man?

Dividends in Careful Order Writing

How Systematic Clerk Can Save Great Amount of Worry to Other Departments of Store Organization—The Confusion that Follows in Wake of the Careless Salesman Who Trusts His Memory.

By H. T.

Taking an order over the counter or at the telephone is worthy of more attention than it receives from the average clerk. Every sale begins with the giving of an order, and the delivery and payment depends to a large extent with the clearness of the clerk's writing and the information his sheet contains.

An order should give first of all the date of the purchase. Next comes the name of the purchaser with initials, then the street address and lastly the articles sold. In addition, it would be well if the order check gave the name of the clerk who received the order and of the time the goods were required by the customer. When system is aimed at by the grocer he should strive to leave no loopholes by which his plans might come to grief.

Think for Future.

It is self-evident that the clerk should exercise great care in his work. It is true he may frequently be in a hurry, but that is just the time he should realize his position and be particularly cautious that his work is correct and will be clearly understood by those who later handle the check and its duplicate. "A stitch in time saves nine" may be well applied to the grocery business. A few extra seconds or a minute spent with a customer will provide for that care which prevents mistakes.

Where is the grocer who has not on his list of customers several Browns, Smiths, Henrys, Davidsons, etc.? Why it is more often the case that these names appear in triplicate. Therefore it is not to be denied that there exists a danger of sending one family's order to one of the others, thus arousing the suspicion thereby, that other mistakes are being made. Articles are charged to one family that were ordered and received by another, and many other forms of mistakes occur from time to time simply through carelessness.

A Few Examples.

In those stores where the salesmen do not put up the orders particular care is necessary, but where the clerk receives and prepares the order he often trusts to his memory for items that should have been put on his order slip. Examine example No. 1. Mrs. F. W. Whyte enters the store and takes from her handbag a piece of paper. She is apparently in a hurry. The clerk knows her and simply puts down her name without the initials which identify her from the other customers of that name. Her first order is for one line of soap, but the clerk trusts his memory to save time and probably scrawls "soap" over the leaf. He is not positive that the carbon paper is in its proper position. He may have to copy the order for the bookkeeper after Mrs. Whyte is gone, not having provided against such a loss of time before writing a word.

Mrs. Whyte leaves the store and this clerk is called to the nearby phone for another order, and by the time he begins to make up the Whyte order his memory is crowded with the goods Mrs. Jones, Mrs. Brown and other customers have asked for. In a morning rush he may have written all his orders in a manner similar to that of Mrs. Whyte.

The Other Way.

It is such a simple matter to have a customer wait a few moments to arrange the order book that no reason exists why she should not be content to bear with you. The customer should know or should be reminded—if it were necessary—that it is to their interests that mistakes be avoided.

Geo. S. Phelps waits on Mrs. Whyte. He gets the customers name and address first. Then he takes the order, giving the name of each article, the amount asked for and the price. He probably suggests one or two lines and finally asks when the goods are required. This he marks at the bottom. The customer turns away and Mr. Phelps puts the date on the check and his name on it or the number by which he is known in the store. He then tears off the check and glances over the duplicate to make sure it is legible. He puts the check on a particular fyle.

Example No. 2 suggests the appearance of this check. It goes on the rush fyle and is sent out that morning. The delivery man coming in finds the parcels in the place for immediate delivery and does not need to ask any of the clerks about the individual orders. The information he requires is on each order sheet.

The Order Fyles.

A customer may not want her groceries until the afternoon. The order is marked 4 p.m. or 2 p.m. as the case may be and is placed on the afternoon fyle. She may not want it delivered until Tuesday afternoon and it is marked Tuesday 3 p.m. And so it goes. One clerk should be delegated to watch the latter fyle that none of the orders may be overlooked. The general staff can take care of the others.

Protects the Bookkeeper.

The duplicate of Mr. Phelps' order goes to the bookkeeper, who can read it quickly and again no time is lost. The office has a complete record of the sale. There is no room left for questions by the customer. If she loses her order sheet the office has its mate, and it is known that Mr. Phelps was the clerk who received the order. All this detail presupposes that the grocer desires system in his business, and if he has system of any kind it should be complete. All the effect is destroyed if loopholes remain here and there. A chain must be strong in every link, and the grocery business is important enough to demand systematic methods in every department.

HAD TEN REASONS.

A Kentucky grocer offered prizes of from $5 down to $1 to the customer who gave the best reasons why the consuming public should patronize his store. Many replies were received, that of the winner being :—

Because—The high quality of their goods is commensurate with the price paid.

Because—They never fail to "Deliver the Goods."

Because—You may order by 'phone with as much safety as in making a personal selection.

Because—You receive courteous and uniform treatment at this store.

Because—The cleanly and neat appearance of their goods appeal to you.

Because—They never substitute. They have it.

Because—You are welcome there, whether you purchase or not.

Because—To buy the best is the cheapest. They have the best.

Because—Dependable, week in and week out—always the best.

Because—You get what you want when you want it and you get what you want when you get it.

Alberta Dealers Petition Government

Lethbridge Business Men's Association Circulates Petition Asking Legislation to Amend the Existing Exemption Ordinance That Collecting of Debts May be Easier—Boards of Trade to be Asked to Take up the Fight—An Old Law.

Lethbridge, June 8.—The following petition was circulated early this week by Secretary Cope of the Lethbridge Business Men's Association in an endeavor to induce the Alberta legislature at the next session to change the law so that the collecting of debts would be made more easy. It is felt that the exemptions now in force are much too liberal, and boards of trade throughout the province have been asked to take up the matter.

The Petition.

The petition of the undersigned, representing the retail merchants and professional men carrying on business in the province of Alberta, respectfully represents.

(a) That many business and professional men are defrauded and suffer losses by reason of unscrupulous debtors taking advantage of the delays, leniency and costly procedure of the present law.

(b) That merchants, business men and professional men being unable to collect accounts are thereby discriminated against.

(c) That the present exemption ordinance was passed at a time when this province formed part of the northwest territories and at that time this country was sparsely settled and the conditions such that it was thought to attract by such legislation every class of settler, however unworthy, and to offer to delinquent debtors from older countries practical immunity from obligations incurred by them and that conditions have now altered so that it is no longer necessary to hold out such a bait to undesirable immigrants, but that it is in the interests of all classes of the population of the province that a proper regard be had for obligations deliberately incurred, and that the incuring of debts be held to imply a corresponding duty to pay the person extending credit.

Injury of Curtailment.

(d) That the curtailing of credits in a farming community, particularly as regards the necessities of life, necessarily injures the class that legislation such as is contained in the exemptions and similar ordinances is mainly designed to protect.

(e) That the exemptions ordinance is in its provisions so wide and comprehensive that it offers equal immunity to all classes as regards goods and land that are only necessities of life to a particular eclass.

(f) That the exemptions ordinance does not put a restriction as to value on exempted articles, so that a debtor who is not willing to pay his debts may be well able to do so and may be possessed of thousands of dollars of carefully selected property and yet be immune by exemptions.

(g) That an unwilling debtor may be in receipt of an ample salary over and above his living expenses to satisfy his creditors, and yet, if such salary is payable at intervals when not more than $25 is due, or, in case of collusion between the debtor and his employer, such salary is not attachable by any process of court, nor can it be reached by any process, such as obtains in England and the eastern provinces, by way of examination of judgment debtors and collection orders.

The Request.

Your petitioners, therefore, pray:

1. That the exemption ordinance be amended by allowing exemptions only to a fixed amount in the aggregate and by allowing exemptions of particular articles, such as farming implements and machinery, homesteads and livestock, only to those debtors who are actually and mainly engaged in making their livelihood by the use of the said articles or farms, and that no greater exemption be allowed for the price of board or lodging or clothing than are allowable to a tenant in case of distress for rent.

2. That when an attaching order of debts is served on the employer of a debtor and the debtor continues in such employment, the judicature ordinance be amended so that such order shall operate as a continuing attachment until the debt is satisfied.

Limited Exemption.

3. That no exemption in the case of attachment for debt be allowed of more than $25 per month, and none at all in the case of debts incurred for board, lodging, food or clothing.

4. That the time for entering a dispute to small debt summonses be reduced from twenty to ten days in the case of debtors served within a radius of thirty miles from the place of issue of the summons and that small debt actions be automatically set for trial at the next sittings of the district court to be held after the expiration of ten days after service of the summons.

5. That court and sheriffs' fees and poundage (except mileage) be abolished in small actions.

6. That a collection act similar to the English debtors act or corresponding to the acts in force in the eastern provinces, be enacted.

NEWFOUNDLAND NOTES.

License for Salmon Packers in the Old Colony.

St. John's, Nfld., June 8.—The Department of Marine and Fisheries has decided that salmon packers in future, must have a license like lobster packers. The object is to get after packers of inferior fish. Every packer will be given a number, by which he will be identified in case of bad fish or poor pack. A few years ago this plan was adopted with lobster packers, with marked success, the prices paid being much higher, and the quality up to the standard.

The Newfoundland Board of Trade, alive to the situation has appointed inspectors for this other of our products, and their services are available to anyone needing them. While the rigid cull and strictness of these inspectors has caused some grumbling among packers, still they are beginning to see that in the end, they are bound to benefit. The price realized will be better and the quality passing the inspectors will leave no room for complaint.

Fish exports to date are about 15,000 lbs. behind last year. Stocks held in the city at present are small, and new fish coming along will be eagerly sought after, and will command good prices.

At a meeting of the Fish Exporters, H. LeMessieur, for many years in Bowning Bros. mercantile office, has been appointed agent in Southern Europe. He replaces J. E. Ruedell, lately deceased.

CONTRACT ISSUE NOT TRIED.

Wholesaler Discusses Recent Decision of Supreme Court.

New York, June 8.—When the decision of the Supreme Court of the United States in the Dr. Miles Medical Company case was announced some time ago, it was felt, among wholesale grocers in this city, that the decision would have a most far-reaching effect upon the grocery trade, because of its bearing upon the relations between the manufacturer, wholesaler and retailer.

The finding still may have a marked influence upon the business relations of all the sections of the trade, but a wholesale dealer who has made a close scrutiny of the text of the document, claims that the contract issue had not been on trial at all, for the reason that the defendant wholesale house had not signed any contract with the Miles Company as to the price at which its goods should be sold.

How Are You Going to Figure Profits?

Being Another Attempt to Set Out Beyond Room for Doubt, of the Value of Estimating Margins From the Selling End—A Transaction in Tea, and Demonstrations of Figuring Both Ways —Slang and English.

By Henry Johnson, Jr.

Mr. Jamieson's second article, published on May 5, is so courteously fair, and manifestly aims at such friendly controversy as will result in our deriving the greatest measure of benefit from this discussion, that it is a positive pleasure to pursue the subject. A discussion conducted along these lines must surely be good for everybody if the subject be good for anything; and I welcome the opportunity to continue the talks, even though I feel that I am ill-equipped to answer every point made by one who has the technical training of Mr. Jamieson. It is one thing to know a subject and to know it is correctly interpreted; but it is quite another thing to say WHY. If you want to get the scope of that remark, try to explain why two and two make four. In other words, it is easy to "get into deep water."

Ways Old and New.

To say that my respected opponent is right as a mathematician is not so much of an admission. The old style bricklayers were "right" in taking sixteen motions to lay a brick. They had all rules and precedents behind them. But a new way was discovered, and a brick is now laid with four motions. The old way of computing profits, from the cost, was long accepted; but it is now known to be wrong, and is passing away. Mr. Jamieson's mathematics partake of the obsolescent and theoretical; mine of the present and practical. I may not be able to show just WHY—because I do not always know; but I shall try to tell what I am trying to get at.

The Meat of the Cocoanut.

That the grocer should know the rightest and bestest way is proper. It is because he needs a school that these articles are written. He has not the time nor opportunity to go to night school, for he must make his daily living; but fortunately a better way is at hand. He can read here, in the evening, how it is better to figure profits from the selling end, as a logical, simple method—and I shall try to show WHY it is better to figure that way than the other—even granting that he knows all about mathematics, etc. That is the meat in the cocoanut, for the merchants that are and for those whom Mr. Jamieson is turning out.

I should like to have Mr. Jamieson stop right here, and, without reading further, state what he knows and what he teaches about the average expense in the grocery business and how it is arrived at and computed. He must have thought that out ere this, so it should not be hard for him to make the statement—and I for one should like very much to see it stated.

The Fundamentals.

The fundamental point of my method is, that 100 p.c. is the whole of anything; and therefore, an article sells for 100 p.c. of its value. In other words the only 100 p.c. that enters into business is the entire selling price. It is thus manifestly impossible for you to make 100 p.c. margin on any transaction—unless you get your goods for nothing. It is better to take these conservative figures—the whole selling value —and divide what you you receive into cost and gross margin; deduct the expense of doing business and KNOW that the remainder is net margin, than it is to expand your apparent gross margin into absurd figures and run the risk of miscalculation thereby.

Transaction in Tea.

Take a package of tea which sells for $1, and which costs 70c. That is 30 p.c. gross margin. The average expense of doing business is, say, 12 p.c. Thus you have 18 per cent. net margin—certain, sure and indubitable. Any slight variation here and there in your expense is well cared for and you are always on the safe, conservative side. Computing your gross margin on the cost you would have 43 p.c. and you would have to deduct 13.63 p.c. plus, leaving the fictitious net margin of 29.37 p.c. I say fictitious because at the end of the year you would have to find your sales, and deduct therefrom your expenses, and then figure your profit for the year on the remainder. Then your final profit would appear as a wider percentage, but you would not have a dollar more money; hence, the wider profit would be fictitious. It would also be misleading to the keenest computer for he would always feel safer in withstanding the loss of margin on sugar, flour, etc., than he should have any right to feel. To feel that way is to rest on false security. In the instance quoted you will have 18 p.c. figured my way—the correct way, I should say—while by Mr. Jamieson's method you would seem to have 29.37 per cent. There is a quicksand in those wide figures.

The Strange Advertisement.

A short time ago I saw an advertisement wherein a certain line of articles was offered at special prices "one hundred per cent. below cost." What did that man mean? What was in his mind? Was he giving the goods away? In what other way could he quote at 100 p.c. below cost? Would not 100 p.c. wipe out the entire cost?

Suppose a merchant should run along a year and sell $10,000 worth of goods. Let his gross margin be $2,200, and the cost of doing business $1,400, leaving a net profit of $800. Computed on the sales of $10,000, this would read: Gross margin, 22 p.c.; less expense, 14 p.c.; leaving net profit, 8 p.c. As Mr. Jamieson suggests, it would read: Business done, $7,800; gross margin, 28.20 p.c. plus; less expense, 18 p.c. minus; leaving net profit of 9.80 p.c. plus. The dollars would be the same; but the effect would be somewhat different. He would find his margin exceedingly wide and his expense—meaning, always, expense, depreciation and all other proper charges —excessive; also, his net profit unusually good.

Inviting Disaster.

He would be apt to feel that he was making too much gross margin, which was holding back his business and thus enhancing his expense; and he would be liable to cut his margin to correct the evils he imagined, thus inviting disaster. In the multiplicity of little transactions which are turned in the grocery business, it is mighty easy to lose $800, or any other net profit; and only the closest and most carefully conservative figuring will yield success.

There is much to this subject and much even in Mr. Jamieson's article which I shall have to leave for next issue; but I feel like touching ever so lightly on his suggestion that the earlier English is "purer" and more beautiful than the "slang" of to-day. I must say, I prefer the slang for two reasons. It is more expressive and it is up-to-date. In fact, the slang of to-day is the English of to-morrow. Thus do custom and usage lead, as aforesaid. Of course, we can get into a lot of things foreign to Store Management in this discussion. They would be interesting and no doubt instructive; and I therefore promise not to digress after this, but I must give one or two examples of expression of ideas for the judgment of the general reader.

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THE RISE IN LEMONS.

Less than one month ago lemons were selling at from two-fifty to three dollars. To-day they are quoted from four-fifty to five by most dealers, and there are some who believe that the ultimate price will be even higher than that. New stocks calculated to relieve the situation seem slow in arriving in the country.

The situation that made this high market possible was a peculiar one. The month of May, this year, was unusually warm, with few exceptions, over practically the whole Dominion. The taste for the cooling drink accordingly developed early with amazing rapidity, and stocks of lemons held by retailers melted away under the call, like snow in a chinook wind. This was about the twentieth of May. The market at once stiffened and quotations commenced to creep higher. There arose a grumble from dealers everywhere at first, because it was felt that importers were manipulating a situation that lent itself admirably to rising prices, but this discontent soon vanished under the realization of the steady requests from almost everywhere.

Now June is ushered in and although there have been one or two chilly days the month bids fair. Accordingly there will soon be anxious looks being cast towards the lands whence the lemons come if the condition of tensity is to be alleviated. As has already been said, there are many importers who believe that the price of lemons will be higher before it is lower than it is now. But it all rests with the primary markets and the strength of the sunshine.

LICENSE FOR SALMON PACKERS.

The Department of Marine and Fisheries of Newfoundland has decided, that it is necessary if the unscrupulous packer is to be reached, that the salmon men must work only under a license. Accordingly each man has been given a number by which it will be easy to trace his pack. This was tried a few years ago with the lobster packers and has been generally conceded to be a distinct success.

Canada has already provided that the salmon packers of this country must conform to regulations similar to those imposed on Newfoundlanders, all in the interest of a more uniform pack. It appears to be a step forward, being calculated to weed out packers of inferior fish. In Newfoundland, to further the scheme, the Board of Trade has appointed inspectors, available to all, and it is reported that most of the packers are using the service. There has been some grumbling because the standards set by these Board of Trade men is high, but the packers now seem to be looking ahead to the better prices for the pack.

The work of the Board of Trade inspectors constitute almost a government inspection, and the goods they pass are accordingly treated with respect. The dealer is sure to be a gainer by this.

THE ILLICIT COMMISSION.

In this editorial pronouncement given below the Hamilton Herald takes up the interesting question of "illicit commissions." The Canadian Grocer drew public attention to this matter nearly two years ago and since then there have been frequent expressions of opinion from different parts of the Dominion. The article follows :—

"Very many people in this country—probably a large majority of them—do not know that there is a Dominion law which makes it a criminal offence for any person acting as an agent of another to obtain, or even to attempt to obtain, a secret commission for doing something or refraining from doing something in connection with any business which he is transacting as agent. It is also a criminal offence for any person to give or agree to give any such agent a gift or reward as inducement for him to do or refrain from doing something in his capacity as agent.

"This Dominion statute was enacted two years ago. It was designed to suppress or at least check the secret commission evil which flourished in every branch of industry and commerce and in most of the professions too. It still flourishes. Probably the reason why the statute of 1909 is almost a dead letter is because so few people are aware of its existence. It is well, however, for people to know that it is still alive and may at any time be put to use with unpleasant results to petty grafters.

"The reason why we assume that but few people are aware of the existence of this law is that only a few days ago a Hamilton lawyer gave evidence of this ignorance. In the capacity of agent, he brought a legal advertisement to this office for insertion in the Herald, and demanded for himself 25 per cent. commission on the cost of the advertisement. Of course the demand was refused, whereupon the lawyer took the advertisement to another city paper, in which the advertisement was duly published. Whether he got his commission from the other paper we do not know, but it is pretty certain that in demanding it of the Herald he committed a criminal offence and exposed himself to severe punishment. We assume that if this lawyer had been aware of the existence of the "act to prevent the payment or acceptance of illicit or secret commissions and other like practices" he would not have incurred the risk he did ; and if a lawyer did not know of it, is it likely that many laymen would ?

"The act will be found in the Dominion statutes of 1909, chapter 33. It says that everyone is guilty of an offence and liable to a fine not exceeding $2,500 or to two years' imprisonment, or to both, who "being an agent, corruptly accepts or obtains, or agrees to accept or attempts to obtain, from any person, for himself or for any other person, any gift or consideration as an inducement or reward for doing or forbearing to do . . . any act relating to his principal's affairs or business, or for showing or forbearing to show favor or disfavor to any person with relation to his principal's affairs or business." The act also makes it a criminal offence to give or agree

to give or offer any gift or reward or consideration to any agent as an inducement to him for doing or forbearing to do what the act forbids the agent to do or refrain from doing. And further, every person who is "a party or knowingly privy to" any offence under the act is as guilty as the principal offenders and incurs the same punishment.

"It is well for every person to be equipped with a knowledge of this law. For almost anybody is liable to be called upon sometime to act as the agent of somebody or to have business dealings with persons acting as agents."

SELLING COOLING BEVERAGES.

Because of the failure of the fruit men to send along a bountiful supply of cheap lemons, that standard raw material for the mixing of cooling drinks, a splendid opportunity presents itself to grocers to commence the building up of a trade in lime juice and other beverages calculated to cool and soothe the palates of heat-distressed citizens.

Ordinarily one thinks automatically of a drug store when the desire to purchase these beverages develops, and because of that the chemists have been able to do quite a thriving business in those lines. There is no real reason for that. Generally speaking the grocer gets the first call for these goods because the purchaser comes first for lemons. When they are unobtainable it should not be difficult to shift the demand over to the lime products, orangeades and other soft drinks.

The druggist should not be allowed to monopolize this field. He has done so too long already. The grocer in the past has seemed content to sit passively by while other dealers develop lines which should have been his exclusively. There are a great many grocers who do carry these cooling drinks but there are also a great many who do not. Now is the time for these to break in and by persistent work to endeavor to swing back the demand into the channels from which it should never have been taken. Opportunity comes not often to any man. It is waiting on the grocer now.

SIXTY DAYS FROM DATE.

Some dealers in the Georgian Bay district complain that wholesale houses are not treating them fairly in the matter of delivering goods. They say that when they buy goods to be delivered at a certain date the wholesaler expects them to pay within sixty days from that date. But they also state that often the goods will come along so late that only thirty days is allowed them to sell the merchandise and make the expected remittance to the house from whence it came.

These merchants believe they are entitled to sixty days from the date upon which the goods were shipped, to make the payment to the seller, and they are asking only what is fair. There has been, palpably, some misunderstanding somewhere. It may be the wholesaler is at fault, or it may be the transportation company or companies handling the goods could explain the trouble if they would, or it may be that the dealers ordered the supply under a misapprehension of facts.

If the dealer is right and the wholesaler wrong, then the grocers of the Georgian Bay district have a reason to complain, and the fault should be remedied without further delay. There seems nothing unreasonable in a dealer expecting to be allowed sixty days from the date upon which his goods were shipped to meet the payment due the shipper. A slight delay would probably be overlooked at each end, but a full month carries the question out of the accidental class.

THE CO-OPERATIVE DELIVERY.

It has been said that "no man by taking thought can add one cubit to his stature," and probably rightly so, but no business man would be guilty to-day of the folly of believing that his enterprise will run along without his giving thought ard much thought to its welfare.

One of the phases of business that are causing him uneasiness to-day is the steady mounting of the costs of getting goods from his shelves to the homes of his customers. The whole cost of retailing in fact seems to be continually increasing and people everywhere are ready to add the modicum of vague distrust to that already making uneasy the sleep of many an honest grocer. So it behooves every dealer to take thought of his business, and to strive earnestly and constantly for some means of reducing his expenses. This is especially true of merchants in the big cities.

There is in this issue an article on co-operative or centralized delivery that would repay a thoughtful and painstaking perusal because it provides to the mind of the philosophical grocer food for meditation. It is an old scene in a new setting ; an idea proved in small communities but deemed unworkable in the big ones, and yet there set down as a real possibility.

A little sober thought often convicts some long-cherished custom or idea of error. Under mature reflection the best, apparently, of all store systems may gain by the introduction of new and more modern ideas.

The sensible man is he who thinks, but the wise man acts on his thoughts and works out for himself the ideas he knows they contain for him.

YIELDING BIRTHRIGHT TO THE WEALTHY.

In the days of feudalism no one would have been angered to see a tradesman bow low before a great lady of either wealth or station. In these days democracy causes the lip to curl and the eye to light with scorn when a similar spectacle is seen. Primarily this is so because in this country there are supposed to be no distinctions of class. Theoretically all men are equal, because all are born free. There is then a great pity in the mind of the well-balanced that any one should so forget his birthright as to "kotow" to the rich or to those of high degree.

But there is more than that to it, and therein lurks the danger to the dealer who so far forgets himself as to allow his inclinations to be seen. The average woman customer of average means know that given a rich woman in the store with her she is going to be neglected. Proud democracy asserts itself at once, to the detriment of that particular merchant, and rightly so.

Just such a case as this developed in a certain store in a certain big Canadian city not long ago. Two woman of the middle class entered the establishment, which does a certain percentage of trade with the residents of a wealthy suburb, and because they did not evince a desire to purchase the store and its contents outright they were treated to the coldest possible politeness while the head of the business scurried about in response to the merest whim of some grand dame who had entered in the meantime. In disgust the two women left the store, and the incident served to regale many a chat around the tea table.

That merchant undoubtedly lacked tact. He also was sadly deficient in judgment, and he lost business by his mistaken and false attitude.

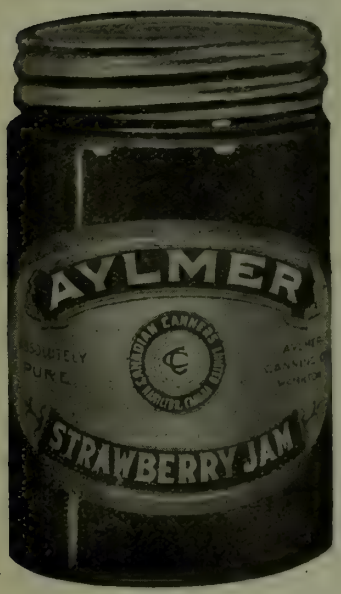
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CANADA

Latest Review of Grocery Markets

Grocery Trade Appears to be in Healthy Condition—General Lines of Staples are Firm—Dried Fruit Situation Most Acute in Years—Prunes and Apples Lead in High Prices—Peaches and Raisins are Close Seconds—Salmon Higher on Toronto Market and Montreal—Sugar Shows Little Improvement.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS:—

Clover Leaf Salmon—Price higher.

Prunes—Further advances.

Sugar—Interest awakening.

Montreal, June 8th.—The general grocery markets have been rather quiet during the past week, as far as feature events are concerned. Business remains in a flourishing condition, with the various large houses reporting continued enquiry and no diminution in the demand.

Stocks of salmon are short, and one of the firms that is fairly well supplied quotes an advance this week of 2½c on Clover Leaf. Salmon like other canned goods is in limited supply, with new stocks not to be expected until after the summer months have passed. Speaking of canned goods, the order sent in by one local firm will keep somebody busy filling it. The figures are not for publication, but when it is stated that they are fairly well up in six figures, some idea of the order can be obtained. In addition, this is a considerable increase over their order last year, testifying to the faith they have in the growth of the consumption of canned goods. Although they will not receive their goods for months, that does not prevent them selling them before they even exist, and they have orders for between one-third and one-fourth of the goods they have ordered. That is advanced methods with a vengeance. The price paid by the wholesale firm is an open one. It is stated by those in the business that twenty or twenty-five years ago canned goods had but little or no demand throughout the province. Now it is an appreciable factor and includes not only the vegetables, but also the dearer fruits.

Puffed rice went up on the first of June from $3.60 a case to $4.25. This was referred to some time ago in these columns, to the effect that the advance was going to be made.

Muscavado sugar is quoted at $3.50 and raw crystals at $3.80.

Dried fruits are following the same lines that have been apparent for some time. Prices are becoming higher as supplies diminished, and this condition will probably obtain until new goods are received to meet the demand.

Sugar.—The market is beginning to show signs of awakening, but is still rather quiet. The season is not far distant now, and dealers are inclined to commence preparations for it. The market is steady and firm, with no marked tendency just at present.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs	5 5
" " " 50 lbs	5 50
" " " 25 lbs	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—There is a fair demand for both syrups and molasses, especially for this season. Prices are steady.

Molasses, to arrive, car load lots	0 28 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03¾
" ¼-bbls	0 03¾
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—The local market is rather devoid of interest in spot stock for they practically do not exist in some cases. Prunes are firm and the same may be said of the other fruits.

A report on the currant crop says recent rains in Greece have apparently done no great damage as the market is inclined to show a slightly easier tendency, particularly for the new crop. Expectations are held out for a good crop but it is early to begin looking upon the situation as anything like being assured. Frost is estimated to have done from 35 to 40 per cent. damage to the raisin crop in California. This will likely make the market later than usual and new seeded are hardly to be expected before October 15th. However, new crop currants for September shipment are offered by cable at 22-6 according to a New York statement and old crop are quoted at 25s for prompt shipment. The present prospects for the crops of Sultana raisins is 35,000 tons against 20,000 last year. Smyrna figs are reported to have been affected by cold weather and the probability now held is for 20,000 tons against 25,000 tons last year.

Evaporated apricots	0 19 0 21
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 11 0 12½
Currants, fine filiatras, per lb., not cleaned	0 07¾
" " " cleaned	0 07½ 0 08
" 11b. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb	0 08½ 0 09
" Vostizzas, per lb	0 09½ 0 10
Dates	0 05½ 0 06
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13
100 and over	0 11 0 12½
Bosnia prunes	0 12
Raisins—	
Choice seeded raisins	0 08½ 0 09
" fancy seeded, 1-lb. pkgs	0 08½ 0 09½
" loose muscatels, 3-crown, per lb	0 08 0 08½
" " 4-crown, per lb	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07 0 07½
" select, per lb	0 08 0 08½
" 4-crown layers, per lb	0 08 0 09

Spices.—In primary market reports converge toward firmness in nearly all the spices. The visible supply in almost every case is small and one authority affirms that the present situation indicates a higher range of values this summer and fall.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	.	0 80	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	...	...	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts.—The market is uneventful demand being quite ordinary. Peanuts are firmer in price conditions of productions combining with the summer demand to that end.

In shell—	
Brazils	0 15 0 18
Filberts, Sicily, per lb	0 11½ 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 18
Walnuts, Grenobles, per lb	0 17 0 18
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32½ 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon green	0 07 0 08
Diamond G, roasted	0 09 0 10
Diamond G, green	0 07½ 0 08
Bon Ton, roasted	0 12 0 14
Bon Ton, green	.... 0 10

Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 34	0 37
Brokens	0 30	0 32
Grenobles		0 17

Teas.—The tea market is firm all along the list. Japans are attracting special attention just now.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Rice and Tapioca.—There is a good, steady demand for both rice and apioca. Prices are unchanged.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 05½ 0 06½
Seed	0 05½ 0 06½

CANNED GOODS

MONTREAL.—Business is good in spite of the stiffening market conditions. Tomatoes, corn and peas are moving along most favorably with other lines trailing here and there. Prices are inclined to reach to higher levels. Clover Leaf salmon is quoted at an advance and is apparently in small compass among the trade.

Apples, 3 lb	1 10
Apples, gal	3 40 $3 50
Peas, standard, dozen	1 15 1 20
Peas, early June, dozen	1 20 1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	1 77½ 1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00 1 05
Corn, dozen	0 95 1 00
Tomatoes, 3 lb	1 40 1 50
Tomatoes, gal	3 75
Strawberries, dozen	1 25 1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	2 87½ 2 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 40 1 67½
Plums, Lombard dozen	1 00 1 10
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 10
½-lb. flats, per dozen	1 35
1-lb. flats, per dozen	2 27½
Other salmon—	
White salmon	1 00 1 15
Humpbacks, dozen	1 25 1 40
Cohoes, dozen	1 60 1 65
Red Spring, dozen	1 65 1 75
Red Sockeye, dozen	1 85 2 10
Lobster—	
½-lb. flats, dozen, $2.40 $2.85; 1-lb. talls, dozen, $3.60 $4.75	
1-lb. flats, dozen, $5.00, $5.10.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—Salmon, which has been mentioned in these columns of late, is the line that is now attracting attention in the canned goods market, and price advances have been made in several lines. Dealers have recently been looking over stocks, and find them to be getting quite low. Especially is this so in the lower grades and supplies of humpbacks, pinks and cohoes are quite small, while other lines are well reduced, and advances of from 5 to 10c per doz. have been made in clover leaf, horseshoe and sockeye. Considerable interest is being directed to to the new pack, and while no prices have been named and will probably not be until August, the opinion has been expressed by several dealers that the opening prices will rule at any rate 50 cents above last year's opening prices. One dealer said: "It is anticipated that the new pack will rule anywhere from 50c to $1 above last year's prices. Packers now have no stocks, while dealers' are less than for many years at this time. This is a lean year in the salmon run and while no definite idea of the pack can yet be formed, with the small stocks now held, it looks like higher salmon."

New pack lobsters are now on the market and prices are higher than last year's opening prices. Vegetables and fruits are receiving considerable attention. Stocks of canned apples are getting quite small and prices are firm.

VEGETABLES	Per doz Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
orn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 70
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's		1 90
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 15 2 17½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 42½ 1 45	Red Spring, doz.	1 92½ 1 95
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices are:		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 30 1 35		
Northern River Sockeye	1 95 2 00		

Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS

POINTERS—

Canned Salmon—Up 5 to 10c.
Raisins—Higher.
Canned Apples—Firm.
Peaches—Scarce and higher.

Toronto, June 8.—Business, with the exception of sugar, is reported satisfactory by wholesalers while even that staple is expected to shortly show an improvement. Summer lines are being taken up well and trade generally appears to be in a healthy condition, collections being reported good also. Prices are steady to firm, included in this list being such staples as sugar, canned goods, dried fruits, teas and coffee.

This is an exceptional year in canned goods, the same acuteness applying to all lines and dealers are fearing no carry over in any line. Present supplies of salmon are reduced to a low figure for this time of the year, and are such that prices have been advanced locally 5 to 10 cents per dozen. The anticipation of a higher range of values on the new pack may also have been a part reason for the advance, although the different wholesalers report themselves out of or short of certain lines of salmon. Canned apples have been heavily taxed by the scarcity of dried fruits, so that supplies are quite small and prices firm.

Dried fruits during the past month have gone upward with a speed that clearly denotes the condition of supplies. Prunes and evaporated apples were the leaders in price movement at first, but peaches and raisins have been particularly noticeable of late. The extremely high prices in prunes this year have aroused considerable interest regarding prices on the new crop, but advices so far are rather contradictory.

A local wholesaler said: "Indications are that the price of prunes will go above those now being quoted by packers. The crop has been considerably damaged by frosts and the output will be smaller than first reckoned on."

A broker took a different view of the situation and said: "It looks to me like a lower range of values for prunes than bids so far would lead a person to believe. Our advices are that California will produce the third largest crop so far in its history and it is estimated that its output will be 150 million pounds while the largest yet known was 170 millions. Besides the crop in Oregon will be twice as large as last year.

Sugar.—The only change in sugar from last week lies in the fact that the raw market is a little stronger, and refined accordingly firmer. Refined in New York advanced 10 cents last week, and it is probable that the same thing may

happen here when refiners again go to the market for supplies. At least a number of dealers have expressed that opinion, and that they look for a continuance of a firmer sugar market for some time if the European market retains its present position. Beets landed in New York on the present basis would be worth $4.24, which is 32 points above Cuban raws. If refiners find it necessary to purchase supplies from Europe, higher values will accordingly have to be paid. Java is now quoted at $4.05 to $4.10, but supplies cannot arrive before August. Local trade has not shown any material improvement as yet but is expected to do so in the near future.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup and Molasses.—There are no new features in either syrup or molasses. Trade continues moderate in volume and apparently satisfactory to dealers for the season of the year, while prices show no change.

Dried Fruits.—From bad to worse explains the situation in dried fruits. Three or four months ago when prices in many cases were considerably below present quotations, and when supplies were much larger, prices were described as high and the situation as acute. Since then supplies have been gradually growing smaller and prices gradually advancing, so that the situation now is one unequalled in many years. Prunes and evaporated apples are practically done, there are few apricots, peaches are gradually drawing to a close, currants continue steady while raisins are gradually firming up. Dried peaches this week are quoted higher at 13½ cents. Hallowee dates are higher by ½ cent per pound. The strength in the raisin market has been spoken of before, and both valencias and seeded have gone upward in price.

Prunes—			
30 to 40, in 25-lb. boxes			0 17
40 to 50 " "			0 16½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes			0 20 0 21
Fancy, " "			0 20 0 22
Candied Peels—			
Lemon	0 09	0 11	Citron 0 15 0 17
Orange	0 10	0 12½	
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08	0 10	2½ " 0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes 0 12 0 14
2½ "	0 09½	0 12	
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 13½
Dried apples			0 09 0 09½
Evaporated apples			0 16
Currants—			
Fine Filistras	0 07½	0 08	Vostizzas 0 10 0 12
Patras	0 08	0 08½	
Uncleaned ½c less			

Raisins—			
Sultana			0 10 0 11
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08½ 0 09
Seeded, 1 lb packets, fancy			0 10
" 16 oz. packets, choice			0 09½ 0 09½
		Sairs	0 05
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06½
Full boxes	0 05½	0 06	Fards choicest 0 10 0 10½

Tea.—The tea situation shows little change but prices are steady. The statistical position is such as to leave no cause for worry to holders of tea, while primary advices are encouraging, and all markets in the East are firm and active. Japans, although the first crop teas are reported about all settled, continue strong.

Coffee.—With the local coffee situation practically unchanged, the firmness in the market is nevertheless maintained.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Nuts.—Prices on the whole are steady. Especially is this so in peanuts, prices in Virginias having advanced from 1 to 1½ cents. There is a good demand for these now, the summer trade having opened up.

Almonds, Formigetta	0 15 0 16
" Tarragone	0 16
" shelled	0 25 0 28
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils (new crop)	0 16 0 18
Peanuts, roasted	0 10 0 12½

Spices.—The steady feeling in spice prices continues, peppers being especially noticeable, while cloves, ginger and mace are also included in the list which exhibit a similar tendency. Local trade is steady.

	Per lb		Per lb
Allspice	0 13 0 15	Ginger, whole	0 20 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 18	Mace	0 75
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 31 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 30	Peppers, white	0 20 0 25

Rice and Tapioca.—Prices are unchanged in both lines. Trade is steady and satisfactory in volume.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal			3 00
	Per lb		Per lb
Rice, stand B	0 03½	0 03½	Sago, medimm brown 0 05½ 0 06
Rangoon	0 03½	0 03½	Tapioca—
Patna	0 05½	0 06½	Bullet, double seat 0 06
Japan	0 04½	0 06	Medium pearl 0 06 0 06½
Java	0 06	0 07	Flake 0 06
Caroline	0 10	0 11	Seed 0 06 0 06½

Beans.—Trade on this market is quiet and prices are unchanged. One Toronto dealer said: "I have a considerable large sized stock of beans on hand, but although the demand here is slow, I am doing no worrying over disposal of supplies. Elsewhere the market seems to be in a healthier condition, and I believe that the general situation warrants steady prices. Besides, there will be no new stocks available until October and there is a good-sized period of consumption ahead yet."

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

MANITOBA MARKETS

Pointers.—

Evaporated Apples.—Put up to 17c.

Syrup.—Lower.

Coffee.—Firm.

Winnipeg, June 8.—An active trade continues to be carried on in all lines and the summer business is on with a rush. Wholesalers report during last week that some increase in the summer trade has been noticed and so great has been the general growth for the year that they are all taxed to their utmost to keep ahead of the orders that continue to arrive in large quantities from the country. The heavy rains have been followed by warm, sultry weather, ideal for growing, with the result that crops are rapidly advancing and all are in good spirits.

There is little change in the market this week as far as prices are concerned. The decline of 5c in syrup being about the only change. All other lines are strong and active. Evaporated apples have reached 17c per pound.

Sugar.—A steady demand is prevailing and stocks are being kept up to the limit, as there appears to be a feeling that the market will hold steady for a few months at any rate. Campers are laying in large supplies with the result that the city trade is increased considerably.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	5 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Dried Fruit.—This line continues to become scarcer, although the predicted advance has not been realized this week. Conditions are decidedly unsatisfactory as far as the consumer is concerned. The campers who want the stuff are willing to pay high prices for them.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 08
" " choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 08½

Prunes—			
25 lb. bx, 90-100, lb			0 11
" 80-90 "			0 13½
" 70-80 "			0 14
" 60-70 "			0 14½
Prunes, 50-60 "			0 14
Prunes, 40-50, lb			0 14½
Silver prunes, ac. to quality			0 11½ 0 14½
Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filistras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filistras, in 1-lb. pkg. dry, cleaned, per lb			0 09½
Pears, per lb		0 16½	Nectarines, lb		0 12
Peaches, standard, per lb		0 09½	Dates, per lb., Hallows, bulk		0 05½
Peaches, choice		0 16½	Dates, packages 30 in case		0 06½
Apricots, standard, per lb		0 16½	Peel, lb., lemon		0 16
Apricots, choice per lb		0 17½	" " orange		0 16½
Plums, pitted, lb		0 12	" " citron		0 14½

Syrup and Molasses.—A decline of 5c is noticed in syrup in spite of the fact that an excellent demand exists. On account of this decline it is expected that increased orders will be received from country merchants. Stocks held are of

a fair size so that wholesalers will be able to handle the trade all right.

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 36
3 20-lb. tins, per case	2 37
Half bbls., per cwt.	3 60
Barbadoes molasses in ½-bbls., per gal	0 48
New Orleans molasses, ½ bbls., per gal	0 33
" " per bbl per gal	0 31

Coffee.—Coffee holds firm at the advance last week.

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Green Vegetables.—An active trade continues in this line and some new varieties have made their appearance on the market. Southern vegetables continue to be offered here in large quantities. Native lines are beginning to arrive, however, the latest being asparagus which is offered at 90c. per doz. bunches. Spinach is also present at 17½c per pound. British Columbia is sending in rhubarb in fairly liberal quantities which is being offered at $1.25 per box. Some declines are noticed.

Fresh Fruits.—Some improvements are noticed this week in the fruit trade. A few warm days having added considerably to the retailer's sale. The demand for strawberries continues. Hood River berries, which are from a week to ten days late this year, will be offered on the market next week. Missouri is at the present sending a large supply which sells for $5 per 24 box crate. California black and white cherries are being offered on the market at $3.50 per ten-pound cases.

Butter.—A short decline has taken place in the butter market owing to large supplies arriving from the local creameries. Manitoba fresh made creamery in boxes has been offered in large quantities at 20c per pound.

Creamery butter—		
Manitoba fresh-made creamery bricks	0 23	
Eastern townships bricks		0 25½
Manitoba fresh-made, boxes	0 20	0 21
Dairy butter—		
Strictly No. 1, delivered Winnipeg	0 16	0 18
No. 2, delivered Winnipeg	0 11	0 12
No. 3, delivered Winnipeg	0 07	0 09

Eggs.—Supplies of eggs are anything but large and some uneasiness prevails in some quarters over the stocks being received. The market is, however, holding steady at 18 to 18½ cents for ordinary Manitoba fresh.

Cheese.—The cheese market continues to hold steady. Some Manitoba fresh made has been quoted at 10c per pound, delivered in Winnipeg. This supply is expected to increase considerably in the next few weeks. Eastern cheese is still quoted at 14 and 14½ cents per pound, and 14½c for twins. Old Manitoba cheese is offered at 13 to 13¼ cents per pound, and 13½ to 14 cents a pound for twins.

Flour.—There has been a slight improvement in the domestic demand for flour during the last week. Export inquiry has also been fairly liberal, but little direct trading has been done as prices offered are too low. Stocks in retailers' hands are reported to be getting low, and millers are predicting more active conditions in a short while. Mills are not running at full time yet. No change is expected, however, in the prices for the present.

Cereals.—There is little change in the cereal situation. The demand during the week from the east and west has been almost greater than the supply. Montreal and other points in the extreme east were heavy callers. A few changes will be noticed in the price for chopped feeds, $25 per ton being asked for all kinds.

Bran, per ton	18 0
Shorts, per ton	20 00
Chopped Feeds—	
Barley, per ton, in sacks	24 00
Oats	25 00
Barley and oats	24 00

NEW BRUNSWICK MARKETS.

St. John, N.B., June 8.—The past week saw few changes of importance in the local market quotations. Sugar from the New York refineries advanced 10 cents. It is thought possible by local dealers that this may go still higher. Other commodities remain the same as last week.

The country market is beginning to brighten more each day with the stock of spring vegetables and early berries and rhubarb. Although vegetation has been greatly retarded because of lack of rain, the dry spell was broken last week, and expectations are that the rainfall will prove of enormous value to the public, and dealers, and the farmers, particularly. New beets and new carrots were brought into the market last week, but are selling extremely high, the price asked being $1.00 a dozen.

NOVA SCOTIA MARKETS.

Halifax, June 8.—Prices generally are lower on the local grocery market this week. Business continues brisk in all lines, with the exception of flour, sales of which are light. Collections are considered good. Butter has declined. The receipts have also increased, and the demand is steady. Most of the butter coming on the market is in small tubs and the prices ranges from 21 to 23 cents, according to the quality. Eggs are more plentiful and easier. Some stock sold down to 19 cents this week, but the choicest bring 20 cents. Cheese is quiet but steady, large (new make), being quoted at 12½ to 13½ cents, and twins (new make), at 13 to 14 cents.

Lemons scored a heavy advance this week. Extra fancy, which were quoted at $3.25 to $3.50 last week, are now selling at $4.00 to $4.50. Fairly large stocks are held here.

N. E. Hill, Front street, Toronto, returned home on Wednesday from a trip to the Old Country.

TO ERECT NEW PLANT.

Toronto, June 8.—It is understood that the property owned and occupied by E. W. Gillett Co., Ltd., fronting on King, Duncan and Pearl Streets, is in the market, and that this company find it necessary to construct a specially designed plant for their use, including a grain elevator. Buildings on the property referred to do not at present meet the requirements of the company as is evidenced by the fact that they are now occupying additional premises on the opposite side of King St.

WILL GO TO TORONTO.

London, Ont., June 8. — The Retail Grocers' Association held a special meeting on Tuesday, May 30th to decide whether they would run an excursion this year or not. There was a lengthy discussion over the question. A great many grocers thought they should stay at home this summer, and have an outing at Springbank on August 23rd, the day the Port Huron grocers come to London. However, the majority wanted to go out of town and have a day to themselves.

Detroit, Toronto and Niagara Falls were the places voted on. As there are so many excursions to Detroit, the grocers thought it best to go to Toronto.

There was some interesting talk on a blacklist for dead beats, and it was decided to hand in the names to the secretary at the next meeting, so one grocer could call another up and find out about any person who might want to open an account with him.

Frank Paul has sold his business to F. A. Silcox, formerly of the firm of Silcox & Smith, St. Thomas. Frank will be greatly missed as he is the manager of the grocers' baseball team. He is also a member of the executive committee.

E. J. Ryan is removing his place of business from 360 Richmond street to 224 Dundas street. The firm name will be changed from Ryan & Russell to E. J. Ryan. Mr. Ryan has been fourteen years on Richmond street.

NEWS FROM WEST INDIES.

Bridgetown, Barbados, W.I., June 8.—A meeting of the joint committee of merchants and clerks appointed to consider the opening and closing hours of the stores and business places in Bridgetown, and weekly half-holiday for clerks was held at the Y.M.C.A. hall.

It was unanimously decided to open the stores at 7.30 a.m. and to close them at 4.30 p.m. daily, and that Saturday be the day for the half-holiday, the hour for closing being 2 p.m., this arrangement to come into operation from the 1st of July next.

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

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"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

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IN

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The Condensed Ads. in this Paper will bring good results

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144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

PEEK, FREAN'S

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BISCUITS

PEEK, FREAN & CO.,

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LONDON, - ENGLAND

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

Delicious

Appetizing

Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

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THE
"WALKER BIN"
SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

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Figs!
Figs!
Figs!

In 50 lb. Bags

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Mathewson's Sons
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MONTREAL

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IT should be the aim of every trained Grocery Salesman to spend his spare hours profitably. One very profitable way in which he can spend these spare hours is acting as circulation representative for the MacLean Publishing Co.

This work puts you in touch with all classes of people and is profitable as well as interesting.

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Your name and address sent to us will bring you a complete prospectus.

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NOTICE THE NAME
CLARK'S



And be Progressive with its Progress

WE have been packing Pork and Beans ALONE for so many years that it would not be possible for us to keep company with others.

OUR aim from the beginning has been to give the best possible value to everybody. That our efforts have been appreciated by the Grocers of Canada is fully realized by us when we look at our enormous output.

WE do not deny that imitation is flattery, but there is no sincerity in it for you when an effort is made to fill your store with cheap goods that the people do not want---You want what the people want, "CLARK'S," any other want on your part would place your business in a precarious condition because ONE BAD LINE is as sure a wrecker of a sound business as it is of a train.

WE are satisfied that the great majority of Grocers are not taking any chances with the "STICK FAST TO THE SHELF" goods put up by the one season man---But we know how you are tempted to jeopardize your reputation as a quality Grocer and we want you to "Get the Habit" and "Notice the Name" when you need bracing up to resist the insistent stranger.

KEEP ON PROGRESSING WITH CLARK'S QUALITY PORK AND BEANS

PLAIN SAUCE, THE PINK LABEL
TOMATO SAUCE, THE BLUE LABEL
CHILI SAUCE, THE RED AND GOLD LABEL

WM. CLARK, MONTREAL

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of Eastern Canada, Europe and the U. S. A., who wish to get in right with the hustling, booming West, should avail themselves of the facilities and service we offer.

We have large track warehouses at the five main distributing points in Western Canada, and from these centres we cover the territory in an aggressive and thorough manner.

May we push the sale of your grocery lines in this territory? We have an unrivalled connection among the whole wholesale trade of Western Canada and enjoy the highest financial standing.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for Full Information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

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WINNIPEG REGINA SASKATOON EDMONTON CALGARY

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Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

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THAT NEVER FAILS TO SATISFY!

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THAT will fit any safe.
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Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

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The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

HAMS

There has been a good demand for Hams during the past week. Prices are firm, especially for small sizes, and may advance. We have a good stock of Hams —Pickled, Smoked and Cooked, Sugar Cured, Mild and Sweet.

All Meats Cured Under Government Inspection.

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Do you realize the many uses your customers can make of

REINDEER CONDENSED MILK?

Doctors agree that it is the safest food for Infants. (Young Canada is being fed on REINDEER MILK.) Older people find REINDEER MILK Sandwiches nourishing and appetizing for hot weather luncheons.

REINDEER MILK is equal to roast beef in food value; economical for culinary purposes and excellent in coffee, making it richer without changing the flavor.

REINDEER MILK is the quality standard from Newfoundland to Yukon, China and Japan.

Keep the REINDEER Goods to the front. They are easy to sell. Your customers prefer the Richest and Best.

Wholesalers will supply you at Factory Prices.

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TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Stronger Feeling in Live Hog Prices

Prices Steadier—Advance in Toronto — Small Offering the Cause—Montreal Market Stronger—Western States Markets Firm—Increase in Visible Supply of Lard—Good Demand for Cooked and Smoked Meats.

Live hogs are steadier again this week and quotations on the Toronto market are higher, while at Montreal, although there has been no actual advance, a stronger feeling is noticeable. Western American markets are ruling firm, while the English market is steady. The stronger feeling in Toronto is explained by the small run which has caused packers to pay higher prices in order to get supplies, while in Montreal, although hog arrivals have been quite liberal, there has been a keener demand from packers. Trade is satisfactory in most centres, with smoked and cooked meats running into larger consumption.

A dispatch from Chicago says: "The distribution of pork products keeps on a fairly good scale. The export of lard was somewhat less than the preceding week, but the export movement is heavy, and as a result there has been a large movement of lard from this country to European centres."

The world's visible supply of lard, however, shows an increase. According to Fairbank's circular, on June 1st it was 271,262 tierces, as compared with 214,370 on May 1st of this year and 145,750 tierces on June 1st last year. Of this amount, America has 121,062 tierces, as compared with 85,370 on May 1.

The butter situation shows no material change from a week ago. The make is reaching large proportions, and at some centres, the demand is not large enough to take care of all supplies. The West has been making considerable enquiry, but prices have in some cases been out of line. There is no opportunity to export surplus supplies to England. Late advices from Great Britain say that the butter markets are badly demoralized. The make of home, Irish and Continental is large and with phenomenal receipts for the time of the year from Australia and New Zealand, buyers have things all their own way.

The egg market is unchanged. Supplies continue to come forward just as freely, while demand is reported quite satisfactory, while most surplus supplies are being cared for by storage.

MONTREAL.

Provisions.—Demand for smoked meats is good and the market is steady. Hams and lard are in fair demand. While there has been no actual advance in live hog prices, there is a stronger feeling. The arrival has been quite liberal, but there has been a keener demand from packers with the above result.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10½
Cases, tins, each 12 lbs., per lb	0 10½
" " " 5 " "	0 10½
" " " 3 " "	0 10½
Pails, wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10
One pound bricks	0 11
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 09
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	21 50
Clear fat backs	23 00
Heavy flank pork, bbl	20 00
Plate beef, 100 lb bbls	8 25
" 200 "	16 00
" 300 "	23 50
Boiled ham, small, skinned, boneless	0 21
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb	0 10
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½ 0 12
Large sizes, 18 to 25 lbs., per lb	0 12 0 14
Medium sizes, 13 to 18 lbs., per lb	0 13½ 0 14
Extra small sizes, 10 to 13 lbs., per lb	0 15½ 0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 13
" " small, 9 to 12 lbs., per lb	0 15
Breakfast bacon, English, boneless, per lb	0 14 0 15
Windsor bacon, skinned, backs, per lb	0 17 0 18
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	6 85 7 00
" dressed, per cwt	9 50 9 75

Butter.—There is no change to the butter market. The make is reaching quite a figure with prices unchanged. The tendency is similar to that of last week.

New milk creamery	0 22
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 18 0 19

Eggs.—The market is steady at former prices. Supplies are coming forward just as liberally as previously and the demand is good.

New laids	0 19 0 20
Selects	0 22 0 23

Cheese.—Receipts of cheese are much larger than those of last year. The local price does not show much change, and is holding rather firmly.

New make	0 12 0 13
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—Live hogs are higher again this week and quotations locally are $6.60 per cwt., while at country points they are bringing $6.30 to $6.40. This is not due so much to general conditions as to the small offerings. The English bacon market is barely steady, but prices here are forced up because the packers must have the hogs to keep the factories going. Cooked hams, which are having a big sale just now, are higher at 22 to 23 cents. Other lines are steady, but exhibit no particular firmness.

Long clear bacon, per lb	0 10½ 0 11
Smoked breakfast bacon, per lb	0 16 0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14 0 15
Large hams, per lb	0 12 0 13
Cooked hams	0 22 0 23
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18 0 19
" pea meal	0 19 0 20
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	23 00 24 00
Lard, tierces, per lb	0 09½ 0 09½
" tubs "	0 09½ 0 10
" pails "	0 10 0 10½
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	6 30 6 40
Live hogs, local	6 60
Dressed hogs	8 50 9 00

Butter.—Receipts continue heavy. Wholesalers complain not so much of this as the present lack of demand which falling below supplies, leaves a surplus stock on the market to be cared for. Especially is this so in regard to dairy butter. Such a condition of affairs naturally indicates an easier feeling in the market. However prices are now down to a low level, slightly lower in fact than a year ago, and storage may take care of any surplus supplies of June butter.

	Per lb.
Fresh creamery print	0 21 0 22
Creamery solids	0 20 0 21
Farmers' separator butter	0 18 0 19
Dairy prints, choice	0 16 0 18
Fresh large rolls	0 15 0 16
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 16

Eggs.—Eggs are practically unchanged from a week ago. Supplies continue at a large figure with a fair demand, while quantities are going into cold storage.

New laid eggs	0 18 0 20

Cheese.—There is no change in the cheese situation, at least not in regard to prices. Old cheese is scarce and high. New cheese seems fairly steady at present quotations.

New cheese—	
Large	0 12
Old cheese	0 14½ 0 15
New twins	0 12½
Stiltons	0 14½ 0 15

Poultry.—Quietness prevails in the poultry market, receipts and demand being small, while prices are unchanged.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 16 0 18
Chickens	0 18		

SARDINES IN NORWAY.

It is only within the past thirty years that sardine packing has become an industry in Norway. Before they were simply the prey of larger fish, but now they supply employment for thousands of people and food for countless thousands more. The packing is done in the summer because the fish are fatter then. They are caught and packed with great dispatch. "I have known," said one packer, "the fish to be swimming in the fjord at 5 a.m. and by 8 a.m. they were packed and out on the steamers on their way to foreign markets."

Sugar Market to Still Wait Upon the Cuban Reports

Toronto, June 8.— The preserving season is about to open and as retailer's stocks of sugar become exhausted, the future of that market is regarded with a great deal of interest.

There are so many things to be taken into consideration that it is difficult to accurately forecast a sugar market, but according to a local dealer in close touch with the situation, it would seem as if the market would be likely to move upward.

"The sugar situation in New York at the present time is peculiar," he said, "for usually at this time the market is active, while now it is decidedly quiet. New York refiners under the quiet demand are holding off their purchases. They are waiting, in the expectation of a larger output from Cuba than has been predicted. During the past couple of months the estimates have run around 1,500,000 tons, up as high as 1,600,000 tons and down as low as 1,400,000. From present indications with twenty centrals still grinding, it would seem that the yield in Cuba will be well above 1,500,000 tons. But even if it should amount to 1,600,000 tons, that will not be enough to completely supply the refiner's wants and, as a result, outside sugar will have to be brought in, either European or Java.

"At the present time European beets landed in New York are worth $4.19, while raws there at the present time are worth $3.86, so that if refiners find it necessary to purchase European sugar, it will mean that they will have to pay 33 cents above present raw prices.

"On the other hand, there is Java sugar to be reckoned with. Prices for Java to arrive in August are $4.09, ten cents below European so that it may probably prove a check on the market. But even so, and refiners are able to purchase Java sugar, it is at present prices, 23 points above raws in New York.

"Refiners' supplies are not large, and a better demand for refined will soon be felt which should force them into the market for supplies. So from present conditions this looks like an upward movement in values.

"Still, there is some uncertainty regarding this, for sugar is always sugar, and no man can be positive in forecasting the market."

Trade Notes.

The annual picnic of the Toronto Retail Grocers' Association will be held to Cobourg, on Wednesday, June 14th, next.

W. H. Millman, of Millman & Sons, wholesale grocery brokers, Toronto, leaves this week on a trip to England. He will attend the coronation.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.



Does Advertising Help You Any?

As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

Apply your answer to our **Dromedary Dates**, which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates**, selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

The carton means a good deal more in dates than it means in most other things.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Streets, NEW YORK

Grocers: The use of alum in food products has not yet been prohibited in Canada. Your customers, however, are realizing more and more its injurious effects in foods. Alum is used in baking powder because its use lessens the cost of manufacture. Would it be consistent for you to recommend your customers to buy alum baking powder?

MAGIC BAKING POWDER



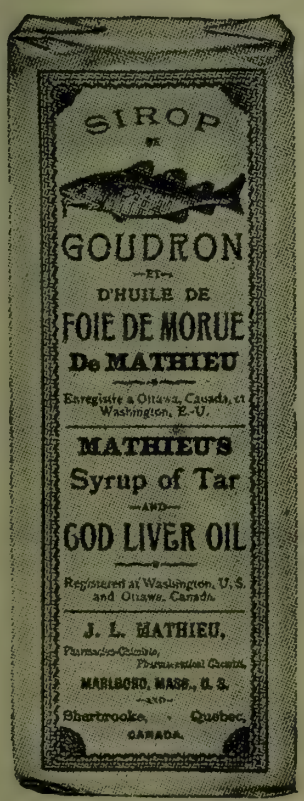
Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

DON'T DO IT!
WHAT?
PAY CUSTOMS DUTY

on Imported Goods when we make the same right here at a lower cost and of a superior quality.

MACARONI VERMICELLI SPAGHETTI

made from the rich hard wheat of Manitoba which has been found by experiments made in France to be superior to the best Russian quality.

Write for Information

L'ETOILE

("Cie Francaise de Pates Alimentaires.")
6-9 Harmony Street, Montreal.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

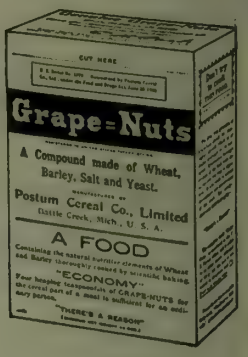
AGENTS for Manitoba and Saskatchewan:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

AGENTS for British Columbia and Alberta:
DONNELLY, WATSON & BROWN, Vancouver & Calgary

It Pays Grocers

To Give

Grape-Nuts



Special Selling Attention

Because of good profit and steady demand.

From year to year the unquestioned merit of this sturdy health-building food has created an increasing buying interest from which the grocer makes increasing profit.

"There's a Reason"

NO RISK IN STOCKING GRAPE-NUTS---SALE GUARANTEED!

Canadian Postum Cereal Company, Ltd., Windsor, Ont.

Uncertainty in Wheat Quotations

Speculation Big Factor in Wheat Market — Uncertainty of Values During Next Six Weeks — Flour Steady — Millers are Not Predicting Any Change — Trade Not Particularly Brisk—Bakers and Dealers are Using Up Present Contracts—Cereals are Unchanged.

It was pointed out in the last issue that speculation is always a big factor in moving wheat quotations. Even in the face of the excellent crop prospects, wheat has advanced considerably during the past week, but values have again dropped back. During the period of high quotations there was some talk of advancing prices on flour and some Western Canada mills even did advance them 20 cents a barrel, but there has been no general change, while most millers, with present conditions existing are not predicting any upward movement in flour values, unless wheat is forced by speculation.

While domestic trade may be considered fair for the season, there is no particular briskness in either home or export business. Bakers and merchants are using up present contracts, while with the present good prospects for the future they are not making any new contracts.

The next six weeks will be interesting to all who are concerned directly or indirectly in speculative operations on the wheat market. To outside observers the greatest interest will arise from the uncertainty of values, depending not so much upon crop prospects as upon the actual operations of a group of manipulators at Chicago, and especially upon one Lichstern, who has some 15,000,000 bushels, more or less, of cash wheat for which he must find a market within the period named. Conditions themselves, as given in the general news dispatches, would belie reports of damage, and in any way it would be just as well to hold something in reserve.

Crop conditions as reported so far seem to be good. Winnipeg this week reports ideal growing weather throughout Western Canada, and one dispatch states they have enough moisture for a month.

MONTREAL.

Flour.—With the wheat market exhibiting a stronger feeling there is a firmness in flour that is quite noticeable. The primary market has been making fair advances, but flour prices remain unchanged. There is a good steady demand reported, and on the whole the flour market appears to be in a healthy condition.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—The rolled oats market is unchanged. Conditions are steady, but anything like a feature is lacking. Demand remains fairly heavy.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—From $1.00¾ per bushel as reported last week, wheat advanced until on Monday No. 1 Northern was quoted at $1.03½, the highest figure for about three months but values have since fallen. This upward movement was caused by speculation on other markets, particularly Chicago, local dealers expressing the opinion that with the present conditions of the world's crops, these advanced prices were not warranted. Flour is steady under present prices for wheat, but in the face of present conditions, local dealers are not predicting higher prices for flour at least for a time, unless speculation forces wheat values upward.

Manitoba Wheat.

1st Patent, in car lots		5 10
2nd Patent, in car lots		4 60
Strong bakers, in car lots		4 40
Feed flour, in car lots	3 00	3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—The situation is really unchanged in the cereal market. Rolled oats are steady under the same condition in the raw market, while demand continues fairly heavy.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls	2 75
" " 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 75 1 90

THE HAMILTON PICNIC.

Hamilton, June 8.—The committee in charge of the picnic of the Hamilton grocers to Niagara Falls, on July 19, recently paid a visit to that resort to spy out the land. The manager of the park and his assistants cordially welcomed the visiting delegates and gave them the most positive assurances that every convenience will be placed at their disposal on that day. Accordingly every energy is being brought to bear to make of this year's outing the largest in the history of the trade in the ambitious city. Trains will be run over two lines of railway, and the committee is sparing no expense. "Ed." Hazell is chairman.



A LITTLE BIT more care in the making and baking results in Mooney's Perfection Cream Sodas being a good deal better than the next best line.

The name "Perfection" was chosen because it represents the standard of quality from which our goods never deviate.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.

MAPLEINE is now



Thoroughly Established in Public Favor as
The Flavor de Luxe
for
Puddings, Cake Fillings and Ices, Ice Cream and all Confections
By its use with sugar syrup an unsurpassed table delicacy may be made at home.
Be sure that it is on your shelves.
Consult your jobber.
Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto
Crescent Manufacturing Co., Seattle, Wash.

Simple But Effective Ways to Advertise

Methods by Which One Retail Grocer, at no Expense, but Only With a Little Work, Contrived to Advertise His Store and Goods—The Cleaned Boulevard—Value of Well-dressed Window and of Interior Display—Graduated Water Glass for Christmas.

By a Grocer.

Now there are dozens of ways for a grocer to advertise without going to the expense of paying a printer if he would only use his head a little.

I want to set down the simple way in which I advertised my place last winter to passers by. The street I am on has a five foot sidewalk and a three foot boulevard. Now naturally when shoveling snow you would shovel it on to the boulevard only, but I kept my boulevard clear as well as the sidewalk. Persons passing would be attracted to the clean boulevard then to the store. On Saturdays when I would buy my week's supply of charcoal and have it piled neatly on this cleared space, this drew attention from both sides of the street and I reaped the benefit from this cheap advertising.

Getting a set of rubber stencils and printing your own tickets and show cards is another cheap and effective method of advertising. You may say the stencils cost too much. They are dear I will admit but printing price tickets, etc., for my neighbors has more than paid for mine. Well displayed goods in your store is another way to advertise. And one of the best is a well-dressed window often changed and not too crowded.

Another idea is to get a small rubber stamp made with your name and address. Keep it so handy that if a new customer comes in and buys a few things you can put your stamp on the goods; if your goods suit, the customer does not have to look all over the street for your store but just looks on the wrapper, or bottle or tin, or whatever you may have stamped your name upon.

If you keep a horse and rig see that your harness is clean, the brass polished brightly and the waggon clean and bright. It is not necessary to spend money on this, use lots of water. This does not cost much, then, see that your driver has a clean collar, clean face and hands and if he uses an apron see that it is clean, for you cannot get better and cheaper advertising than from your outfit and driver.

Don't stick to calendars every year for your customers. Get rather some useful novelty next season, something that is useful to every housewife, something that she will save and look after and at the same time use. Don't wait for travelers to come and show you their samples of novelties, look around, keep your eyes open.

The best advertisement I ever had was a water glass with my name and address and alongside my name a graduating measurement scale so that the housewife could measure her flour, essence and other things in. This did not cost me as much as a poor calendar and was appreciated to a much greater extent.

TO MAKE VEGETABLE DEPARTMENY PAY

Some of the Things Absolutely Essential for the Proper Handling of Green Stuff—Knowledge of Buying and Gauging Demand—The Necessary Care—Methods That Might Be Followed.

Proper handling is essential if the vegetable department is to pay a profit. In many stores the money disappears in spoiled goods and those that have to be sold at reduced prices.

It is not meant that the dealer should hold out for full price on his vegetables when they should be moved. It is the wise grocer who knows when a line should be moved regardless of cost. But proper buying methods and careful handling of vegetables will reduce the amount that have to be sold at cut prices to a minimum.

Proper buying methods consist in using judgment so that you will not find yourself with left over and unsalable goods on hand. Because you had a larger demand to-day than you could supply does not signify that you will have an equally large demand to-morrow. This is where many grocers begin to make mistakes. Encouraged by a big trade one day, or week, they order a larger supply for the next, the demand is not as large and they are left with unsalable goods.

How to keep green stuff looking fresh for the longest time is also a question puzzling many dealers. There are those who say it should be put on ice at night, while others maintain, that only makes it wilt faster when taken off and put on display again. It is true that the stuff will not stand many warm nights, so that some method has to be used to keep it fresh. A good way is not to put them directly on the ice, but in some upper part of the refrigerator where it is only cold enough to keep them fresh without freezing. In this way they come out almost as fresh as when they went in, and can be sold along with the fresh goods.

Vegetables must be handled as quickly as possible and for this nothing is better than good display. People buy them mostly on sight and they should be shown in the right manner. Make your display as attractive as possible, which can be done by having each kind sorted out by itself and arranged neatly and by allowing no stray leaves or other accumulation to lie about.

Keep all green stuff sorted over and looking salable. Do not stack them up in great piles so that they "heat" in the centre. The loose leaves should be plucked from lettuce and the stem part cut close. Asparagus should stand on a thoroughly water soaked sack doubled four times. Cabbage should be trimmed and celery washed and the yellow leaves pulled off. Radishes and beets should be displayed with the leaves lying down. Occasional sprinkling gives a refreshing effect.

FORMOSA SUGAR IN CANADA.

Sixteen Thousand Bags of Unrefined as Experiment.

The Tokyo Nichi Nichi reports that the Ensui Port Sugar Company of Formosa, has contracted with a certain sugar manufacturer in Canada for the consignment of unrefined Formosan sugar amounting to 16,000 bags at six yen per bag as an experimental shipment. This is the first instance of Japanese sugar being exported to Canada, though the trade has before now been considered by Japanese merchants, but never realized until the decision has been formed by the Formosan Sugar Companies' Union to extend the market for their production not only to China, but also to India in competition with Japanese sugar.

It is thought that it will not be difficult for the Formosan sugar to find a market in Canada provided freight and the customs tariff do not make its export unremunerative. Hitherto a prohibitory duty has been imposed on sugar exported to any country which is a member of the Brussels Sugar Union from a country which is not a member, but Great Britain decided last year not to collect such duty on Japanese unrefined sugar exported to Great Britain and her territories. Therefore the Formosan sugar exported to Canada is now exempt from the prohibitive duty heretofore imposed on it.

Practical Methods in Retail Stores

London Dealer Intends Stocking Patent Medicines—Bulletining New Goods—Value of Store Equipment—Montreal Merchant Pleased With Cash Register—Vancouver Man Talks of Spice Receptacles—Interior Display in Regina—A Bookkeeping Machine Pleases.

Bulletin Latest Goods.

Chatham, Ont., June 8.—John McCorvie & Son make a practice of bulletining their latest "specials" in their show window. For this purpose cards about 8x18 inches are used, each card calling attention to a single item, the cards being pasted in the window in a horizontal row, just below the level of the eye. Among the items recently bulletined were: "Rhubarb, 2 bunches 5c.," "Green Onions, 3 bunches 10c.," "Good Butter, 20c. to 22c. lb.," "Cooked Ham, 30c. lb." White cards are used, the lettering being done with a lettering pen and being of conspicuous size. The bulletins are especially helpful in announcing the latest prices in fresh vegetables, butter, eggs, and similar lines the prices for which are constantly shifting.

To Stock Patent Medicines.

London, June 8.—Harry Coates, corner of Stanley street and Wharncliffe Road, South London, will carry a stock of patent medicines in future. A druggist who has conducted a branch store in the Coates block is giving it up, and Mr. Coates will make use of the cases which he happens to own. The Coates store is already a sub-post office, has a shoe department (due to Mr. Coates' connection with the shoe firm of Coates, Burns & Wanless), and the ice cream parlor inaugurated last year is starting out again with a large patronage.

Believes in Cash Register.

Montreal, June 8.—The value of a cash register is fully appreciated by J. D. Boileau, a Montreal grocer. Doing a cash business as he is, it is of special importance. His bookkeeping is reduced to a minimum, a receipt is given for every purchase a customer makes and pays for, the register is safe and if the clerks are honest the proprietor need not worry about having all the money at the end of each day showing the earnings for that day.

There are methods for finding out whether in the absence of the proprietor sales are being registered. The grocer with a register need not worry about customers questioning particular payments and sales. The register's receipt settles that point. The machine is so compact and reliable that it commends itself to the trade, and Mr. Boileau has expressed himself as greatly pleased with the service his register has given him. He thinks that it is simply indispensable to a cash business.

The Spice Receptacle.

Vancouver, June 8.—"There are several reasons why I installed spice receptacles in my store," said a local merchant to-day. "In the first place they present an even and attractive appearance compared with the tins in which spices originally come, which are of all sizes and heights, making an uneven and unsightly appearance when on the shelves. Then with the receptacles you have a place for every spice and every spice in its place. The receptacles are also airtight which means a great deal, retaining the full strength of each spice much longer than the ordinary tin which generally will not close tightly, and in some cases will not close at all, thus affecting the contents."

Value of Display Racks.

Regina, Sask., June 8.—"Interior display is an important factor in making sales," said a merchant of this city the other day, "and one of the most convenient arrangements for this purpose is the display rack. Having the different steps, it allows a number of lines of goods to be displayed at the one time and also in an attractive manner. Another advantage which it has over some other lines of fixtures is the fact that it can be moved easily to any part of the store. If I want a display in my canned goods department, I can place it there, if I want one in the biscuit department I can change it to there or to any other portion of the store I wish. It has also been of use to me when I want to arrange a window in a short time, for as soon as placed in the window, the trimmer can start to arrange his goods without any trouble in arranging the necessary platforms."

The Oil Tank.

Fredericton, N.B., June 8.—A grocer of this city in speaking of his oil tank says: "I find the self-measuring oil pump besides a time saver, a money saver also. In the first place there is no spilling from the measure or when emptying it into the customer's can. A simple operation and the can is filled from the tap with the required amount. It requires only the one operation and the can is filled without loss of oil or of time. The tank being closed in and the oil shut off from the air is also another big saving. Before I purchased this tank I kept careful account of my oil for a month and found that I did not get as much out of the tank as I put in, a great deal disappearing by evaporation. However, with this closed in tank this loss is done away with and I believe that it is fast paying for itself. Especially in a grocery store, where food is handled, this is a real necessity so that no oil will be spilt about, or that the clerk's hands may not be covered with it."

Sends Out a Weekly Post Card.

The post card reproduced herewith will explain the method adopted by H. Coxwell, Toronto, to attract the attention of his customers to the new goods he expects to have in for Saturday. As may be noted this card is sent out on Fridays so that its effect may not be lost through greater lapse of time. It will also be seen that generally speak-

ROSEDALE DELIVERIES: 9 AND 11 O'CLOCK A.M., 3.30 AND 5 O'CLOCK P.M.

Phone North 950 TORONTO, May 12.

DEAR MADAM

JUST A WORD, TO TELL YOU OF SOME OF THE NICE THINGS WE HAVE FOR Saturday

Fresh Canadian Asparagus. new Beans. Bermuda Potatoes. Ontario Strawberries. Pineapples. Ripe Grapefruit.

WE HANDLE ONLY THE BEST. PROMPT DELIVERY.

H. COXWELL. 17 Howard St.

ing fruits and vegetables or perishable goods are mentioned on the card. This method is said to have been productive of results.

—

Guards Against Leaks.

Halifax, June 1.—A local grocer takes particular care that no leaks may creep into his business that might eat up a portion of the profits.

Speaking on the subject recently he said: "I instruct my clerks to be constantly on the lookout for any way in which I might be losing money. I know that in many business establishments large amounts are lost annually by not giving attention to the matter of these small leaks which may creep into the business and which in many cases go on unnoticed and unremedied. Quite often I go on a tour of inspection from cellar to garret and very often pick out flaws which when remedied mean more profit. Some time ago I found that in the case I had, the cheese dried out a great deal, and by purchasing a new cheese holder I found that this was overcome and I believe that the new case has nearly paid for itself already in the amount it has saved."

—

Uses Sample Booklets.

Peterboro, June 1.—Very often manufacturers' samples and booklets when sent or left with the merchant are set in some back corner and made no use of by the retailer. A local grocer believes that when handling a line of goods that everything possible should be used to increase the sales for that article. Following this argument he is continually sampling his customers with some line which he does systematically, giving them not only to regular customers but to everyone in the neighborhood. He also uses these to advertise his own store by stamping his name on all samples or booklets before they are sent out. In this way when the customer, uses up the sample, they know where they may secure more.

—

Featuring Picnic Goods.

St. John, N.B.—Local grocers of an enterprising turn of mind, with the commencement of the warm summer days, which mean a continual run of Sunday school, society, and private picnics, are beginning to feature in their windows and on their shelves, the most attractive lines of food-stuffs, which will appeal to excursionists. They realize that the time is opportune to display potted and devilled meats, lamb's tongue, lunch tongue, potted chicken, jams, marmalades, and other preserves, pickles, sauces and soups, lime juice and fruit syrups, and other such articles which are both convenient and useful not only for picnickers and excursionists, but for suburbanites going to their summer cottages, and for campers planning on a holiday trip.



A GLIM PSE WITHIN A BIG MONTREAL STORE.

An interior view of the establishment of E. J. Quinn, located at the corner of St. Catherine Street and Greene Ave., Montreal. Note particularly the neat appearance of the whole: the silent salesmen, the display racks in the foreground, and the receptacles for goods behind the counter, that they may be kept free from touch of dust. The beamed ceiling, so clean-appearing, and the fruit arrangement near the door to the right are also worthy of attention.



100 % PURE

Here's a recommendation that must carry enormous weight with every housewife on the look-out for "food purity." After exhaustive tests

"E.D.S." Brand

Jams, Jellies or Catsup

have been found to be **Absolutely Pure,** which is much above the standard the Government requires of **"genuine"** preserves,

Write for Government Bulletin 194, and find out for yourself just how pure "E.D.S." Brand is. Then you'll feel more satisfied to recommend and feature this well-known line.

Made by

E. D. SMITH

At his own fruit farms

Winona Ontario

ALL GROCERS SHOULD STOCK

BORWICK'S

BAKING POWDER



¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

The original Baking Powder with a world-wide reputation of 70 years.

A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

GEORGE BORWICK & SONS, Limited

London, England

Canadian Agent:
KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

New Lemons

First arrivals of Verdellis will arrive this week. Fruit is reported to be fancy.

ORANGES

Late Valencias are very fine. Still have few cars of Navels (Volunteer Brand) to arrive.

PINEAPPLES

Are now at their best.

Strawberries, New Cabbage, New Potatoes, Wax Beans, Tomatoes, Egyptian Onions, Texas Bermuda Onions, also Crate Bermuda Onions.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST TORONTO
are Largest Receivers

Good

Kicking

Better

Puck

Best

St. Nicholas Home Guard

J. J. McCABE

AGENT

TORONTO, ONT.

First Canadian Berries on June First

Niagara District Sends Out First Crate — Early for Canadian Article — Lemons Higher — New Crop Verdelli Will Arrive at End of Week — Limes Higher—Texas and Mississippi Tomatoes on Market

Lemons are quoted higher again this week as expected, as the demand has been good and the markets quite bare of supplies. Verdelli are expected to arrive by the end of the week, and will afford some relief to the market, but the present lack of stocks will make them badly needed. A great deal depends upon the weather, which during the past month has been such as to create a good demand, but a higher basis than that ruling a month ago can at least be expected. The Verdelli lemon is generally higher in price than those received earlier in the season, being a firm and good keeping fruit. Supplies of this kind will be prominent until the fall.

Limes are also higher under temporary scarcity. The New York market at present is bare of supplies, but expects fairly liberal quantities during the week. This is a line, the sale of which it would appear could be greatly extended in Canada by a little more attention by dealers. It is one of the most important producers of citric acid, the juice being highly valued for making cooling drinks, while hotels use it more or less extensively for flavoring fish, meats, etc.

Tomatoes are now being received from Texas and Mississippi in 4-box crates, and are going out well. Stock runs mostly into large sizes. Grapefruit is about wound up, but what supplies are left are of good quality and large in size. Prices are higher this week. Pineapples are selling well at about unchanged prices.

The imported strawberries have been of a little better quality lately. The Canadian article made an early start this year, June 1st being the date that the first crate was shipped from the Niagara district. Supplies are larger this week and prices are tending lower.

MONTREAL.

Green Fruits.—Lemons are now at $5.50 with the demand good. It depends largely on the weather, but so far the fruit dealers have had little cause for complaint as the heat has been handed out quite liberally. Supplies of apples are diminishing rapidly. Strawberries are one price to-day and another to-morrow, depending upon more than one condition.

Apples, bbl.	6 00	8 00	Oranges—		
Spies	7 00	8 00	Valencia	4 50	5 00
Bananas, bunch	1 65	1 85	Sorrento	2 75	3 00
Bananas, crated		2 25	Mexican	1 75	2 00
Cocoanuts, bags	4 25	4 75	Pineapples—		
Grape fruit, Flo.		4 75	Floridas, case	2 25	2 75
Lemons		5 50	Strawberries, N. Carolina	0 16	0 20
Limes, a box		1 75			

Vegetables.—The market is steady and does not show much change over last week. Vegetables are gradually approaching summer methods of selling and the general summer conditions. Tomatoes are a little firmer with the demand normal. The market is about the same as that of a week ago.

Asparagus, Canadian, basket		1 50	Onions—		
Beans, hamper		3 50	Egyptian, bag	2 50	3 00
Beets, doz		1 25	Bermuda, crate		3 50
Carrots, doz		1 25	Florida potatoes, new, per bbl	7 25	7 50
Cabbage, crate	3 80	4 50	Potatoes, bag	1 25	1 40
Cucumbers, bas.	2 75	3 00	New Bermuda potatoes, bbl	6 50	7 00
Cukes		2 00	Parsley, doz		0 60
Garlic, 2 bunches		0 25	Parsnips, bag	1 00	1 25
Green Peppers, small basket		1 25	Radishes, dozen bunches		0 30
Leeks, doz	1 75	2 00	Spinach, bbl		1 75
Lettuce—			Tomatoes, flats	1 75	2 00
Canadian lettuce per doz		1 50	Turnips, bag		1 75

TORONTO.

Green Fruits.—As expected lemons are ruling higher this week at $4 to $4.50, and the market is pretty well cleaned up. New crop Verdelli are expected to arrive at the end of the week and quotations have been set at $4.50 to $5 for them. During the past month there has been a record demand for lemons, which has been responsible for the cutting down of the stocks. Watermelons from Florida are expected to be added to the collection of fruits on this market by the end of the week, but opening prices will be high. Texas and Mississippi tomatoes in four-box crates are coming along in larger quantities and are quoted at $1.75 to $2. They are of good quality and quite large in size. Grapefruit is firm at present prices. Pineapples have experienced a heavy demand and it continues at about unchanged prices. The first crate of Canadian strawberries was received here on Thursday, June 1st. They have been in quite moderate supply this week with prices ranging from 13 to 16 cents, but no quotations can be made as prices tend to a lower level as the supplies increase. Limes under a temporary scarcity of supplies are quoted up as high as $1.60 per box this week.

Apples, bbl.	3 50	8 50	Navels, large	3 50	3 75
Apples, box	1 75	2 50	Navels, small	3 75	4 00
Bananas	1 00	1 75	Pineapples crate	2 50	3 25
Cocoanuts, sack		4 75	Strawberries—		
Grape Fruit—			Carolina, qt	0 18	0 20
Florida, per case	4 50	5 00	Tomatoes, case of 6 baskets	3 75	4 25
Lemons—			Tomatoes, 4 box crate	1 75	2 00
California		3 50	Rhubarb, doz	0 25	0 40
Messina	4 00	4 50	Cherries, 10-lb. boxes	3 00	3 50
Limes, box	1 25	1 60			
Oranges—					
Late valencias	3 50	4 50			
Med. sweets	3 00	3 50			

Vegetables.—Asparagus is quoted higher at 75c to $1 this week. The season is drawing to an end, this vegetable

having ripened very quickly. There is also a firmer feeling in South Carolina cabbage. Canadian carrots are about finished, while parsnips fail to find buyers, even at low prices. Cucumbers are going out well, while there is also a fair demand for beans, beets and carrots. The latter is quoted in boxes containing all the way from 3 to 4 dozen at $1,75 to $2 per box. Potatoes are steady at $1.10 per bag, with the situation showing little change.

Beets, Louisiana doz.	....	1 25	Onions— Texas, case	....	2 00
Canadian beet, bag	0 60	0 75	Egyptian, sack	....	2 50
Cabbage, South Carolina	....	3 50	Potatoes, Ontario, bag	....	1 10
Carrots, new, box 3 to 4 doz.	1 75	2 00	Potatoes, new, hamper	....	2 00
Cucumbers, hamper.	....	2 50	2 bush. bags	....	3 50
Wax beans, hamper	2 00	2 25	Parsley, per doz		0 75
Green beans, hamper	....	2 00	New turnips, per 11-qt. basket.	....	0 50
Lettuce, Canadian, head	0 25	0 30	Asparagus— Canadian, doz.	0 75	1 00
Boston head lettuce, doz.	....	1 00	Spinach— Hamper	0 35	0 50

North Carolina has sent forward a few lots of huckleberries to the New York market.

The first berries from the Niagara district were very early this year, the first crate being shipped on June 1st.

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We have 500 sacks, all heavyweights and fine quality. Fresh arrival, prices much lower.

Also car **Bermuda Onions** in crates

When you want onions, place order with us.

Regular Arrivals:—**PINES, STRAWBERRIES, TOMATOES, CUCUMBERS, ORANGES, LEMONS.**

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TORONTO and HAMILTON

Canadian Strawberries

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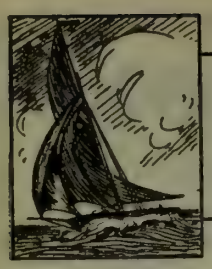
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LEMONADE



is without a doubt the most healthful, refreshing summer drink. When taking orders from your customers if they do not order Lemons sell them a dozen. They will come back for more, and when ordering from your wholesaler mention Follina's pack.

W. B. STRINGER, Sales Agent **FOLLINA BROS., Packers**



Fish - Oysters



Ember Week Brought Larger Fish Trade

Three Days of Consumption Instead of One—Demand Heavier With Fresh the Favorite—Brisk Lobster Industry in Cape Breton—Fishing Season in St. John River Progressing—Mackerel Appear off Nova Scotia Coast—Salmon is More Plentiful—Prices Easier—Cod and Haddock in Good Supply.

Demand for fish received something of an impetus this week with three days of consumption instead of the usual one. Supplies are coming forward quite satisfactorily, and the business according to general reports is good. Fresh fish of all kinds is naturally the favorite, although it by no means receives all the trade. Halibut, white, cod, haddock and salmon are prominent, while other lines are also getting their share of attention.

Mackerel have appeared on the Nova Scotia coast, but are still far off the shore and the netters' catches have been small as yet, but cod and haddock are plentiful. Good catches of lobsters are reported from Cape Breton and the lobster industry there is brisk. Salmon is in fair supply at most of the eastern coast provinces and prices are generally lower.

QUEBEC.

Montreal.—With ember week just over the demand for fish was naturally heavier than ordinarily, as there were three fish days, Wednesday, Friday and Saturday, instead of the usual one. All told the business was satisfactory, amounting as it did to quite a figure. Fresh fish has been arriving quite plentifully and the prices quoted are reasonable. The price of Gaspe salmon is lower thanks to increased supplies. Brook trout, on the other hand are higher, owing to the fact that they are becoming scarce. It is claimed that the price will not be lower this season. Lake fish of all kinds is coming forward freely. Cod and haddock are not so plentiful. These fish are now in better condition than for some time past and prices are easy.

FRESH

Alewives (shad herring) per 100 fish	2 00	Halibut, express per lb	0 09 0 10
Bluefish, per lb	0 15	Salmon, B.C., lb	0 18
Dressed perch, per lb	0 10	Salmon, Gaspe lb	0 20
Dressed bullheads, per lb	0 10	Shad, buck, each	0 25
Haddock, per lb	0 04	Shad, roe, each	0 50
Haddock, fancy shore, per lb	0 05 0 05½	Sea trout	0 10
Steak cod headless, per lb	0 06	Sea bass, per lb	0 10
		Lake trout, lb	0 11
		Brook trout	0 22
		Pike, per lb	0 07 0 08
		Pickerel or dore	0 12
		Whitefish, lb	0 11

FROZEN

Codfish	0 03 0 03½	Salmon, B.C., red	0 09 0 10
Haddock	0 03	Gaspe salmon per lb	0 15
Halibut, per lb	0 09	Qualla salmon	0 09
Pike, round lb	0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Pike, dressed & headless, cases 150 lbs., per lb	0 06	Whitefish, large, lb	0 07½ 0 08
Bras pike	0 05	Whitefish, small	0 06
Steak cod	0 04		
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, B.C., red, bbl	14 00
		" pink, bbl	12 00
Labrador sea trout, half bbls	6 50	" Labrador, bbl	16 00
		" ½ bbls	8 50
No. 1 mackerel, pail	2 00	" trees, 300 lb	21 00
½ bbls	8 00	Salt eels, per lb	0 07
Scotia herrings, No. 2, bbl		Sea trout, ½ brl	8 50
Lake trout, half bbl	6 00	Sea trout, bbls	12 00
Choice mackerel half pail	2 00	Scotch herring	6 00
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

ONTARIO.

Toronto.—A number of lines of fresh fish are quoted a little lower this week and prices are now moderate. Trade is running smoothly and the supply is coming up to the demand. Trout is among the list of good sellers. Halibut is plentiful and dealers report that there is a steady increase in demand for it, prices being quite reasonable. Pickerel and steak cod are also receiving their share of attention.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 10
Fresh halibut	0 07	Fresh caught herring	0 05
Perch	0 05	Haddock	0 06 0 07
Fresh trout	0 09	Pickerel	0 10

FROZEN FISH

Goldeyes	05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Muilets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 08
Shredded cod	2 25	Pickled lake herring, 100 lb. kegs	2 80
Cod, Imperial, per lb	0 06	Quail on toast, per lb	0 07
Fillets, per lb	0 12	Shrimps, per gal	1 25

NOVA SCOTIA.

Halifax.—Mackerel have struck in along the Nova Scotia coast and already several large hauls have been made by American seiners, one vessel having a catch of two hundred barrels. Thirty American vessels are on the coast seeking the fish. So far the local fishermen have taken on a few mackerel. The fish are still far off-shore, and the netters have only caught scattering. For the first time this season fresh mackerel were offered for sale on the local market this week, at 25 cents each. The fish were in good demand.

There has been a big drop in fresh salmon. The receipts were heavy this week and they are now quoted at 20 cents per pound.

Reports from Victoria County, C.B., indicate a great harvest for the lobster fishermen. The catch especially at Meat Cove and vicinity so far has been phenomenal, and as the different fishermen have sold their season's catch at high figures, there is every reason to believe that the industry will be a profitable one.

There has been a falling off in the shipments of lobsters to Boston during the week, but the exports of salmon have increased, twenty-five cases of fresh salmon having been shipped.

The salt fish markets are rather quiet owing to small quantities of cured fish on hand. The schooner Evelyn that sailed from here this week for Barbados, took a cargo of cod and haddock, valued at $27,000.

NEW BRUNSWICK.

St. John.—There was a slight decrease in the price of pollock, salmon, and cod this week, but otherwise there were no changes of interest in the fish market. Reports received here from Charlotte county are to the effect that fishing is almost at a standstill. Sardines are said to be quite scarce so far, and hake have not struck in in any large quantities, so that quiet times are being experienced by the fishermen.

The fishing season in St. John Harbor and river is progressing well, and though no large catches are reported, the men engaged in the work are bringing some good-sized shad and salmon to the local dealers, and because of the earliness of the market the demand is fairly brisk.

NEWFOUNDLAND.

St. John's.—The price of cod fish now rules higher than for a long time, and with the large rates that can be secured for it, the outlook for fishermen during the summer seems encouraging. Bank fishery will be more largely followed than for many years. The shore fishery will also be largely undertaken and while it was expected that the Labrador fishing would show some shrinkage, it is now believed that this will be less than at first thought. The bank-

ers report fish as plentiful, but the weather is rough, and a number of vessels have been damaged. With the new pack now coming on the market, it is probable that tinned salmon will fall in price. The fresh article continues plentiful, while herrings are also in good supply.

Codfish, large and medium merchantable, per qtl.	6 80
" small " "	6 20
" large Madeira "	6 80
" small " "	6 20
" large and medium West India	4 00
" small " per qtl	3 50
" Labrador "	4 80
" shore cured	5 80
Haddock "	6 80
Herring, No. 1, large and medium, barrel	3 50
" small	2 75
Ling	2 50
Lobsters, No. 1 flats, case 48 1-lb. tins	15 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	20 00
" No. 2, large	18 00
" No. 3, large	16 00
" No. 1, small, "	18 00
" No. 2, small	16 00
" No. 3, small	14 00
" 48 1-lb. tins, per case	6 50
Cod Oil, hardwood casks, tun	110 00
" softwood " "	104 00
Cod Liver Oil, gallon	0 85

Fruit Market Notes.

Cool weather in California has prevented the ripening of cherries as fast as expected, but fairly liberal supplies are expected.

The grapefruit season is drawing to a close. Present supplies are extra heavy aod very fancy fruit.

Citrus shipments from California from Nov. 1 to May 22 amounted to 34,069 cars, as compared with 24,327 cars up to May 23rd last year.

California shipped 1,000 cars more of lemons up to May 22nd than to the same date last year.

Toronto reports receipt of Florida watermelons this week.

New York has received its first crate of apricots from California.

A TIP TO CLERKS.

Your salary comes out of the gross profits you make for your employer. Make more money for him and you will make more for yourself.

Don't forget about the store the minute you get outside. Keep it in one corner of your mind all the time.

Be a salesman, not a clerk. Learn to do things. Have a little initiative.

Don't always wait to be told. Look around and see what there is to do, and do it. That is the kind of man who gets ahead nowadays.

Try to send every customer away satisfied. A satisfied customer is the kind that comes back.

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To rouse dejected appetites.
Pickles—With the taste that lingers.
Coffee—Good to the last drop.
One taste, another taste invites.
We build on quality.
We are proud of our delivery service.

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TORONTO

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INGERSOLL - ONTARIO
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Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A W Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Tea Boom Makes Heart of Grower Glad

Receipt of Old Age Pensions Said to be Responsible for Increase in its Use—History of the Growth of Popularity in This Popular Beverage—Troublous Times of Boer War Days—One Man, One Pound of Tea.

By A. H. M.

At present there is a terrific boom in tea, owing, it is said, to the interesting fact that those in receipt of old age pensions can afford to drink more, and whilst it may not equal the recent booms in rubber and oil, it is nevertheless, causing wise speculators to gather in golden harvests, and, of course, the price is going up.

It was in the reign of Queen Anne that tea first became a popular beverage in this country. But, as the duty was five-and-sixpence a pound, and the price eighteen shillings, it may well be imagined that tea was never tasted, except by the wealthy.

Tea has always been taxed from the very beginning, but in the year 1790 the Chancellor of those days dropped the duty from three shillings to sevenpence a pound, and the result was a tremendous boom.

Alas ! wars came, and up went the tax till, in 1810, it had risen to three-and-tenpence a pound. The duty came down by degrees, till, in 1890, it reached the minimum of fourpence.

Later, when owing to the Boer war, the tax went up again, tea-growers in Ceylon and India were in despair, for the production was so enormous that the price rose but slightly, and the tea-planters were in a very bad way. The worst of the depression came about five years ago, but since then things have slowly mended, until at present there is a boom which makes their hearts rejoice.

Up to the forties of the last century all our tea came from China, where it had been cultivated since the sixth century B.C. In 1820 the tea plant was noticed growing wild in the jungles of Assam, where it made a regular tree forty feet high, and in 1835 the first Indian tea planation was set out.

Soon afterwards tea was planted experimentally in Ceylon. But in that island coffee was the the great crop, and it did not seem worth while to grow tea. It was not until 1869 that the first clearing was made for a Cingalese tea-garden.

In the year 1881 the coffee planations of Ceylon were stricken with the leaf disease, a fungus which, within a very short time, absolutely destroyed the whole industry. Then the planters turned to tea, and within thirty years Ceylon had become the greatest tea-producing country in the world.

In India and Ceylon together there are 900,000 acres under tea, and about eleven hundred thousand people are employed in this huge industry. The duty paid on Ceylon and Indian tea is over four millions a year.

It is reckoned that it takes the labor of one individual for one day to produce a pound of tea; so, although tea will grow almost anywhere in the tropics and sub-tropics, India and Ceylon will always be the main producing countries, owing to their abundance of cheap labor.

In India tea-picking is done by coolie women and children at from fourpence to sixpence a day.

THE WEEK'S TRADE CHANGES.

Businesses Bought and Sold — Assignments Made Throughout Canada.

ONTARIO.—Miss M. McGill, grocer, Merrickville, has added an ice cream parlor.

Miss E. Fenley, grocer, Ottawa, assigned.

J. J. Crosbie, grocer, Ottawa, deceased.

Alf. Woodrow, grocer, Cobalt, has assigned.

Emerson Tiers, grocer, Dunsford, has sold out.

Isaac Jone is opening up in groceries at Wellington.

M Levine, grocer, Toronto, has sold to Jas. Francis.

Walter R. Courp, merchant, Massey and Sudbury, assigned.

G. W. Raycroft, grocer, Hamilton, has sold to G. L. Salton.

W. E. Savage, grocer, Richmond Hill, has sold to Mrs. E. J. Lynett.

MacKenzie & McLean have opened a general store at Rainy River.

The assets of Isaac Lelievre, merchant, Little River, have been sold.

L. C. Menhennick, grocer, Ingersoll, has sold his stock to W. T. Hogarth.

The Civil Service Co-operative Supply Association have opened a grocery in Ottawa.

QUEBEC.—The assets of Laferte & Co., general merchants, Causapscal,have been sold.

H. Bergeron, grocer, Montreal, assigned.

Leon Murray, general merchant, Matane, assigned.

Cadieux & Turbide, general merchants, Oka, dissolved.

Chas. Caron, general merchant, St. Gregoire, assigned.

J. C. Primeau, general merchant, St. Timothe, deceased.

Robinson & Smiley, grocers, Waltham, succeeded by Labelle & Johnston.

Brouillon & Nadeau, general merchants, Mitchell Station, dissolved.

M. J. Smith, general merchant, Newport, assigned.

J. F. Gasseline, grocer, Quebec, suffered loss by fire.

Edward Legresley, general merchant, St. Benoit, offered to compromise.

Nap. Bernier & Cie., general merchants, St. Remi de Tinivick, dissolved.

J. O. Leger, general merchant, Telesphore, assigned.

MARITIME PROVINCES. — William Fox, Jr., is opening a grocery store at St. John, N.B.

Peter's grocery store, Anherest, N.S., was damaged by fire. The building was just erected this summer.

WESTERN CANADA.—Angus Clegg & Son, have opened a grocery at Neepawa, Man.

F. B. Stickney has opened a grocery store at Calgary.

Sutherland & Co., have opened a grocery store at Calgary.

John Mitchell, general merchant, Kenton, Man., deceased.

Grant & Kellar have opened a grocery store at Rivers, Man.

E. E. Trider has opened in groceries at Medicine Hat, Alta.

Forbes & Steffen have opened a general store at Coralynn, Alta.

W. T. Howard has opened a grocery store at Winnipeg, Man.

W. E. Nelson has opened a general store at Francis, Sask.

Cudmore & Westcott are opening a general store at Halkirk, Alta.

Mrs. Wm. A. Bishop has opened a grocery store at Alsask, Sask.

Adam Marquette has purchased a general store at Killaley, Sask.

W. Rasmussen, general merchant, Redcliffe, Alta., sold out by bailiff.

R. Bayzernan, of Winnipeg, has opened a general store at Disley, Sask.

The Coleman Grocery Co., Coleman, Alta., has sold to W. L. Ouimette.

The grocery store of Mrs. Carey, Silverton, B.C., was destroyed by fire.

A. M. and J. J. Dermody have purchased a grocery store at Glenavon, Sask.

Holden Trading Co., Holden, Alta., have sold their general store to Gilbert & Black.

E. D. Chapman, Bradwardine, Man., has added a grocery department to his restaurant.

O'Donnel & Feehey, general merchants, Sheep Creek, B.C., have sold to O'Donnel & Thompson.

Johnson Bros., general merchants, Duval, Sask., sold to Matthewson Bros.

Speers & Paul, general merchants, Saskatoon, Sask., sold to Saskatoon Trading Co.

The Building Up of a Fruit Department

Hints by Which This Section May be Converted into Profitable Part of Business—How Grocer Should Plan to Get Most From Each Line—Selling for the Future—Sugar and Sealers.

By a Fruit Dealer.

There are now before the grocer, four months, including June, July, August and September, in which he should be able to convert his fruit department into a most profitable side line. It is advisable that he start early so that he may reap in full the benefits of his season's efforts in this line.

One reason for an early start is that the customer who starts to purchase her fruit supplies from one store early in the season, will continue to find her way to that establishment during the whole year.

From now on, fruits continue to follow one another in succession, there being ample time for the grocer to concentrate his efforts on each kind as it appears on the market. Therefore let him plan how to proceed that his fruit business during the season may be the most profitable.

Oranges and Bananas.

A steady trade generally continues for bananas and oranges the whole season through and they should be given their share of attention. Keep stocks complete, but be careful not to over buy thereby causing a loss which eats a hole in the total profits for the season. Most grocers can display oranges well, but with bananas they are inclined to just hang the bunch up and allow it to go at that. Did you ever notice how much nicer the inside of a hand of bananas looks than the outside? Well, that is a cue for you to work on. Cut off a hand or two and put them along with the oranges—with the bright side up. That's the way you see them on the fruit stands.

Selling Small Fruits.

The pineapple season is now on and the grocer should take advantage of it. He should not be satisfied with selling an odd one for dessert, but he should attempt to sell quantities for preserving. They are a fruit on which there is not much loss by waste, and by proper display and salesmanship, the grocer should be able to dispose of a large number during the next few weeks.

The home grown strawberries will then be making their appearance and he will be able to give his attention to them. Of course at first they will be a little high in price, and will sell only for table use, but the number sold this way should be made as large as possible. Then as the berries get cheaper, he should sell for preserving. Even when the berries first appear, he should tell his customers that he will be handling them in quantities for preserving later on, get them interested and if possible secure orders. These will be followed by raspberries and blackberries which should be treated in the same manner.

Cherries and Peaches.

There are different kinds of cherries and you should select those that will best suit your customers. This information may be secured by a little questioning of customers at the beginning of the season. However, if there is some good kind that your customers have never used, do not be afraid to put a few baskets at least into stock and trust to your ability to create a sale for them. A good idea is to buy a number of cherry pitters and loan them to customers who purchase their supply from you. This might be made a feature in your advertising of cherries.

Peaches, pears, plums and grapes follow after this, with their ripening periods running pretty well together, so that attention has to be given to them all at about the same time. Handling the four kinds at once allows a dealer to make a big display which helps in making sales. If you have not advertised fruit during the season, you should at least do it now with the four fruits at hand. Proper and sanitary methods of display will help at all times of the year.

Selling fruit entails in large measure the handling of sugar as well. That staple is sure to be included in all good-sized orders. And as the preserving season approaches there are sealers to be shown to the busy housewife. Altogether the fruit trade is one to cultivate.

IN SELLING MUSHROOMS.

Mushrooms, both fresh and preserved constitute a dainty for which many grocers should be able to work up a good trade. A line which many grocers have neglected, it is such as will well repay some attention.

A writer on mushrooms said recently: "Many species deserve to be placed beside meat as sources of nitrogenous nutriment. They contain from 20 to 35 per cent. of protein against 8 per cent. in bread, 10 per cent. in oatmeal and 5 per cent. in potatoes."

Mushroom culture in sheds and cellars is now carried on extensively in many districts. Preserved mushrooms are both canned and bottled.

Every packet of

WILSON'S FLY PADS

Is capable of killing a bushel of flies.



DEALERS IN FRUITS

PINEAPPLE time is preserving time. See that you have ample stocks to meet the ever increasing demand. We are also headquarters for choicest VALENCIA ORANGES.

ORDER NOW

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

We are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

BUYERS OF WOOL

Grocer's Encyclopedia - The Lemon

A Few Items of Interest in Connection With This Widely-Used Fruit—Its Medicinal Value and Many Other Peculiar Qualities—Its Many Crops—Its Manner of Growth and Marketing.

There are so many uses to which the lemon can be put that its sale, in every grocery store, should be an appreciable item. Every dealer should consider if his sales of this fruit are as large as they could be made. In most stores by a little effort, knowledge of the properties and uses of the lemons, the sale of this line of green fruits might be considerably increased.

Not only is the lemon employed in culinary operations, but it is also used to ward off many ills. Lemons are the chief source of citric acid and their cooling and refreshing juice is of special value in in flammatory diseases, as well as for biliousness and rheumatism.

The Universal Medicine.

One man has put it: "They are so near being a universal medicine for all ills as anything can be. Chronic sick headaches and biliousness will disappear if their victim will drink as soon as rising, a glass of warm water with the juice of half a lemon. Lemon juice and sugar, made thick and 'acidy' will cure a cough and hoarseness. It will relieve feverishness and thirst. Lemonade as a drink, in spring and summer will prevent or cure 'that tired feeling.' Hot lemonade, taken soon enough, will break up a cold. Corns will disappear if lemon juice is administered by dropping it on stale bread and binding on them. Lemons used as soap remove roughness from the hands. A lotion, half glycerine and half lemon juice is a perfect cosmetic for taking off tan."

However during the summer months they are in big demand for cooking purposes and also for a cooling and refreshing drink and dealers would do well to give them prominence.

Grows on Small Trees.

This valuable fruit of which there are over thirty different varieties, usually grow on small trees, 10 to 15 feet high. Although of Asiatic origin, lemons are now grown in most warm climates, especially in Sicily, Italy, Spain and Portugal. Large quantities are also cultivated in California and Florida, but their growth in the United States constitutes only a small percentage of America's needs, so that large supplies are annually imported from the Mediterranean region.

The fruit is really produced all the year round, but what is called the first gathering, takes place in October, and this is of fine quality. The fruit collected in November is paler in color and firm to the touch, but quite equal in quality, and of these America takes a large proportion.

The small or damaged fruit of the November pick is used in the preparation of esscence or juice. About seven-eighths are good for shipment and one eighth used for essence. The Nov. and December crops are the most abundant, while January and February yield only about one-fourth of fruit fit for export.

For June Markets.

March and April crops are produced from August and September blossomings, and will not stand a long voyage, but valuable crops may be obtained in May and will keep well in shipment to America. June and July produce that known as "Verdelli," which will begin to arrive upon Canadian markets about the middle of June. They are hard, sound and good shippers. August and September crops are small and produce inferior fruit.

The smallest lemons are generally the sourest. Lemons ripened on the tree are almost valueless, for they become thick skinned and dry, and are apt to rot. Lemon storing warehouses in Italy are, like many buildings in that country of stone, with tile roofing, generally without flooring and are well ventilated. They are provided with long narrow troughs for receiving and picking over the fruit. The lemons are wrapped in thin tissue paper and made up into cases of 300 to 450 lemons. Like oranges they keep longer and better when each one is wrapped in paper to exclude the air, or any circulation of air around the fruit. The boxes should be stored on end and not be packed too closely together, nor in a close, warm room.

When the grocer receives a case of lemons he should pick them over and remove any that have started to rot, as they are liable to spoil the adjoining fruit. While the fruit shows up better when unwrapped, the grocer should be careful not to unwrap too many at a time as they are more liable to spoil when exposed to the air or pressing against one another, while if left too long they will become dry and hard.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FOR SALE.

FOR SALE—Department Store in good Alberta town. Stock $25,000. Yearly turnover $100,000. Address, Box 1226, Calgary.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

AGENTS WANTED.

RESIDENT REPRESENTATIVES REQUIRED in Canada—principal centres—by leading firm of biscuit manufacturers. Address "Biscuit," Box No. 68, CANADIAN GROCER, 88 Fleet Street, London, England.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz }	Percase
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

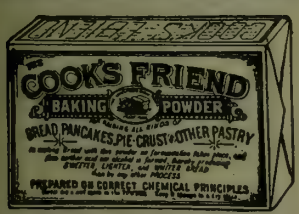
Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $3 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.

Borwick's Baking Powder



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 3 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
		Green Fig	2 25

Greengage plum, stoneless	1 75
Gooseberry	1 75
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	51bs.	7lbs	14's & 30's per lb
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Weight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 2oz size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple cuds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 11
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:	
St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " " ground			0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.
Mo-Ja, ½-lb. tins 30c. lb.
Mo-Ja, 1-lb. tins 28c lb.
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
1 and ¼	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

'Golden Butterfly brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0½
100 books and over	each 0¾
500 books to 1000 books	0¾

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ¼-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ¼-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		15 00

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick-selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.

LIMITED

Hamilton, Canada, and Buffalo, N.Y.



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited

206 Papineau Avenue - - MONTREAL



A Trade Catcher AS WELL AS A Fly Destroyer

The fly that torments you now, if left to live, means hundreds of tormenters later on. Have them drink of the deadly waters of the **Wonder Fly Killer** and you can feel assured you are doing most to rid the house of these summer pests.

Have a stock on hand—small in appearance but mighty in fly destruction. The profit is a good one, and the stock never grows old.

Dominion Agents:

Crystal Sealing Co.

204 Stair Building, Toronto - Phone Adelaide 199



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 oz.	10 50
" "	tins ½ kilo	100 tins	14 50
Extra Fins	" ½ "	100 "	14 00
Tres Fins	" ½ "	100 "	12 50
Fins	" ½ "	100 "	11 00
Mi-Fins	" ½ "	100 "	10 00
Moyens No. 1	" ½ "	100 "	9 50
Moyens No. 2	" ½ "	100 "	9 00
Moyens No. 3	" ½ "	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ¾ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lun ," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ¾ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood box

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80
Weight 8 lbs. to case.	Freight rate, 2d class.	

Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50
Weight 11 lbs. to case.	Fr'ght rate, 2d class.	

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10. 75.

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins 1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar 0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar 0 [illegible]

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 09½
½-bbls	0 10
Tubs, 60 lbs	0 10
20-lb. Pails	2 05
20-lb. tins	1 95
Cases 3l-b	0 10½
" 5-lb.	0 10½
" 10-lb	0 10½

F.O.B. Montreal.





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

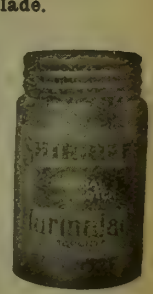
Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz, in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



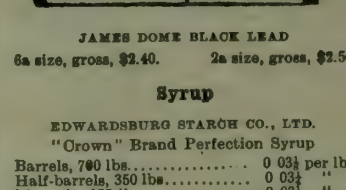
Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.	Per case
No. 1, cases 60 1-lb. packages	1 case $2 85; 5 " 2 75
No. 2, " 120 ½-lb. "	1 case 2 85; 5 " 2 75
No. 3, " 30 1-lb. " 60 ½-lb. "	1 case 2 85; 5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ⅛ & ¼ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

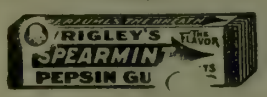
Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





	Per doz
H.P Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	[illegible]
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 56	0 80



Blue Label, ½s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP

leads all other hand cleaners in the rapid and thorough manner in which it chases every vestige of grease, dirt, tar and paint from soiled hands.

It is a line that is in everyday use, in every home where its virtues are known, and you should never let your stock of Snap get low.

Tell your customers about Snap! Sales will surely result.

The Snap Co. Limited
MONTREAL

WARNING!

Crescent BM&Co. Brand
TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Your Salt!

Order it early, delays, unforeseen, may come, and it costs nothing to be beforehand.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

H. Hodgson, who is superintending circulation work in British Columbia and Alberta for The Canadian Grocer,

writes as follows from an Alberta town :

> "The most of the progressive business men in the towns I covered in Alberta this week, are included in my report, either as renewals or new subscribers. The Canadian Grocer is as well and favorably known in this section of Alberta as in British Columbia."

Western dealers read this paper because it is full of sound, practical knowledge bearing directly on their business—it is one of their most profitable investments of the year.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO JUNE 16, 1911 No. 24



For Years Past

Colman's AND Keen's

Have Distanced All Competitors in

The Mustard Market

The Retailer who stocks both is making sure that he is featuring the MUSTARD the world is asking for.



MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul Street MONTREAL

Toronto Office: 30 Church St.

Suggestions Will Make Sales For You

The grocer who makes definite suggestions to his customers, makes sales as a result. For instance, if you say to a customer: "Madam, a pinch of

BENSON'S PREPARED CORN

will prevent salt from becoming hard and lumpy," you set that woman thinking along a new line—and, incidentally, you make a sale. In this space, from time to time, you will find little suggestions worth making to your customers—little suggestions that will help you to make sales. Watch for them.

EDWARDSBURG STARCH COMPANY, LIMITED

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER



OLIVES



ARE BECOMING MORE IN DEMAND EVERY DAY AS A RELISH AND

MacLAREN'S

IMPERIAL OLIVES

AN IMPERIAL RELISH

are becoming more in demand every day by reason of their uniform color and crispness.

MacLAREN'S IMPERIAL OLIVES are imported direct by us—packed in a variety of bottles of various size and shape and in gallon pails and five and ten gallon kegs ---arranged in each bottle in a neat and attractive manner, and our aim in packing them, as with all our products, is to produce a sound and pure article at a fair and just price.

WRITE FOR PRICES OR ASK OUR SALESMEN

and see that you get your supply in now as there will be an enormous demand for olives during the warm weather.

We pack the following:

MANZANILLA
SELECT QUEEN
EX. SELECT QUEEN
GIANT QUEEN
PIMENTO STUFFED MANZANILLA
PIMENTO STUFFED QUEEN
NUT STUFFED
CELERY STUFFED
ANCHOVY, CAPER AND ASSORTED STUFFED

PICNIC-TIME MEANS SANDWICH-TIME

SO SEE TO YOUR SUPPLY OF



MacLAREN'S IMPERIAL CHEESE and MacLAREN'S IMPERIAL PEANUT BUTTER

WHICH MAKE THE MOST DELICIOUS OF SANDWICHES, SO NUTRITIOUS AND APPETISING, AND THEY HAVE A FLAVOR ALL THEIR OWN THAT PLEASES AND CREATES FUTURE SALES.



Imperial Products

FOR SALE BY ALL JOBBERS.

MANUFACTURED AND GUARANTEED PURE BY

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES—NEW YORK, CHICAGO, DETROIT, MONTREAL, TORONTO

Factories—Wellesley, Ont., Woodstock, Ont., Bancroft, Mich.

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

CODOU'S MACARONI

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.

Agents

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Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WANTED TO PURCHASE

Whole or part interest in Manufacturers' Agency, Brokerage, or Commission Business in Western Canada or on Pacific Coast. Address, Box 744, Care CANADIAN GROCER, Toronto.

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67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

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We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

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If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal.

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J. A. TILTON

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Correspondence solicited with Houses looking for first-class grocery connections.

Currants

on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

W. H. Millman & Sons

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TORONTO

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

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Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

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Grocery Brokers and Agents.

Established 1885

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Limited

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Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

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Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.



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Walker's
GRAPE JUICE

CLEAR. PURE.

A Beverage—A Food Product—A Table Requisite

THE PURE JUICE OF THE CONCORD GRAPE

Replacing Wines Used in the Home. Served at Soda Fountains.

All Grocers and Druggists should Stock it, as it is being Heavily Advertised in the National Publications Reaching Thirty Million American and Canadian Readers a Month.

Made in the Largest Grape Juice Factory in the World.

Write for Prices and Particulars.

Good Profits.



Handsome Display Free.

Punch Bowls Free.

Recipe Books Free

TRIM YOUR WINDOWS AND INCREASE THE DEMAND

THE GRAPE PRODUCTS CO., NORTH EAST, Pa., U.S.A.

MACLURE & LANGLEY Canadian Representatives **Toronto, Winnipeg, Montreal**

BORDEN'S

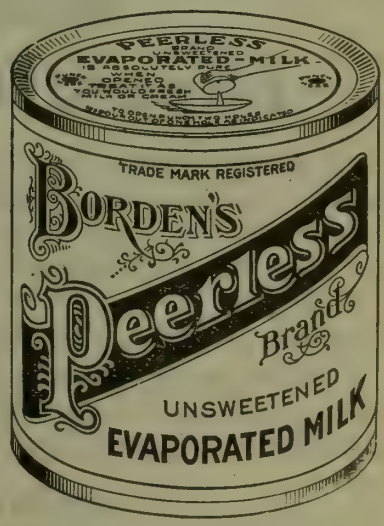
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EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.

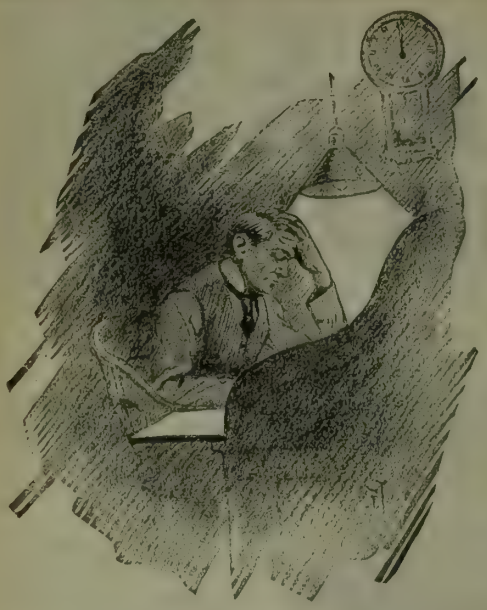


BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG and VANCOUVER

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



Stop that Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of the United States. These have found that by the use of The McCaskey Gravity Account Register System their posting and totaling are done at the time the sale is made. They have no statements to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that

Only One Writing

The McCASKEY SYSTEM

First and Still the Best

with it anyone can keep accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

The McCaskey System cuts out useless bookkeeping, prevents foregetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit, preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

You owe it to yourself to investigate the merits of the McCaskey proposition.

A letter or postal card will bring you information without any obligation on your side to purchase.

Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

Dominion Register Co., Ltd., Toronto, Canada

519-521 Corn & Produce Exchange, Manchester, Eng.

An Investment that Pays Handsomely!

If you wish to impress people with the idea that you are in the coffee business right, you should instal a

HOBART
Electric Coffee Mill



Its handsome exterior, beautifully enamelled and nickeled, adds to the appearance of any grocery store, and the motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc.

Get in touch with us right away. We shall be happy to furnish full details, and quote prices.

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The W. A. Freeman Company, Limited
HAMILTON, ONT.

By Appointment to



His Majesty
KING GEORGE V

Established 1817

Macfarlane Lang & Co's

"Coronation Biscuits"

The Biscuit which should be in every Loyal Household throughout the Dominion.



Samples and full particulars from

SNOWDON & EBBITT, . . . 325 Coristine Building, Montreal.
NEWTON A. HILL, ... 25 Front Street, Toronto.
MASON & HICKEY, ... 287 Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO.,
852 & 864 Cambie Street, Vancouver, B.C.

You Were Looking For This

Italian Tunny Fish in Olive Oil

VERGINE BRAND Tunny Fish in Oil has undisputed advantages over all others for quality. **Softer, tastier, more digestible** than any other, and is not in shreds but in solid pieces. **Vergine Brand** carries all these qualities to the highest developed point.

PRICES	¼ lb. tins	12c. per tin	F.O.B. MONTREAL
	½ lb. "	18c. " "	
	1 lb. "	30c. " "	

When Ordering Ask for the Vergine Brand

Toronto — The Charles Ciceri Company LIMITED — Montreal

SPECIALISTS IN ITALIAN PRODUCTS



A SOURCE OF PROFIT IN ARROWROOT

One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Samples, recipes, grades and prices given on application to the Secretary of the

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KINGSTOWN, - ST. VINCENT, B.W.I.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,

ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's Strawberry Now Ready for Delivery.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO



ROWAT'S SUMMER DRINKS

Delicious — Refreshing

ROWAT'S LIME JUICE possesses a **delightful, lingering** and **thirst-quenching** taste that has made it most popular among its users. It is superior to any other **Beverage** on the market—barring none. A triai will convince you—better write now. The season is here.

The BOTTLE which contains this delightful beverage can be used to a great advantage as a decanter, after the LIME JUICE has been extracted.

Rowat & Co. GLASGOW SCOTLAND

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SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

McCORMICK

As full of fine quality and as dainty in design as the finest imported Biscuits—and at one-third less cost. Almost as rich as short bread.

McCORMICK'S "ARISTOCRAT" BISCUITS

ABOUT 80 TO THE POUND

35

McCORMICK

London, Montreal, Ottawa, Calgary
Hamilton, Kingston. Winnipeg

This line is being advertised extensively in the Daily and Weekly Newspapers.

We are confident of a large demand and advise that you get in an ample supply.

McCormick Mfg. Co. Limited LONDON ONT.

"ARCTIC" Refrigerators

Pay for Themselves in the Ice They Save!



Our "Arctic" Ice Chamber is guaranteed to produce the maximum current of cold, dry air with the minimum waste of ice---you'll be surprised at the length of time your ice lasts. Every day sees more discerning grocers proving for themselves the truth of these statements. Your name and address on a post card will bring complete information to you.

"Arctic" Refrigerators are ABSOLUTELY SANITARY. Lined with ½ ***inch*** white opal glass, all corners neatly cemented glass to glass, and floor is of inlaid white tile. Impossible to crack or chip off and can be flushed or scrubbed without fear of rust or corrosion. Outside cases of solidly and tightly framed oak, richly finished, mounted on extra strong ball bearing steel castors. Trimmings are of plain brass, well polished.



This is the famous "ARCTIC" Silent Salesman Refrigerator

Very attractive and specially adapted for the grocer. Made with double plate glass front and sides with air space, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air. Moderately priced.

REPRESENTATIVES IN WEST:
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DONNELLY, WATSON & BROWN, CALGARY, ALTA.

WRITE AT ONCE FOR CATALOGUE AND DETAILS

John Hillock & Co., Limited, Toronto

Washday is a Triumph

FOR

CANE'S
Washboards

A washboard for every purse and each the best at the price:

IMPROVED GLOBE—Thin back solid zinc washing plate.

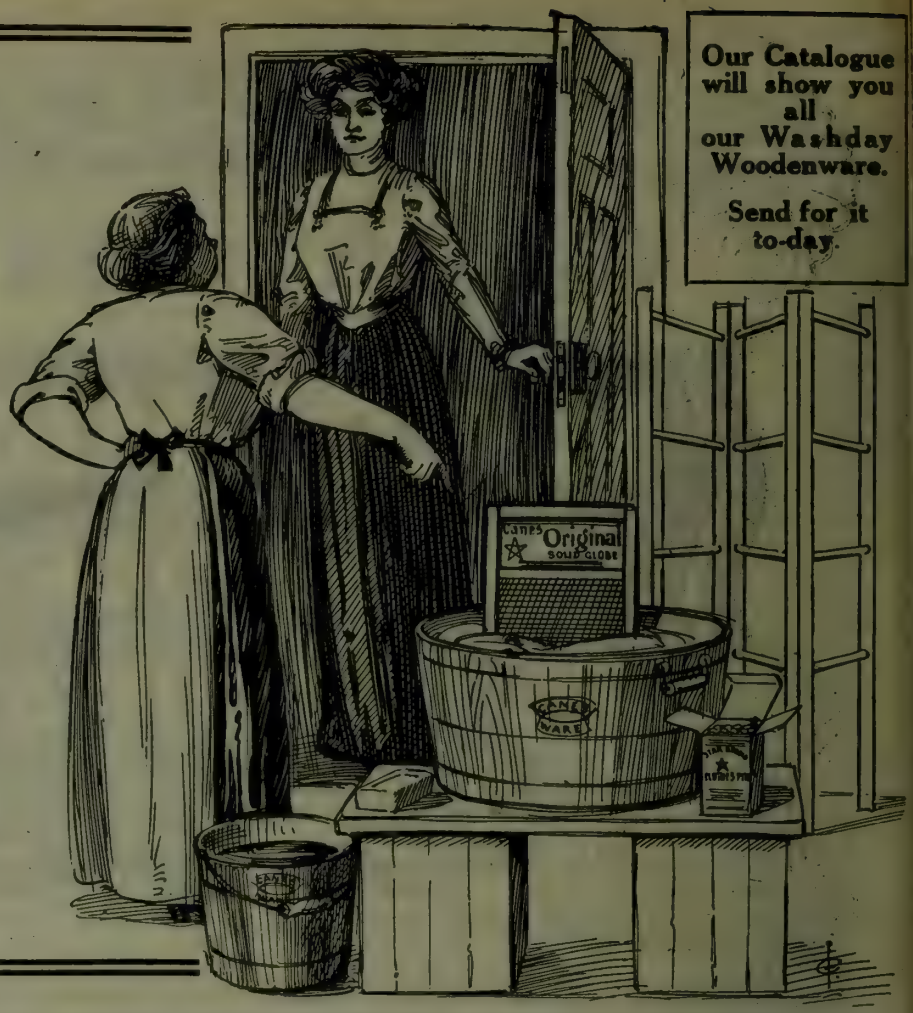
ORIGINAL GLOBE—Heavy back zinc washing plate.

DIAMOND KING—Glass washing plate.

WESTERN KING—Enamel Washing plate.

Wm. Cane & Sons Co., LIMITED

NEWMARKET, - CANADA



Our Catalogue will show you all our Washday Woodenware.

Send for it to-day.

KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good"; make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "No Broken Eggs" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

Hand Soap Boxes

We have special equipment for turning out Hand Soap Boxes in large quantities and in any style of decoration. Let us figure on your requirements.

American Can Co.

MONTREAL - - - HAMILTON



YOU HAVE THE POWER

When you recommend a GOOD thing to your customers they will rely on your judgment in future purchases. The housewife is continually on the watch for something to make her work easy. Recommend

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

to her. This is a brown powder, put up in handy pails, which you can easily sell. It prevents dust, brightens rugs, destroys moths and kills germs.

Get in Touch with Your Wholesaler or Write Direct

SOCLEAN Limited

444 King Street West, :: TORONTO

PHONE MAIN 6735

Have Your Wife Try a Bottle



Mexican Vanilla Bean Gatherer

Take home a bottle of Shirriff's True Vanilla to-night. Have your wife use it for flavoring her sauces, puddings and cakes. Get her verdict. Then you'll know how pleased other women - your customers — will be when they have tried it on your recommendation.



Shirriff's True Vanilla



is made from first-quality Mexican Vanilla Beans. It is the REAL extract—aged until its strength, flavor and bouquet excel all others. Very economical — a little drop goes a long way.

You are doing your customer a good service in persuading her to try Shirriff's True Vanilla in place of extracts which are vanilla in name only. There is a good profit on each bottle of Shirriff's True Vanilla. Each bottle you sell is another step gained in the "goodwill" of your customer.



Imperial Extract Co.

TORONTO - - CANADA



"SIMCOE"
BRAND
ASPARAGUS
TIPS

A popular line that has found widespread power by reason of its unvaried quality and generous quantity.

No bleaching in growth. Careful processing avoids breaking of tender shoots which are grown in gardens in immediate neighborhood of our factories.

Flavor epicures pronounce flavor and tenderness unequalled.

Stock and feature this line. The "Simcoe" quality is mainta ned and the profit is good.

Dominion Canners Ltd.
HAMILTON :: ONT.



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer.
It assures you good profits.
Now is the time to stock up
with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



The Chief Competitor

Of Prepared Foods is Home Cooking

¶ Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked.

Most women who are prejudiced against goods in cans and bottles have simply tried the wrong kind.

¶ The only way to build up a good business on prepared foods is to sell a quality as good or better than can be made in the home.

HEINZ 57 VARIETIES
PURE FOODS PRODUCTS

are made of the best materials money can buy. They are prepared in model kitchens by methods which are the result of forty years' experience and endeavor to improve the best home ways of food preparation.

¶ The housewife may be able, in some instances, to prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer, or better.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products



Have No Hesitation

in deciding in favor of a fixture that saves its cost by cutting cheese ACCURATELY.

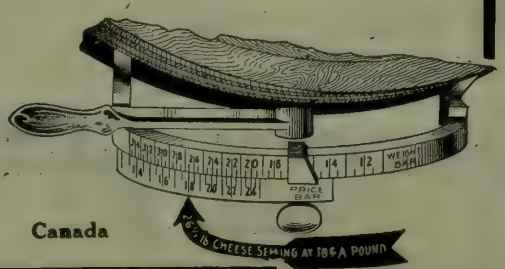
The Perfection Cheese Cutter

encased in a handsome glass and wood, highly polished case, prevents the giving of over-weight by its attachment for exact measuring, doing away with the accumulation of dried-up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for this fixture will surprise you.

The American Computing Co. of Canada

Hamilton, - Canada



TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

KOPS ALE



NON-ALCOHOLIC

Last Season was a very satisfactory period in Canada, KOPS ALE being well taken up by both trade and public.

This year will witness a greater demand for this wholesome beverage and we are shipping to supply early orders.

KOPS ALE is pure English brewed ale, made from finest Kentish hops and malt, containing all the tonic properties of alcoholic beer without the undesirable after effects. It is a money-maker in prohibition towns, as well as in unrestricted places.

Make yourselves familiar with KOPS ALE.

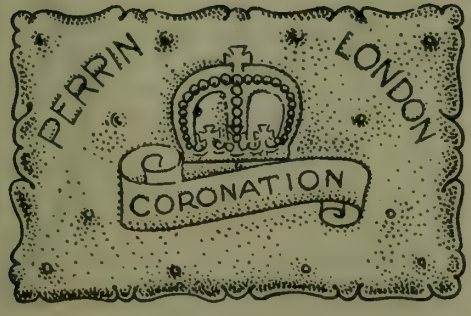
KOPS BREWERIES,
Fulham - London, S.W., England

CANADIAN AGENTS—

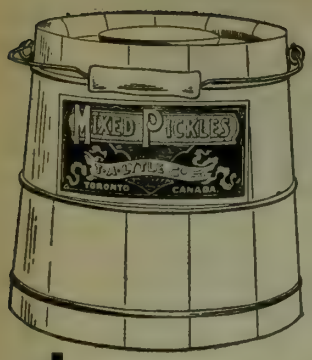
Hudson's Bay Co., Vancouver, B.C. W. L. Mackenzie, & Co., 306 Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Building, Montreal. W L. Mackenie & Co., 606a Center Street, Calgary. Royal Stores, Limited, St. John's, Nfld.

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S



CORONATION BISCUIT



SUPERIORITY

in material and manufacture is the explanation of the wonderful popularity of

"STERLING"

BRAND

Mixed Pickles

Its exquisite flavour stands unrivalled; its purity of ingredients stands unchallenged; and the same "Sterling" quality prevails as in all our other products.

Stock and push this excellent stock; it holds the family trade, and the profit is a good one.

The T. A. LYTLE CO.,

LIMITED

STERLING ROAD, TORONTO.

MOODY'S

KLENZINE

WHAT YOUR CUSTOMERS ARE LOOKING FOR

is not an Ammonia Powder, but the Ammonia Powder, so hand her a tin of Klenzine.

Klenzine

makes housework a pleasure. Unequalled for washing dishes, glassware, windows or linen. It makes laundry work easy, and is a valuable disinfectant which keeps the kitchen, pantry and bathroom clean and free from germs and summer pests.

Stock the powder which sells and gives you a good profit.

ALPHA CHEMICAL CO., Limited

BERLIN, CANADA

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO

54-56 Noble Street.

Accuracy and Purity

are the two cardinal virtues governing the compounding of

Cook's Friend

Baking Powder

THERE'S NO ALUM IN IT

W. D. McLaren, Limited

Baking Powder Specialists MONTREAL

MR. GROCER :---

When ordering Canned Goods if you do not get the following you are not getting all that is due you. Order

ESSEX BRAND

Canned Goods, and secure

FAIR PRICES
SPLENDID ASSORTMENT
EXCELLENT QUALITY
FULL DELIVERY

ESSEX CANNING & PRESERVING CO. LIMITED

ESSEX, ∴ ∴ ONTARIO

The Weak Points Of Other Makes

ARE WHAT SELL

MEAKINS'

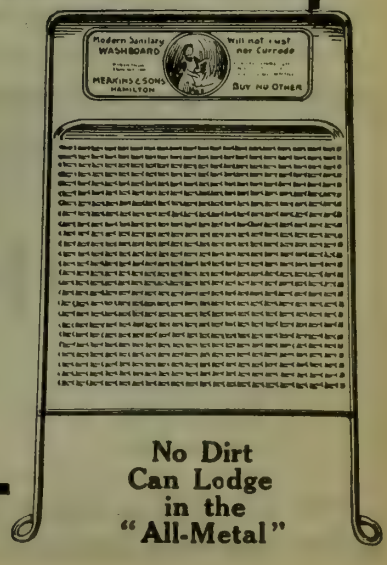
SANITARY WASHBOARDS

The woman who wants a new washboard knows the weak points of the old one and appreciates the one without those defects.

Sanitary Washboards are of **all metal construction** and so have **no wood to warp and no nails to come loose or worn rough edges of zinc to cut hands.** They **cannot retain dirt** because each board is made **in one piece.**

Particulars and prices from

Meakins & Sons, Hamilton, Ont.



No Dirt Can Lodge in the "All-Metal"

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas. Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

"Bigger and Better Sales"

that will be the story of the grocer who is featuring



Rideau Hall Coffee

Because superior merit and better value are bound to win.

"Rideau Hall" Coffee has that delightful aroma and exquisite flavor that guarantee repeat orders wherever a pound is sold.

"Rideau Hall" Coffee, perfectly blended and roasted, is the acme of perfection.

IN ONE POUND AND 25c. TINS ONLY.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk---4 doz. in case—				**$3.35**
Princess Condensed	„	„	„	**3.90**
Banner	„	„	„	**4.40**

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON
St. George, : : : : Ont.

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

JAPAN TEA

Just as Pure as Natural Snow

Delicate, Healthful, Delicious

FURUYA & NISHIMURA

MONTREAL

Also New York, Chicago and Japan

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

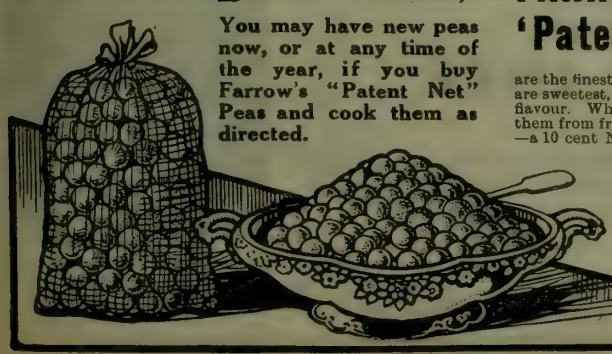
They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited,
Collingwood, Ont.

Toronto Winnipeg Hamilton Fort William

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net," Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

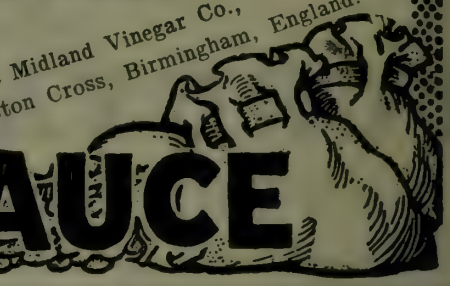
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W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
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How Many Customers Have You

who have not asked for H. P. Sauce? Our new extensive advertising is exciting a large demand, and your customers are buying it somewhere. Wide-awake grocers are making a leading line of

The Midland Vinegar Co., Aston Cross, Birmingham, England.



H.P. SAUCE

THE WORTH OF

WHITE SWAN

PERFUMED 100% POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

SELL GINGERBREAD BRAND MOLASSES! It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The **Dominion Molasses Co.,** LIMITED

HALIFAX, NOVA SCOTIA

FRESH COW'S MILK IN ITS MOST PERFECT FORM



For infants and invalids—safer than fresh milk on every occasion.

CANADA FIRST EVAPORATED CREAM

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - - Aylmer, Ont.

Head Offices, HAMILTON, ONT.

ADVANCE IN SUGAR!

This time it is in the "package"---not the price.

"Crystal Diamond" Lump Sugar

in the new size Carton, packed 40 to the case, will retail profitably at a quarter. The popular sugar at a popular price.

The demand has been unexpectedly large, but we can now fill orders promptly.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for Minute Tapioca

Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



The Favorite Pickle



BAIRD'S

SECOND-TO-NONE

PICKLES

The Perfection of Quality.

Johnston, Baird & Co.

Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.



(GOLDEN BUTTERFLY BRAND)

FUSSELL'S THICK RICH CREAM

has the largest sale throughout the world of any **Real Cream.** Not a substitute; not condensed; no preservative; no deception—**JUST HONEST THICK CREAM.**

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannantyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1656, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. DOWNEY,
MONTREAL



THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
187 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

A. O. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Are you prepared to meet the demand for summer drinks?

Nothing is more cooling, refreshing or healthful than **Cold Springs Lemonade Powder.**



Three years of selling to a critical buying public and never yet heard a complaint.

Used extensively throughout the colonies, giving general satisfaction.

See to your stocks—the time is ripe.

S. H. EWING & SONS
96-104 King St. Montreal — 20½ Front St Toronto

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

"THE PAPER THAT IS READ"

A National Circulation

AND

A National Reputation

"We enclose our check covering subscription to your valuable publication, the "Grocer." We get many good hints in your paper which is worth many times more than the price of your paper. We look forward for each issue."—O'Keefe & Martin, Vernon, B.C.

"As we were looking over some back numbers of The Canadian Grocer which we prize as highly as clean stock, we noticed an article on soap in your issue of April 16 and an idea occurred to us."---Errett & Co., Englehart, Ont.

"Your paper is invaluable to all grocers---interesting and full of ideas---a paper that all up-to-date business men will appreciate if they see it once---the only paper that I keep on file for future reference."---Elzear Turcotte, Quebec, P.Q.

"We assure you that we appreciate the Grocer very much because of the many helpful suggestions contained in it. The fact that we cut out the helpful things from week to week and paste them in a scrap book, is an evidence of our appreciation."---F. & J. Morley, Sydney, C.B.

The Canadian Grocer

Winnipeg - Toronto - Montreal - London, Eng.



THE MATCHLESS STAPLE

Here is a line that will give general satisfaction to all of your customers and build a satisfactory trade for you.

THE DOMINION MATCH

has a strong stem that will not break, and a silent striking head that will not fly off when you strike it. Attractively boxed and the profit is good.

EVERY MATCH A LIGHT.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

O.K. SAUCE

ENGLAND'S BEST

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents---DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG



The All Attractive "Meadow-Sweet" Quite a Winner

MEADOW-SWEET CHEESE is the leader in its line. Its rich, creamy flavor has made it the delight of every housewife, and you can not afford to overlook it.

10c. a Package Retail

Are you going to let a trade winner pass? Certainly not, you are too wise.

Write us Immediately

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

This Season's Pack

Gaspe Lobsters

Just Arrived

Have you booked your requirements? The supply is very short—Quality is Unexcelled.

MATHEWSON'S SONS - Montreal



OUR SPECIALTY—6-12-16 oz.

The experience of years in making, choice materials and perfect cleanliness in packing, ensure our

Sweetheart Baking Powder

a success.—Get in line and handle same. Your customers want the best—We have it. Our Motto "QUALITY" and our guarantee go with every tin.

I X L SPICE & COFFEE CO.

LONDON, ONTARIO

Our extensive Advertising Campaign this year is making new customers for



"FORCE"

Are YOU taking advantage of this opportunity to get your share of this new business?

THE H-O COMPANY, Hamilton, Ont.

You Would Like To See

every housewife in town visit your store, and you would like to sell her something which would cause another call.

CASTOLS! CASTOLS!

that **CHOCOLATE COATED CANDY** substitute for Castor Oil is just what the mother wants.

A READY SELLER

allowing you 60% clear profit.

Don't Let Your Wholesaler

pass without showing you samples. You will be pleased, as are hundreds of your confreres.

Snowdon & Ebbitt

325 Coristine Building
MONTREAL

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

EBY-BLAIN, LIMITED
J. F. EBY, President
HUGH BLAIN, Vice-Pres.

Here's a new line that will interest you—

Norwegian Herrings in Tomato Sauce

Advance samples show the quality to be particularly fine and there is a considerable saving in the price.

WE HAVE PARTICULARLY INTERESTING PRICES ON

GEM JAR RINGS—BLACK— Pints and
WHITE— Quarts

All packed in cartons of 1 dozen

IF YOU ARE SHORT ON LOBSTERS SEND US YOUR ORDERS

NEW PACK LOBSTERS— ANCHOR brand,—
Golden Key and Mephisto brands

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

Where Knowledge is Power 'tis Folly to be Ignorant!

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS,

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Buyer's and Seller's Cost Tables	1.50	Art of Decorating Show Windows and Interiors	3.50
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THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.

143-149 UNIVERSITY AVENUE, TORONTO



By Special royal permission

Quality—Good Packing—Attractive Get-up

THESE ARE THREE OF THE FEATURES THAT HAVE MADE

"King Oscar" Sardines

PRIME FAVORITES WITH THE CAREFUL BUYER

They are uniformly sweet, tasty and wholesome, and they leave a worth-while profit for the retailer

Only the primest autumn-caught fish are used in "King Oscar" Brand, and our factory is a model of cleanliness and sanitary methods.

ASK YOUR WHOLESALER

CANADIAN AGENTS

John W. Bickle & Greening

(J. A. Henderson)

HAMILTON, ONT.

Don't Experiment With Your Tea Trade

"Trying out" new teas (package or bulk) of unknown merit is an expensive and losing game. The shrewd, practical grocer knowing this, picks out the tea that has ALREADY shown the kind of results he is after. He chooses

"SALADA"

The tea of unsurpassed quality. The tea with the largest sale.
Consequently the leader.

We had to show results to get and hold our trade.

We can get the same results for YOU.

Canadian Offices **Toronto or Montreal**

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To Cut the Cost of Operation in Cities

How the Question of Reduction in Cost of Distribution Has Been One of the Principal Factors in Formation of Most of the Great Trade Organizations—The Latest Example—How Scheme Could Be Worked Out in Great Centres of Population—Both Sides of Case.

By W. J. W.

In making public the announcement that a five million dollar capital merger of baking establishments in Montreal, Winnipeg and Toronto had been successfully launched, the general manager considered one of the important savings in each city that made in connection with the elimination of individual deliveries.

> "In Toronto, alone, said he, there are three concerns whose rigs cover practically the same ground every day. We will change all that and have the one delivery do for all."

Get to the Facts.

It may be true as has been often claimed that individual delivery is one of the best weapons by which the retail grocer in the larger cities meets the competition of the mail order houses. Still it often happens to be a fact that some one's word has been accepted by all as the very essence of truth, when as a matter of fact a little experimenting would have proved the contention to be little more than imaginary. It may be so in this case. It might happen that city customers of city stores would be glad to find the same system in delivery applied to the average retail grocery establishment.

There is no disputing the fact, however, that the tendency of all businesses to-day is to simplify the distribution of their products as much as is possible. This trait is noticed in every phase of business life at the present time. In practically every merger or amalgamation, and in the formation of great individual companies, the cost of delivery is one of the things given marked consideration in the discussions around the directors' table. It is regarded as a considerable factor in connection with the setting of prices down to the level at which the company hopes to smother all competition.

The Cost of Distribution.

It was the question of distribution that formed one of the chief reasons for the organization of the oil trust and the steel trust and many other equally well-known trade amalgamations in the United States. It was deemed to be folly that so many individual concerns should be covering the same ground day after day when a more or less simple arrangement would bring all this under one head. Of course there were other considerations, but this was one of the really essential points. Anyone who is at all familiar with the working out of these vast trade machines need not question the tremendous savings effected by these arrangements. In Canada the same condition is apparent. Mergeritis is in the air. New amalgamations are being effected constantly and in every one of these there is to be found the statement that saving in distribution was one of the prime objects sought after.

Applies to Retail Grocers.

If this applies to the big industrial corporations it also applies to the army of retail grocers in every city of consequence in the Dominion. The smaller ones could manage perfectly well with a small number of uniform outfits covering the entire city probably four or five times a day. The problem becomes an altogether different and more complicated one when cities of more than fifty thousand population are being considered. Then it is necessary that such a community be divided into a number of districts with boundaries clearly defined, but all working together under one central management. That may appear difficult, but in reality the working out of such a scheme is comparatively a simple matter. At least it would be if the retail dealers would bury for a while the petty jealousies that keep them from working in unison.

In the Big City.

Take one of the main business streets in Montreal, Halifax, Toronto, Winnipeg, Vancouver or any other city of large population, and consider the number of dealers there are in the space of probably two or three blocks whose delivery outfits cover practically the same district every hour and every day in the year. How comparatively simple it would be for say twenty of these men, ten on each side of the street, to come together and agree to have all their distributing work done by one set of delivery vehicles.

Take Brown and Jones with establishments on either side of the street. Each of them would be delivering parcels up any given street nearby practically the same time every day. Wouldn't it be a lot easier for, say, Brown's rig to do the delivery for both of them provided Jones was assured that no advantage would be taken by the driver of Brown's outfit. Then multiply this by ten or fifteen and the easy working possibilities of the proposition present themselves. The difference would be that not one of the grocer's but an independent driver working for all fairly would be in charge of the distribution of the goods.

One Man Does Work of Two.

It has been clearly demonstrated in many other localities that under such a system one man can do and does do the work two have been accustomed to do in the past. This is fact. If it can be worked to a happy conclusion in a small city it can be so developed in the large, provided the districts are not too large as to be unwieldy. So far as can be gathered the principal reason advanced by retailers so far opposing such a proposal has been that their driver in many instances was the one man of the establishment to meet and deal with the customer every day. Fear was expressed that if the personality of the individual driver was removed that his proprietor would suffer in loss of business in proportion. Those who are in favor of the co-operative or centralized delivery scheme admit this up to a certain point, but argue that this would only apply for a given period and would soon be automatically controlled by the individual preferences for goods sold in individual stores. Not many dealers would oppose the idea of one system taking charge of all their work.

Freedom From Worry.

One of the benefits frequently mentioned by dealers who have fallen in line with such a delivery scheme as this have mentioned particularly the relief they experienced at being freed from all worries in connection with their horses and rigs and through the discontent of customers at neglect in the delivery of some little article. Another thing upon which they congratulate themselves is the freedom from worry on Sunday as to whether or not the animals had been properly looked after at the close of the heavy Saturday work.

They also mention particularly the relief at having only one delivery to worry about on Saturday evening and appreciate the regular hours at which the other runs are operated during the day. The goods are made ready about the time the delivery rigs are due to

call and in a few minutes the floor is cleared and preparations being made for the next run. The regular runs also eliminate the necessity of keeping the help in the store longer than the regular closing time. These are the things which they mention apart from the saving of expenses in the service. Roughly speaking, one estimated that the new scheme of distribution cut his delivery expense in half. To such a man it would be useless to talk of the selling power of the individual driver. He was satisfied if every store was given an equal chance by the men on the rigs. As for looking after his own trade he relied upon the excellence of his goods to do that for him.

Two Sides of Medal.

Broadly speaking then the chief objection to co-operative or centralized delivery system is to be found in the belief in the individual dealer that his trade will suffer through the elimination of the driver. There is also the conviction on the part of the retailer that petty jealousy would render impossible the successful working out of such a scheme. Against this there are arrayed the outspoken words of praise from men who experimented and found the new order of things a splendid success. They admit an absolute freedom from worry and a saving in store costs. They do not admit the probability of their business suffering in the slightest to the change.

In the big cities it remains for representative men to investigate this question.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Albert Greenberg, traveling representative of Rose & Laflamme, Montreal, was in Toronto during this week on his way to Western Canada with Christmas goods, novelties and samples of other lines handled by this firm. His display of samples at the Queen's Hotel was particularly fine, with goods of Polton & Noel, J. A. Sharwood, Batger's, Fry's Lime Juice Cordial, etc. Among the novelties are musical plates and steins which will undoubtedly prove popular among Western merchants

Old Country manufacturers are realizing more and more the importance of visiting the Canadian field when placing their goods on this market. At the present time Howard W. Symington, of W. Symington & Co., Market Harborough, Eng., manufacturers of Symington's Soups, is in Canada with a view to studying the conditions, and before returning he will see the entire country. This is the popular method to pursue, because the manufacturer is able to secure first-hand information regarding this market, such as methods of distribution, size of packages, retail prices, etc.



This is a view of a section of the new Vanwart store in St. John, N.B. It shows the passage way from the grocery to the provision department. The tall cash-register at the front and the attractive vegetable-display fountain farther back are two features of the store equipment of this establishment.

An Absentee and His Efficient Staff

Obligations of Dealer to the Members of His Staff Revealed in Letter From Successful Merchant to His Chief Clerk—Urging Him on to Fit Himself for Higher Things—The Kindly Advice—Place and Value of Neatness—The Man Who stayed on But Did Not Grow.

By Henry Johnson, Jr.

While we business men are mentally dwelling on our troubles and the difficulties we have, especially with "help," many of us fail utterly to recognize one very important duty which it is incumbent on each of us to perform.

I refer to our obligation to give those under us an intelligent insight into the business and a fair chance to learn it. While vigorously kicking about what we fail to get from others we seem seldom to stop to question whether we are doing what would fairly entitle us to get more than we now get. It is my opinion that most of us get all we have coming to us.

A Good Investment.

But I have run onto an exception in a merchant who always has taken time to teach his assistants, with the result that, on the average, he has good assistants—young men who grow up with him and stay with him for years : so the time spent in the education of the clerk would seem to have been a good investment to this man. This is the more remarkable because this man is an absentee, a man of many interests who visits his store only at intervals, so he is under the necessity of maintaining an efficient organization. He must necessarily have men and boys in his business on whom he can rely implicitly. The fact that he does this successfully, shows that it can be done.

A Letter to Henry

It was my privilege, a short time since, to see and take a copy of a letter he had addressed to one of his "boys" after he had paid a periodical visit to Anderston, as we shall call the name of the town. I copy the letter below :

My dear Henry :—I am writing to you in this personal way to cover some things I have been thinking about very seriously since I saw you last. You probably know that many things strike us from a new angle after we have been away and obtained a different viewpoint ; but I think you will also know that all of us must CHANGE and GROW, or we get into a rut and never amount to anything because we fail to make PROGRESS. That is what I want to write about.

Man Who Never Grew Up.

Ten years ago Gregory & Co. opened the finest grocery store in Anderston. It is the finest store there yet ; but the NEW STORE, about which you know, is being planned on lines that will make it far and away better than the present store and it is going to need in it MEN who are built on the same lines. The present—that is, TO-DAY—is not a minute too soon to get ready for the change and the growth which that change must bring with it.

You have been with G. & Co. over nine years, I think. You might be said to have "grown up" in the business—only, you have NOT GROWN. It is because you have not grown that I write. You must "spruce up" in a great number of ways so that you will fit into the place that must most certainly be filled by SOMEBODY in the new organization. You must "spruce up" RIGHT NOW, because the place is there the minute you can fill it. Mr. Fisher must have SOMEBODY on whom he can DEPEND to not only kind of keep things going, but STEP RIGHT OUT IN FRONT and assume the entire responsibility of running any part of that business any time —so that he can feel free to plan, and think, and work out NEW IDEAS.

Some Essentials.

That kind of thing is as necessary in any business which is going to GROW as breathing is to the child which is going to grow. And, to do that thing, you must BEGIN RIGHT AT THE BEGINNING and do all that is needed in filling the position.

1. Be carefully NEAT and CLEAN.

This means that your APRON must be changed three or four times a week ; in fact, just as often as needful to keep it ALWAYS looking white, clean and attractive.

It means that your clothes must be neat and clean—clean is the main thing.

It means that you must NEVER wear a collar that is not PERFECTLY CLEAN ; you may have to change it every other day ; but change it as often as needful to keep it ALWAYS clean.

The same applies to your shirt you may have to wear two a week in the winter, and maybe three weekly in the summer, but do it if necessary to keep always NEAT.

Lastly, it means that you must ALWAYS be cleanly shaven ; probably twice a week will do though three times would be better.

Watch Irregularities.

2. Be watchfully vigilant about irregularities and little stealings on the part of the fellows around you.

If it is the rule that no employe shall wait on himself—which is a splendid rule—see that the rule is FULLY and ABSOLUTELY enforced whether Mr. Fisher is there or not. In other words, regard that store just the same as you would if it were YOUR STORE.

Do this in every way—taking the same interest in pushing the business as if it were your business.

I think there have been times when, if that store had been yours, you would have SOLD THINGS OUT which were not sold out but which have been wasted. I do not say this because of any idea I have that you do not INTEND to do just exactly right in every way—because I KNOW YOU DO ; but I say this to point out to you how you must regard that store if you are to be the RIGHT MAN in the RIGHT PLACE there in all the years to come.

Facts About Neatness.

Now let us go back and look over what I have said about being NEAT. This may seem to you extreme and maybe even extravagant. I assure you it is neither. It is just GOOD BUSINESS for YOU. In a small town men grow up and get the idea that "everybody knows them" and therefore they can be a little bit lax here and there—and mostly they look like it. When I get into Anderston I meet men whom I have known for years and I wonder how they can go along the street looking as slovenly as they do. It is much the better plan not to think that "Everybody knows you" in that way ; much better go on the theory that, knowing you as well as they do, they will think a lot more of you and have a much higher regard for you, if you are always neat looking and pleasing in appearance. Do not mistake me. I do not advise any young man to think so much about his looks that he fusses and worries about his appearance all the time. What I mean is that he must take sufficient pride in always looking presentable so that HE WON'T HAVE TO THINK ABOUT HIS LOOKS AT ALL.

For the Good of the Patient.

All of this I assure you I am writing just as frankly as I would say it to you. I write it just as I would tell you that you could do much better on the job of dressing a window than you had done. You know that in either case I should be telling you something that was GOOD FOR YOU. I feel sure you will understand me just that way.

I want you to STEP UP as I have indicated and TAKE THE LEAD over all the fellows about the store. I want to feel that there is more than one man there who is doing SOME REAL THINKING to shape things out successfully. I feel sure you want to be ONE OF US in this way; that you have AMBITION to be more than just a "chief clerk;" that you want to become a part of Gregory & Company. And it is only because I have that ambition for you that I write you this letter.

Write to me—after you have thought this all over—and tell me JUST WHAT YOU THINK.

* * *

It seems to me that the grocery business might be improved if more merchants proffered that kind of wholesome guidance to their clerks.

Express Charges Interest the West

Winnipeg Board of Trade Protests to Board of Railway Commissioners for Canada in Regard to Difference in Rates between East and West—The Graduated Charge—Returning of Empty Crates—Where Shippers Gained.

Winnipeg, Man., June 15.—Several changes in express rate charges have been ordered recently by the Board of Railway Commissioners. There are three features of these orders which affect the Canadian West, and which are particularly interesting to merchants.

In the first place there is strenuous objection everywhere in the West as to the rates charged in the West as compared to those charged in the East. In the east the rate is $3 per hundred weight for 1,000 miles, while in the west the rate is $5 for the same weight and distance.

The Reason Why.

The only reason why there should be any difference, and why there was any difference in the past, was because the express business in the west was very light, and a higher rate was necessary to make the business profitable. At present, however this argument is not valid as the express business is enormous in the west and growing rapidly, and there should not be such a difference in the rates between the two sections of the country.

The Winnipeg Board of Trade has entered a protest to the Railway Commission on the matter, and it is understood that several other western boards of trade have also protested, and it is believed that the commission will reconsider the matter.

The Point of Difference.

The second point of importance is the graduated charges which occasioned many reductions. Previously the shipper had to pay the same rate for 6 pounds as he did for 7 pounds, and the same rate for 8 pounds, as for 10. Under the new graduated scales there is now a separate rate for each pound, and after 10 pounds has been reached, extra weight is charged on the 5 pounds basis. Also where the rate is over $2 and under $2.50 the charge for the small package was based on the $2.50 rate and so on in 50c scales to $5. Now a new scale is made providing for every 25c. Where the rate was over $5 per cwt. the charge would be figured on the next dollar, but now the charge will be made on every 25c. This makes a system whereby the higher you get in these rates, and the larger the weight the greater would be the reduction.

Rate on Empties.

Another important point in the charge is the classification clause which went into effect June 1. This affects all merchandise and in some cases there has been an increase and in some a decrease. The most noticeable items affected by the increase are returned empties, and shipments put up in cardboard boxes, uncrated, with the exception of clothing.

In some cases the rate on returned empties is very great. For instance, on some it amounts to half as much as the rate for shipping the goods in the first place. Formerly the rate for their returning was not fixed by law and the company in some cases returned them for five cents each, and in others they were carried free. This the railway commission considered unlawful, and so put the present rate into effect.

The principal feature of the change in the classification is the eliminating of the owners' risk clause. Previously the express companies would only accept four-fifths of the shipments at the owners' risk, but now they have to take the goods, and take the risk for their full value. This is a very important point gained for shippers.

REFUND OF SIX PER CENT.

Comprehensive Plans of the United Stores Association.

The plans of the United Stores Association formed in New York recently with a million dollar capital is to take in all lines of retail business and to spread to all the large cities in the United States taking into consideration not only the retailer but consumer as well through a refund of six per cent. of their purchases. The consumer membership fee is $2.

The inducements to the consumer to become a member of the U.S.A. are as follows: One, an accident insurance policy of $500 carrying sick benefits of $5 a week for six weeks. This policy would cost the consumer $2.50 a year unless it was secured through us.

Two: A subscription to a magazine gotten up particularly for those whose incomes are less than $800 a year. The cost of the magazine to the consumer unless it was secured through us would be one dollar a year.

Three: A six per cent. discount in cash on everything they buy from the retailers who are members of the U.S.A. This doesn't mean grocers alone but each of the 17 lines from which the people secure all the necessaries of life.

The grocer pays to the U.S.A. six per cent. of the cash business he does with the people the U.S.A. sends him. It is understood that sugar and other articles which do not show a reasonable profit will be exempt from the discount.

TELL YOUR CUSTOMERS.

Soak new brooms in strong salt hot water before using. This treatment toughens the bristles and makes the broom last longer.

Ten or fifteen years ago, tea was used only as a semi-medical drink by women in France, but now over 1,200 tons per year is consumed.

The Fort George Trading Co., Brittle & Robbins, proprietors, Fort George, B. C., have opened a general store.

The cod fisheries on the Eastern coast have been poor this year, according to reports. Along the Labrador coast a disastrous failure is spoken of. The cod are said to be migratory in their habits and it is thought the fish have taken to deep waters. There was, however, an unusual run along the Cape Breton shores.

When you talk quality, you must deliver quality. The delivery speaks louder than the talk.

Waited for Customers to Seek New Goods

How Sam Slowman in Hollow Creek Smoked His Corn-cob in Placid Content, While all Around Him Opportunity Languished—The Stocking of Cheese Salt and the Result — The Stimulation of Call for Jelly Powder.

By a Traveler.

If you ever go out to Hollow Creek, you will no doubt find Sam Slowman sitting in his usual place on the upturned packing case near the cracker barrel, discussing the inroads of the Mail Order house or complaining about the tremendous lack of business. There I have found him on every visit during the past two years and there he was stationed the last time I called. There was no one to talk with at the time, so he was spending his leisure moments in sending clouds of smoke from an old corn cob to vanish into the distant corners of the store.

I put down my sample case and attempted to be as business like as was possible in the atmosphere in which I found myself. I might say that I was selling three fairly new food specialties and although I had made several visits I had failed to interest Sam. When he had finished making his usual comment upon the bad state of business, I introduced my specialties to him for the fifth time. I had shown him the lines before so this time I merely enquired if it wasn't possible to sell him an order.

But What's the Use?

"What do I want to buy those things for?" he said. "They would be no more use to me than so much pig iron. Why I never had a customer ask for them in my life, except that Mrs. Perkins who comes down from the city every year. She said they used a lot of them up there, but the people down here never ask for them. A lot of use buying stuff people don't ask for."

There are many dealers who are somewhat similar to Sam Slowman, away back at Hollow Creek. At least they seem to have somewhat similar ideas. When some new line of goods is introduced to them, they put forth the argument that they have no demand for it and therefore will not stock it. Results in this world are not attained without some effort. The merchant cannot expect a line to work up a trade in itself. The demand will not come unless some effort is made by the dealer. The merchant who will progress is the one who can sell over and above actual demand. There are many lines for which a trade could be worked up, if the dealer would first study his goods and then determine to make an honest effort to sell. Then there may be some lines for which the dealer has a certain demand but which is not large. He should not be content if there is any possibility to extend that demand, which is true with a good many articles.

No Demand at All.

I know a dealer who up to a couple of years ago had never sold a jelly powder for the simple reason that no person in that town had asked for them. I struck his town selling that line one day. I called on him and received the same answer as many other salesman have received: "I have no demand for them at all."

However, I believed that if he would put them in stock and make an effort to sell them, that he could do so, and I proceeded to impress him along that line. I told him that it might be true that he had no demand, but that was no sign that he could not make it. I went with him into his house and showed his wife and himself how the jelly powder I sold was prepared, and just how easy it was to make. His wife was pleased and I pointed out that every housewife would be also, if he would demonstrate their usefulness to them. I talked jelly powder to him so much that he gave me an order and was really enthusiastic over them when I left.

When they arrived he made a big counter display of them, in the centre of which was the prepared article. To each customer who visited the store he introduced the powder, told them how it was prepared and of its usefulness, showed the prepared article and stated that his wife had used them and was extremely pleased. As a result many customers were converted to their use and the next time I called he ordered twice the quantity he originally bought.

Stocked Cheese Salt.

Another traveler told me of a case in point in which he had induced a merchant to put in a stock of cheese salt with the result that he worked up an excellent trade for it. When first approached this merchant stated that he had no demand for cheese salt for while there were a number of cheese factories in the vicinity, only a couple ever bought from him and they always took the ordinary kind. The salesman pointed out wherein the cheese salt would be the best for them to use both in regard to the quality of the cheese and cost, explaining to the merchant that by pointing this out to the cheesemakers, he would receive the trade of not a couple but them all. He demonstrated this to the merchant in such a manner that he purchased a quantity.

The merchant sent a sample to each of the cheesemakers in the vicinity, telling them it was especially made for cheese, and that although it cost more, in the end it was the cheapest. He asked them to call when in town and he would demonstrate the fact to them. To each man, he explained the reason why he should purchase, using the same line of talk that had served to convince him. As a result he succeeded in selling to nearly every man and not only was it for the one year, but each succeeding year, they came back to him for supplies.

Thus, he secured a profit that would never have been his if he had continued to contend that he had no demand for it. The same is true in a good many lines. There are a number of articles, a demand for which could be worked up or extended, if the merchant would only take the trouble to study it and its uses and make a real honest effort to introduce it to his customers.

BOARD OF HEALTH PROPOSES NEW BY-LAW

Measure Submitted by Medical Health Officer of Toronto to be Considered by Council—New Law Provides Drastic Penalties for all Infractions, and is Calculated to Prohibit all Outside Display of Foodstuffs.

Toronto, June 15.—Dr. Hastings, the Medical Health Officer of this city, has passed on to the City Council a by-law calculated to affect every produce shop keeper and consumer in the Queen City.

His measure provides that nothing that could possibly be considered an article of diet open to contamination shall be exposed in any open place unless it be protected. The by-law reads as follows:—

"Dressed animals, meat, poultry, game, fish, sea food, fresh, dried or prepared fruits, dates, figs, cherries, grapes, berries, cut fruits, cut melons, cracked nuts, nut meats, and milk, bread and pastry, which are intended for sale for human food, shall not be conveyed from place to place or kept in any open window or doorway or outside any building or in any public or private way of the city unless covered with clean material, or placed so as to be efficiently protected from dust, flies, animals, and all other contaminating influences.

"Every person being the occupant or lessee of any store, room, stall, building, or other place where any article of human food is kept, stored, sold, or offered for sale shall maintain such room, stall, building or place and its appurtenances in a clean and wholesome condition.

"All persons while engaged in the handling of articles of food in any store, room, stall, building, or other place shall wear clean outer garments and shall be free from contagious or infectious diseases, and from any communication, directly or indirectly, with those affected with communicable disease.

"No room in which meat, poultry, game, flesh, fish, fruit, or milk, or other natural products are kept, stored, sold, or offered for sale, shall be used for domestic purpose or open directly into any room so used. All shops or stores used for the sale of articles of food shall be supplied with proper lavatory accommodation, which shall be in a separate department from the room in which such articles are kept, stored, or offered for sale.

"The use of newspapers or unclean paper for the wrapping of articles of food. The testing of butter or other foods, or the handling of the same is hereby prohibited.

"Every pedlar or vendor of foodstuffs from wagons or carts, in addition to the other provisions of this by-law, shall keep in his wagon or cart a water-tight receptacle for the wastes of his business and such wastes shall be so disposed of as not to cause a nuisance."

The penalty for non-observance is a fine of $50 and costs or six months in jail.

Latest News From Trade Centres.

TO KEEP MONEY AT HOME.

Secretary of the R. M. A. Refers to Co-operation of the Newspaper.

Galt, Ont., June 15.—At a meeting of merchants here last week an address was delivered by E. M. Trowern, Dominion secretary of the Retail Merchants' Association. He referred to the difficulties the association had met, but overcome, in getting their charter, which would go a long way to alleviate their ills.

Another matter touched upon was that of transient peddlers going through towns paying insufficient licenses and leaving with money that should be kept in those towns. Peddlers were leaving Quebec on account of high taxes on them, and coming to Ontario more than ever before.

From his experience, Ontario retail merchants were weak. The merchants should use local papers as they are the salvation of the towns. He recommended the press as great helpers to merchants, and he believed that if a campaign were started in Galt to keep money in town it would be a step in the right direction.

A committee composed of Alf. Taylor, J. Sloan and Geo. Turnbull, Jr., was then appointed to look after affairs and call next meeting.

BY-LAW REFERRED BACK.

Forest City Merchants Oppose Board of Health Measure.

London, Ont., June 15.—At the recommendation of the local board of health the city council at its last meeting considered a resolution to prevent all grocers displaying foodstuffs on the sidewalk. The Retail Grocers' Association had a strong deputation wait on the aldermen in opposition to the by-law. They made several objections, the principal being that there was in the measure no clause prohibiting hucksters, market gardeners and peddlers from showing vegetables or fruit on the ground as they do now on the market, or on push-carts. President Norman McLeod and E. J. Ryan gave addresses on the subject. The by-law was finally referred back to a committee.

Harry Ranahan has leased the premises next the store and is having it fitted up as a fish and poultry establishment. Mr. Ranahan was the successful tenderer for furnishing supplies to the soldiers that go into camp at Goderich, Ont., this month.

EARLY CLOSING OR NOT?

That is the Question of the Moment Among St. John Dealers.

St. John, N.B., June 15.—The agitation bearing upon the early closing movement continues with vigor, and strenuous efforts are being put forth by some grocers and other merchants to bring about a repeal of the by-law, while equally determined efforts are being made by the grocers and others favoring the bill, to have the measure sustained.

Several grocers and other dealers have been reported by the police for keeping open after 7 o'clock, but have declared that they do not intend to close until they have fought the law, and for that purpose they and the others favoring their action, have secured counsel to defend their action. In the store of M. E. Grass, grocer on Germain Street, this week, the Early Closing Association met and discussed the law, and several speakers spoke in approval of it. The outcome is being awaited with interest, not only by the merchants, but by the general public as well.

TALK AFFILIATION.

N. S. Merchants Hold Outing and Meeting at Middleton.

Halifax, N. S., June 15.—The Retail Merchants' Association held a pleasant outing last week at Middleton, some 300 being in attendance. Among the sports were a baseball game and horse races, these forming the chief excitement of the day.

A meeting of the Retail Merchants' Association was held in the armories, where addresses on matters relating to the association movement were made by President A. S. Burgess, Vice-president E. Hubley, Chairman W. J. Hopgood, Vice-President A. E. Calkin (of Kentville), Vice-President W. H. Roche (of Windsor), J. C. Grinn (Springfield), F. E. Bentley, of Middleton, and F. J. Clarke, of Halifax.

The matter of affiliation with the Dominion Association was touched upon and this subject will be taken up again at the annual meeting. All were much impressed with the idea that Nova Scotia trade should be "boosted" as much as possible.

A vote of thanks, moved by Mr. Clarke, and seconded by Mr. Orman, and unanimously adopted, was tendered to the merchants and citizens of Middleton for the splendid time given the members of the association.

President Burgess and Vice-President A. E. Calkin both spoke at length on the good work done by Secretary Macdonald in the face of great difficulties in putting the association in the splendid position it occupies.

ADDRESS TO BERLIN DEALERS.

On Co-operation Society Bill—Weekly Bargain Day Not Popular.

Berlin, Ont., June 15.—The evils of the proposed Co-operative Societies' Bill, in the interests of which President Maxwell, of the English and Scottish Co-operative Societies is touring Canada, were dealt with at the meeting of the Retail Merchants' Association meeting here on Monday night, by H. A. Harrington, of Toronto, and the local merchants decided to help along the fight against the bill by a special grant from the association, supplemented by individual subscriptions. Local wholesalers and manufacturers are also giving assistance by subscriptions.

There are indications that the grocers of Berlin may get together and discuss questions of mutual interest.

THE CANADIAN GROCER

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NIAGARA'S GROWING FRUIT CROPS.

During the past week The Grocer has been in touch with the large growers and preservers of fruit in the Niagara peninsula in order to secure accurate information as to the growing crop.

In regard to strawberries it would appear that the early varieties were seriously injured by the long spell of dry hot weather in May. It is possible that the crop for these, therefore, will only total about 50 per cent. But the same weather has had the effect of bringing on the later varieties, and such berries as Williams, Senator Dunlop, and other late kinds, are being picked almost as soon as the Michels Early and other early lines. Every promise is given that there will be a large crop of the late varieties, although this will depend entirely upon the weather. Like other berry crops, strawberries, which grow so near the surface, cannot withstand a draught for any length of time. Damage to crop is reported to some extent in some districts, but the acreage this year is large and it would appear that there will be lots of berries and that prices will be fairly reasonable in another week or so.

At the present time raspberries look well, as also do currants and gooseberries. Blackberries are only just in the blossoming stage, but from indications it would seem that there will be a good-sized crop, if not a large one.

The heaviest crops of any kind of friut this year are promised in plums and sour cherries, as these two varieties of fruit have set very heavily. Pears generally seem to be light.

Taking the varieties of peaches as a whole there probably will be a good crop. The early Crawfords are reported to be rather light in some districts, but there are so many varieties of the Crawford type grown nowadays, heavier croppers and good fruit, that this makes no material difference to the bulk of the trade.

Grapes have not blossomed as yet, but there seems to be every indication, where the vines have come through the winter, that the yield will be at least fair if the blossoms set properly. A large acreage was seriously injured either by winter frosts or from cold spells late in the spring. But there are numbers of new vineyards coming into bearing which should go to make up this damage, and it is quite probable the crop will not be materially affected and will total about the same as that of last year.

There are, however, several contingencies which are likely to arrive, and it is almost like counting your chickens before they are out of the shell to say exactly what the crop will be.

THE WESTERN GRAIN CROP.

William Whyte, of Winnipeg, vice-president of the C.P.R., and D. B. Hanna, of Toronto, vice-president of the C. N. R., both have prophesied for the Canadian west the greatest crop in the history of the country, and while both of these men are born optimists, the exalted positions they occupy enable them to secure a most comprehensive and generally accurate view of the situation.

Mr. Whyte is reported to have made the statement that six million acres of Saskatchewan land will be nodding with golden wheat this year, and that there will be three million acres in Manitoba, and one million in Alberta, given over to the same cereal. That is a total of ten million acres.

Mr. Hanna has predicted an acreage of eleven million in the whole of western Canada, and he adds that Canada will have one hundred and fifty million busheds of wheat to export after the domestic needs of this country have been satisfied.

All this sounds big, but west of Winnipeg a man would find it difficult to discover a farmer willing to admit the total as too high, now that it has been definitely settled. But there really appears to be good reasons for confidence this year. Reports from the principal growing districts all are charged with the word that crop conditions continue ideal as far as the growing plant is concerned. The growth in both fall and spring wheat is claimed to be remarkable.

But like many other things, the wheat crop depends entirely upon the weather. There seems no reason to doubt that given good growing temperatures and just rain enough the increased acreage sown to wheat and other grains in the western provinces this year will yield a crop never before attained in Canadian history.

KNOWLEDGE A FORBIDDEN THING.

The man who earns most, receives most. That is the axiom that should obtain in all branches of commercial endeavor to-day. But does it?

A few days ago a representative of this paper called on a certain Canadian merchant. He sought to interest the proprietor and then asked permission to place The Grocer in the hands of the clerk. The merchant refused, with the remark: "Really I'm afraid to let my help learn too much because they would then be asking for more money than I can afford to pay."

What a near-sighted soul! He could not have them learn too much, because then it would cost him too much! To him the axiom at the beginning of this article applies in most complete intensity.

The man who earns most does receive most! There is no gainsaying that. He may not get it in one place but if not, he will have it handed to him somewhere else because it is sure as nature. He fills the requirements that command the money.

But in reality he is **given** nothing. Salaries, in general, are only estimates of the value of the individual to

the concern. His selling power is appraised so that the employer knows to a cent just what he is worth to him. Often, however, the clerk has been conducting a quiet, though searching investigation on himself and knows also just what his value is to the concern. Unless developments come, trouble does not long remain away.

This particular merchant would rather have his clerk remain in outer darkness than have him become more efficient only to be more "expensive," and, at last, lost forever. His vision was not keen enough to see that in this case the knowledge to the clerk would result in a far, far greater advantage to the proprietor than it would to the helper, no matter how often his salary was legitimately raised.

KEEP TRAVELERS' DRINK PURE.

Now that summer has fairly arrived the Provincial Board of Health wisely has taken into consideration the matter of the supply of drinking water in public places within the province, and its recommendations in this regard have been approved by the Cabinet of Ontario.

This clause provides that: "Hotels, restaurants, railway trains and depots, boats and all other public places which provide a supply of drinking water for the use of the public shall at all times be required that such drinking water shall be pure and wholesome."

While probably in the first instance this clause was intended to benefit all the tourists who will soon be thronging into the various resorts of Canada during the next few weeks, it will undoubtedly contribute not a little to the health and well being of the army of commercial travelers in this province.

The strenuous competition in which all commercial salesmen are constantly engaged make it necessary that he should be as abstemious as possible, as far as intoxicants are concerned. It is, therefore, important that the water supplied in the hotels on his route should be as pure as it is possible to obtain. This new measure will undoubtedly work to his good.

SHIPPING TO THE WEST INDIES.

Canadian government returns show that the imports of flour known as Canadian into Jamaica have considerably decreased during the first four months of the present year, from the totals reached during the corresponding period last year.

The report also goes on to point out that the difference is made up on goods reaching the island by way of New York City.

It is assumed this falling off is accounted for by the fact that the transportation companies giving a service between New York and Jamaica have cut the freight rates on flour in two. No one is able to say if some of the flour shipped by that route was not Canadian made, or that the sum total of the product from this Dominion was not as great as last year. Only more of it went from the United States than from Canada.

It is a shame that boats plying between New York and the West Indian island, should be able to so reduce their tolls as to corner the carrying trade to that extent when ships from Canadian ports are not able to meet it. It is also shameful that the railways of the United States should secure this difference of traffic, as against the Canadian roads. Surely some means could be discovered whereby the trade we now have with the West Indies should be held, and the dealers there enabled to sell goods, which they are certain came from this country. The distinctiveness of Canadian flour is lost when it leaves the border and is carried in the cars of the railways of the United States to their seaboard. The fact stands out clearly as an argument for better trade relations between these sections of the British Empire, and that ideal should be looked to before it is too late to change the newly established routes.

"WE'RE JUST CLOSING UP."

Accommodation in a store is a valuable asset. It is one of the fundamentals upon which customers turn all the peculiar intenseness of an X-ray examination; it is the worker's hope and the lazy man's curse.

Many and many a good-pay patron has left many a merchant for no other reason than that he had discovered some slight defect in the accommodation he imagined himself entitled to at the store. The thing burns; it sears itself into his memory until it has become an angry sore, and he betakes himself off to some other grocer who soon is undergoing the same close, insistent examination.

Usually enough many of these little eruptions have their birth in the merchant refusing to sell the customer goods after the time for selling had passed. "You can't buy anything more to-night, we are closing up," he tells him. The intending purchaser wanted that stuff, and wanted it badly. He also knew, of course, that there never was a merchant so busy that he could not sacrifice ten minutes of his time to sell goods. He goes away indignant and the canker grows into a definite conviction that his needs would be better looked after elsewhere.

It might pay a dealer to think about this. Of course, there are by-laws in many towns, and agreements in others, which the merchant does not want to break, but surely he could just bend them a little without doing any serious hurt to the by-laws and agreements. It might do himself a considerable good. And then it only means a minute or two.

GOODWILL DEFINED.

"Goodwill is the probability that the old customer will return the the old place."

Seldom has such a definition as this legal phrase been applied to the question of goodwill in a business. It means precisely that and nothing more. Yet meaning that it contains all.

Trade is built up on the goodwill of customers, and it is the continuance of this and constant orders that make any business possible. No man could remain in trade successfully for any length of time unless he had the confidence of the people who patronized his establishment. It is the probability of the old customer returning that is the foundation stone of his business.

Every dealer should attempt to secure the goodwill of his patrons. He should always try never to do anything that would have a tendency to alienate that good feeling. It doesn't matter what his intentions are, whether he would remain as he is or leave the business to someone else, this condition of goodwill is of paramount importance. Should he desire to sell and leave it all it is the good feeling of the customers of his store that is the real influence in the mind of the prospective purchaser. No man is foolish enough to-day to take over any place of business unless the patronage of it is satisfied. So let every dealer think of this definition. Let him bear it constantly in mind and remember that no matter what the future may hold, goodwill is one of the most important points of his business.

CENSUS BULLETIN DEFINES STATE OF CROPS

Season Has Been Favorable for Field Crops in all Parts of Canada—Total Area More Than Ten and a Half Million Acres Sown to Wheat—The Increase Over Previous Years.

Ottawa, June 15.—A bulletin of the Census and Statistics office issued today states that the season this year has been favorable for field crops in all parts of Canada, and excellent reports have been received from all the provinces.

The lowest percentage of condition is made for fall wheat, which suffered from inadequate protection in the winter months, and also to some extent from spring frosts. The areas of fall wheat are greater than last year by 4.50 per per cent., and of spring wheat by 13.70 per cent.

The total area in wheat is 10,503,400 acres, as compared with 9,294,800 in 1910, and 7,750,400 in 1909. The per cent. condition of fall wheat at the end of May was 80.63, and of spring wheat 96.69.

The area in oats is 10,279,800 acres and its condition 94.76, as compared with 9,864,100 acres and 93.95 per cent. condition last year. Barley and rye each show a small decrease in area, but the condition is higher than at the same period last year. Slight decreases are also reported for areas of peas, mixed grains, and hay and clover, with per cent. condition of over 90.

Hay and clover have a reported condition of 91.45 for the Dominion, being practically 100 in Manitoba, Saskatchewan and Alberta. The area of the field crops named is 32,051,500 acres for 1911, compared with 30,554,200 acres for 1910, and 28,194,900 acres for 1909. In the provinces of Manitoba, Saskatchewan and Alberta the area in wheat, oats and barley was 3,491,413 acres in 1900, 6,009,389 acres in 1905, 11,952,000 acres in 1909, and 13,809,300 acres in 1910, and it is 15,355,500 acres this year.

The increase of these crops from 1900 to 1911 was 2,663,699 acres in Manitoba, 7,364,315 acres in Saskatchewan, and 1,836,073 acres in Alberta.

Grocer Letter Box

The Canadian Grocer will be pleased to receive requests for information from any of its readers, but questions should be kept as brief and made as clear as possible. The full signature is necessary, although it will not be used, if so desired.

Editor Canadian Grocer:—I am trying to get information as to "Grape Fruit, how it grows, etc." but from an encyclopedia one can obtain almost nothing.

I have just heard that some six weeks or so ago you published in The Canadian Grocer an article on this fruit. If it would not be too much trouble to get one of your staff to hunt it up and send it to me I would be greatly obliged to you.

SAMUEL T. ROBINSON,
Barrister-at-Law, Etc.

Orillia, Ont., May 27.

Editorial Note.—This query only goes to show how widely The Canadian Grocer is read and how far the information it contains goes. The material Mr. Robinson sought was published in the issue of April 7th. It has been forwarded to him.

The Canadian Grocer.—Are nuts considered a good article of food?

A READER.

Edmonton, Alta., June 8.

Editorial Note.—During Christmas and other such festive seasons people are addicted to excessive eating of nuts, with bad results, and come to the belief that nuts are indigestible, but this is true of all foods that are not properly masticated. Nuts are an excellent food and doctors recommend their more extensive use, especially for elderly people. Walnuts and peanuts are rich in proteid and when properly masticated form a valuable food. The holiday season gives a decided impetus to the trade but nuts possess a dietetic value which recommends their use the whole year round.

Editor Canadian Grocer.—I am a subscriber to your valuable paper and read it through carefully every week and find many useful hints.

Will you please tell me how I can prevent ham (both boiled and raw), from going mouldy. I keep it in a glass case, but that does not prevent the mould from accumulating on the hams. I have no difficulty with bacon in this respect, as I have a quicker sale for it.

SUBSCRIBER.

Victoria, B.C., May 15.

Edit. Note.—The only possible cause for mould seems to be found in the closed glass case. It might be that your case is entirely without ventilation and air-proof. In that case it would be possible to account for your goods going mouldy. Usually dealers turn over their ham so quickly that keeping in a cool dry place is sufficient. Maybe it would be worth while to look into the matter of vantilation of that glass case.

Editor, Canadian Grocer.—Would like a few suggestions on how to keep down dust in a grocery store.

M. and A. McLEOD.

Charlottetown, P.E.I., May.

Editorial Note.—These correspondents have raised an important question especially now with the approach of summer and the months of excessive dust. Many merchants have worried over the question of keeping their goods free from dust. Care should be taken in sweeping so that the dust will not be stirred up and distributed on the goods. Several good sweeping compounds are now made which make this possible. Water should not be used to sprinkle the floor as it only makes mud which again turns to dust. Do not push the broom ahead throwing the dust into the air but draw it evenly along with the dust in front. Floors should be oiled often so that there will no cracks in which the dust may gather.

Many grocers have covers for exposed goods while sweeping and some even have them for the shelves. Dusting is also important. Many clerks disperse but do not remove the dust. Something should be used that will take the dust up. Dust from counters should not be swept on to the floors but into some receptacle. Dealers in small towns where the roads are not sprinkled would find it to their advantage to join together and provide for the keeping down of the dust on the business streets.

The Retail Merchants' Association of Galt, Ont., at a special meeting held last week were invited to join the Retail Merchants' Association of Canada. There was but a small attendance and the question of affiliation was laid over until September. Alfred Taylor, John Sloan and G. T. Hamilton were appointed a committe? to deal with the matter of re-organization in the meantime.

Many visitors to Toronto intending to call upon The Canadian Grocer, take the most convenient method of getting our address, the Telephone Directory. Through an oversight on the part of the Telephone Company, the latest directory gives the wrong number—111 University Street. The street was recently renumbered, and the entrance to our office is now 143 University Avenue, just the centre of the next block north of the number given in the Telephone Directory.

Latest Review of Grocery Markets

More Activity Shown in Sugar Demand—Dried Fruits Continue Strong—Some Further Advances in Montreal—Tapioca is Also Up ½ Cent on That Market—Salmon is Firm at Toronto—Interest Shown in New Pack—Opening Prices Will Not be Made Until August—Shredded Cocoanut Has Advanced — Syrup and Molasses are Firm at Winnipeg—Beans and Peas Strong and Active There.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Tapioca—Advance of ½c
Dried Fruits—Several advances.
Sugar—Demand improved.
Lima Beans—Now 8c to 9c.

Montreal, June 15.—One of the grocery staples that has been dormant for some time is sugar and it will not be long until it is moving rapidly through the grocer's hands to meet the demand of the fruit season. Opinions among local wholesalers vary as to the probable action of the sugar market. Here is what one prominent salesman has told his retail friends: "I have no confidence in the idea that sugar is going to go much higher. In the first place, the sugar crop has been a heavy one, and in addition, I feel that the market for refined is now too high when the price of raws is considered. The price of refined is much lower than at this time last year, but so is the price of raws. In fact, the difference in the latter case is greater. True, we are going to have a big demand, but if the price goes up I think it will only be to stir up interest, and when that is accomplished it will fall back." This is only the opinion of the head salesman in one of the largest local wholesale houses. Last winter a great deal of sugar was bought by the trade when the bottom dropped out of the prices, but in the meantime supplies have become exhausted, it is thought, and retailers are now repurchasing and have been for some time. It is stated that buying is only of the hand-to-mouth variety. Whatever sugar does, there is no pronounced feeling among the wholesale trade here that it is going to advance much, even with the new demand.

It is generally admitted that the dried fruit market was never in such a position or condition as that of to-day. There might be a box of evaporated apples in the city, but the writer has no idea where to set out to find them. One wholesaler tells a story of an order to go to the back country and which included prunes. His stock had become exhausted and he was buying very little. He had to pay 16c for the supply he needed, and the prunes were the same as those which last autumn he could buy for 8c or 9c. There is not much use going over the ground again and again. There are few changes to record this week. The market is firm and there is not much interest in it yet.

Sugar—Whether or not there will be any change in the price of sugar during the coming month it is hard to tell, but there is the outstanding fact that the period of heavy demand is all but here. Berries are coming in earlier than usual, and it will be but a short time until home-grown strawberries are plentiful, with cherries following closely. The market is reported steady, with interest growing. Buying has improved, but is still light as compared with what is to come. It seems to be generally held that the trade is not heavily supplied with sugar. In fact, some claim that since January last, when a great deal of sugar went into the retailers' hands, the demand for sugar has been light. In that case the demand is bound to be heavy when the fruit season begins to make itself felt. The sugar market is to pass through an interesting stage in the near future and should be followed closely.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 50
" " " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices

Syrup and Molasses—There is a steady demand for molasses, and syrups, too, although on the whole the market is quiet. This is not the busiest season, still the demand has been well maintained.

Molasses, to arrive, car load lots	0 28 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03½
" ¼-bbls.	0 03⅝
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits—Authorities on the California fruit crop claim that present estimates of the coming crop are merely guesses and that nothing positive can be predicted in this matter until after the June crop, which is now about due. Evaporated peaches and apricots are higher this week Prunes of 100's and over, and Bosnias are off the market. The various sizes are down almost to rock bottom as far as supplies go. Jobbers say enquiry is light, owing to the high prices.

Evaporated apricots	0 20 0 22
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 13 0 15
Currants, fine filiatras, per lb., not cleaned	0 07
" " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09½ 0 10
Dates, 1-lb. packages	0 06½ 0 07½
Dates	0 06½ 0 06
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13
Raisins—	
Choice seeded raisins	0 09 0 09½
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" " 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

Teas—New Japans have not been heavy in arriving and old stocks are still receiving considerable attention. Teas are steady and firm.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee—The market shows no change, at least from a local standpoint, and the movements in the primary market are not sufficient to cause any reflection here, at least for several months. Prices are unchanged.

Mocha	0 22	0 30	Santos	0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Spices — Nothing has occurred to change the situation in spices. The market remains quiet under a normal demand.

	Per lb			Per lb
Allspice	0 13	0 18	Ginger, whole	0 20 0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17 0 20
" ground	0 16	0 19	Mace	0 75
Cloves, whole	0 28	0 35	Nutmegs	0 25 0 60
" ground	0 21	0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20 0 25

Nuts—There is nothing new in the nut market. There is some demand, and prices are firm, with no immediate change for a lower basis apparent.

In shell—		
Brazils	0 15	0 18
Filberts, Sicily, per lb	0 11½	0 13
" Barcelona, per lb	....	0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 17	0 18
" Marbots, per lb	0 15	0 16
" Cornes, per lb	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 07	0 08
Diamond G, roasted	0 09	0 10
Diamond G, green	0 07½	0 08
Bon Ton, roasted	0 12	0 14
Bon Ton, green	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves	0 34	0 37
Brokens	0 30	0 32
Grenobles	....	0 17

Rice and Tapioca—Owing to crop conditions and the outlook in the primary market, tapioca is referred to as stronger by jobbers, who have tacked a little on to their prices. Demand for rice and tapioca is good.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 06 0 06½
Seed	0 06 0 06½

CANNED GOODS

Montreal.—"What are tomatoes going at now," asked a grocer from Lachute, Que., of a local wholesaler. "One forty-five," was the answer, "but they'll be $1.75 before the new pack is on the market." That was the conversation as heard by The Grocer. The jobber may have meant it and he may not, but no doubt he felt that there was reason for such a movement. Time will tell. In the meantime demand for corn, tomatoes and other lines goes merrily on.

Some of the houses have placed their orders for canned goods, others have not. It is stated that there is nothing doing yet in salmon offerings nor is anything looked for yet awhile.

Apples, 3 lb	....	1 10
Apples, gal	3 40	$3 50
Peas, standard, dozen	1 15	1 20
Peas, early June, dozen	1 20	1 35
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	1 77½	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	1 00	1 05
Corn, dozen	0 95	1 00
Tomatoes, 3 lb	1 40	1 50
Tomatoes, gal	....	3 75
Strawberries, dozen	1 25	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen	1 00	1 10
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 10
½-lb. flats, per dozen	....	1 35
1-lb. flats, per dozen	....	2 27½
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10
Lobster—		
½-lb. flats, dozen, $2.40, $2.85; 1-lb. talls, dozen, $3.60, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—Salmon continues in the limelight and even at last week's advance is steady, with many dealers predicting further advances in the near future. Local stocks according to reports are down to quite a low basis, with some dealers out of some particular lines. Demand is only normal.

Canned fruit stocks are gradually wearing down to a low level and dealers are expecting no carry over. Wholesalers are found who are sold out of certain lines and there are apparently none who have an overplus. There is practically no blueberries to be had, while conditions in red pitted and unpitted cherries are about similar. Canned apples are scarce and dealers are inclined to ask higher prices. Trade in canned vegetables and in all lines in fact is in small quantities, dealers purchasing for immediate needs only.

VEGETABLES	Per doz Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 [illegible]
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	....	1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80
Clover Leaf and Horseshoe brands salmon:		

1-lb. talls, dozen	2 15	2 17½	Cohoes, per doz. 1 77
½-lb. flats, dozen	1 42½	1 45	Red Spring, doz. 1 92½ 1 95½
1-lb. flats, dozen	2 22½	2 25	Lobsters, halves, per dozen..... 2 65 2 75
Other salmon prices are:			Lobsters, quarters, per dozen 1 60
Humpbacks, doz	1 30	1 35	Northern River Sockeye.....1 95 2 00
Pinks....	1 30	1 35	

Chicken	4 00		Soup, 2's 1 90
Turkey	4 00		Soup, 1's 1 40
Ducks	4 00		

ONTARIO MARKETS

POINTERS—

Salmon.—Firm.

Canned Apples.—Firm.

Shredded Cocoanut.—Higher.

Sugar.—Demand more active.

Toronto, June 15.—Business in groceries this week is reported satisfactory. One reason for improvement may be due to the fact that seeding has been pretty well completed throughout the country, and during the temporary lull in work the farmer visits the town more, besides picnic and summer goods in general are now in demand. This branch of trade has opened up early this year, and both dainties and staples for outings are going out to the retail trade. Lighter cereals are also in demand while sugar is beginning to show more life. The season of large consumption has practically opened and the retailer finds it necessary to replenish his stocks which are now well depleted.

Salmon is a line which was spoken of particularly by a good many wholesalers and many dealers are predicting further upward movements in prices. come upon a barer market than for basis with a number of lines sold out, and dealers are inclined to raise quotations. Interest continues in regard to the new pack and even the most conservative express the opinion that opening prices will be somewhat higher than last year's quotations, while there are those who look for the new pack to be 50 to 75 cents higher. One thing is true and that is that the new pack will come upon a barer marvet than for some years. "There is a world-wide scarcity of salmon," said one dealer, "and there will be an immense demand for the new pack. However, packers in naming opening prices will have to consider that if prices are too high consumption will be materially affected. It is to their interests if at all possible to keep it out of the luxury list. Still cheap salmon cannot be looked for."

Shredded cocoanut has recently made an upward movement of from 1½ to 2 cents per pound. This brings prices up to 16½ cents for barrel lots and 18 cents for smaller quantities. Makers say the advance in price is due to the shortage in nuts.

Muscavado sugar is quoted on this market at 3¾ to 4 cents.

Sugar.—While no change has as yet occurred in sugar prices, nevertheless the market is strong and is apparently awaiting demand. A number of dealers

have expressed the opinion that the next movement will be upward and that they expect it as soon as refiners have again to go to the market for supplies. European beets now considerably above raws are firm while advices from Cuba state that only 10 centrals are grinding, indicating the rapidly approaching end of the crop. Willets & Gray's Journal says: "We change our total crop estimate from 1,600,000 tons to 1,500,000 tons minimum and 1,600,000 tons maximum, say 1,550,000 tons medium." Figuring on this output, they estimate the available supplies and the probable requirements to December 31st next, and set their estimate of the amount of Java or beet sugar that will be required to that date at 250,000 tons. Demand has shown some improvement locally and is expected to become quite heavy as supplies in dealers' hands are small while consumption will be greater, berries now coming along in larger quantities, while Canadian cherries are also on the market.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses.—This is not the season of big demand for either syrup or molasses, but nevertheless trade seems to be pretty well maintained. Barbadoes reports that there is little molasses left in the island unsold. Fancy grades are not so plentiful as choice. Prices remain unchanged.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 35½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—		
Gallons, 6 to case		4 80
½ " 12 "		5 40
Quarts, 24 "		5 40
Pints, 24 "		3 00
Molasses—		
New Orleans, medium	0 30	0 35
New Orleans, bbls	0 28	32
Barbadoes, extra fancy		0 45
Porto Rico	0 45	0 52
Muscovado		0 30

Dried Fruits.—The feature of the dried fruit market this week is that no further advances have been made in quotations by wholesalers. A continued upward movement in prices has taken place for some time back and prices are now at an extremely high level and are well maintained. There is no discounting the fact that stocks in general are small and nearly all lines included in this scarcity. Figs are about the only line in which there has been no marked scarcity and stocks of them are now down to quite a low figure. "It is either a feast or a famine in figs," stated one dealer; "some years we will not be able to supply the demand, while another year trade will drop off. This has been a 'lean' year in the demand for figs." Currants seem to maintain their firmness. While nothing definite is known regarding the new crop, some speculation is taking place, and quotations that have been made are 1s. to 2s. higher than the opening prices for last year. Demand for dried fruits just now is inclined to quietude, high prices being to some extent responsible.

Teas.—Teas locally maintain their firmness. There is no special interest being given to them just now, but a fair trade is being experienced. The trade has apparently given no particular attention as yet to Japan teas, so that nothing definite as to how the new standard will be taken can be ascertained.

Coffee.—There has been no change in the local coffee situation, but the firmness is maintained.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 25
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican	....	0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 23
			Chicory	....	0 12

Nuts.—Wholesalers make no change in quotations on nuts.

Almonds, Formigetta	0 15 0 16
" Tarragona	.... 0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils (new crop)	0 16 0 18
Peanuts, roasted	0 10 0 12½

Spices.—Prices are unchanged, but nevertheless continue in their steady position, with most lines included in the list that shows strength. Trade is quite satisfactory for the season.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 21	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	...
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	..	0 80	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 11
Celery seed, per lb. in bulk					20

Rice and Tapioca.—Trade is steady but on a hand-to-mouth basis. The market conditions are practically unchanged. Tapioca maintains its firmness, the primary markets continuing strong.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 3 00

	Per lb.			
Rice, stand B	0 03½	0 03¾	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	.... 0 08
Japan	0 04½	0 06	Medium pearl	0 06 0 06½
Java	0 06	0 07	Flake	.... 0 08
Carolina	0 10	0 11	Seed	0 06 0 06¼

Beans.—While trade continues rather slow, prices seem to be quite steadily held. Nothing definite can be ascertained concerning the acreage of beans sowed this year, but the fact that the past year has been quite satisfactory to growers and the pending free tariff on beans should tend to induce bean growers to increase their acreage. "Even that," said one dealer, "would give no definite idea of the crop, for there are many things to be reckoned with between now and bean harvest time."

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

Olive Oil.—Prices seem to be well maintained on olive oil. According to one dealer the higher prices have curtailed the consumption of the finer oils, a larger quantity of the inferior being used. Nothing definite is as yet known regarding the prospects for this year's olive crop.

LATE FRUIT MARKET NEWS.

Toronto.—Niagara district strawberries went down to 6 and 7 cents per box on Wednesday, with some sales reported at even as low as 5 cents. Large quantities were received, the berries have ripened very quickly under favorable weather conditions, but they were well taken up. Dealers say they do not expect prices to go below 6 cents this week.

Niagara district cherries have also made their appearance, and at a comparatively early date. The black variety in 11-qt. baskets are quoted at $1.00 to $1.25, and the whites at 75c. to $1.00 per basket.

MANITOBA MARKETS

Pointers.

Syrup and Molasses—Firm.

Coffee—Advancing.

Beans and Peas—Strong and active.

Winnipeg, June 15.—A general increase is reported to have taken place in the grocery business during the week, and the trade is getting out of the rut into which it had fallen during the last month. Crop conditions continue to be ideal so far as the growing plant is concerned, and from all quarters are to be heard stories of the remarkable growth that has been made both by fall and spring wheat, as well as other grain. Seeding has been almost completed, and as a result, farmers are once more coming into town and the country retailer is beginning to increase his trade.

Prices in different lines, especially in dried fruit and coffee, quoted by the different firms, show considerable variation especially in the first mentioned instance. The dried fruit market is almost bare, many houses being completely out of several lines. Reports from California are none too encouraging regarding certain crops, and accounts of recent frosts having affected the raisin crop are in circulation.

Sugar remains firm, and no advances have been made.

Syrup is also holding steady at last

week's decline, and there is nothing to warrant any further change in prices for the present.

Considerable improvement has been noticed in the demand for beans and peas, and the market is strengthening somewhat.

Sugar.—Wholesalers have been looking for an advance on the local market in the face of the recent strength. This, however, has not been realized as yet, as stocks held are of fair size, and the supply is quite equal to the demand. It would not be surprising, however, if an advance was to take place shortly.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Syrup and Molasses.—The demand for syrup has increased with the demand in price of last week, and if this holds steady there is at present nothing in sight to warrant any further change.

Syrups—	
24 2-lb. tins, per case	2 13
13 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 36
3 20-lb. tins, per case	2 37
Half bbls., per cwt.	3 60
Barbadoes molasses in ½-bbls., per gal	0 48
New Orleans molasses, ½ bbls., per gal	0 33
" " per bbl. per gal	0 31

Dried Fruits.—The state of the dried fruit situation in California to-day is extremely serious, and one which has not occurred for many a year. Practically all lines except evaporated peaches are exhausted, and while there may be a few odd lines scattered here and there, it is almost impossible for brokers to book up full cars. The raisin market is showing considerable strength, and in the face of the recent frost, the new raisin crop, it is claimed, will open higher than at the prices quoted to-day, while apricots are predicted to be at almost prohibitive prices. The prune market is showing up much better than was first predicted, and the prospects are that after the first of the year there may be a decline from the opening price. But as the market is absolutely bare, it would be advisable for merchants to study the situation. The expected advance has taken place in some lines as will be noticed below. Standard peaches are quoted now at 10¾c per lb. while choice are worth 11¼c. A variation in prices exists amongst wholesalers, but the lowest quotations as far as possible are given.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 08
" " choice seeded in 1-lb. packages per package	0 09
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 08½

Prunes—			
25lb. bx, 90-100, lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		

Currants uncleaned, loose pack, per lb	0 07½		
" dry, cleaned, Filiatras, per lb	0 08½		
" wet, cleaned, per lb	0 08½		
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½		
Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 13½	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 11½	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 17½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Coffee.—This line is also one in which variation in prices amongst the different wholesalers exists. The market in the south has been advancing steadily during the week, but as stocks are also of fair size, and a new crop will be making its appearance in August, there is a general holding off by traders.

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Nuts.—There is nothing new in the nut market, prices are holding steady, and there is nothing to warrant any further change.

Almonds, Formigetta	0 15	0 1
" Tarragona		0 16
" shelled	0 33	0 34
Walnuts, Grenoble	0 15½	0 16
" Marbots		0 14
" shelled	0 38	0 40
" Manchuria		0 14
Filberts	0 12½	0 13½
Pecans	0 18	0 20
Brazils (new crop)	0 15	0 16
Peanuts, roasted	0 09½	0 13½

Beans and Peas.—The demand during the week is showing some improvement, and consequently the market has strengthened considerably. Wholesalers are already talking of the prospects of higher prices in the near future.

Beans, 3-lb. picker, per bushel	2 05
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

Fresh Fruits.—A few changes will be noticed this week in the fresh fruit market. Hood River strawberries have not yet made there appearance in the market, although a decidedly better quality of fruit has been received from other points in the last few shipments. California black and white cherries can now be secured on the market in fairly large quantities.

Florida grape fruit, box	5 00	6 00
Bananas, bunch	2 75	3 75
Navel oranges	3 50	4 75
California lemons, crate		6 00
Messina lemons		5 00
Tennessee strawberries, 24 qt		4 50
Florida pineapples, case		4 25
Cal. black cherries, 10 box		3 50
Cal. white cherries, 10 box		3 00

Green Vegetables.—There is little to report in the green vegetable line this week, as but few changes have taken place in the market, and no new lines of any importance arrived. An active trade is being done, and local market gardeners can find a ready market for all that they can produce. American supplies are still being used in the lines that local growers are unable to supply. Prices quoted as below.

Native mint, per doz	0 30
Native green onions, doz	0 20
Native parsley, per doz	0 30
Native lettuce, per doz	0 30
Native watercress, doz	0 30
Minnesota cucumbers, doz	2 50
Florida tomatoes, crate	4 50
American radishes, doz	0 45
American head lettuce, doz	1 75
California cauliflower, crate	5 00
American garlic, per lb	0 30
Florida spinach, per lb	0 15
California asparagus, crate	4 50
New cabbage, per lb	0 03
New red cabbage, per lb	0 05
Florida celery, per crate	4 00
American pepper, basket	1 00
American rhubarb, box 40 lbs	2 75
Florida beans, hamper 30 lbs	4 00

NOVA SCOTIA MARKETS.

Halifax, June 15.—The election campaign in this province has had some effect on business during the past week, and in consequence dealers report a considerable falling off in orders. The lull is only temporary, however, and after the contest is over it is expected that business will again boom. Dealers are now turning over large quantities of fresh fruit. Canadian strawberries are on the market and they are quoted at 22 cents per box. The quality of the berries is superior to the imported varieties. Nova Scotia berries will not be on the market for two weeks or so, and there is a good opening for Upper Canadian berries now.

Sugar is in active demand with the price firm. The trend of the market appears to be upward, and those best posted in the trade say that there is no likelihood of a decline in the near future.

Dealers report a scarcity of strawberry and raspberry jams. The demand of late has been quite heavy and the stocks on hand are light. Canned goods are also in good demand in the city, and stocks are ample to go round.

Eggs and butter continue to come on the market in good supply. The prices remain unchanged. Few old potatoes are left and those who have any in stock are realizing good profits. After a considerable drop in the prices of pork, and lard, these appear to have reached the bottom, and are now beginning to show an upward tendency.

NEW BRUNSWICK MARKETS.

St. John, June 15.—The local market during the past week saw but little movement, prices in groceries and provisions showing but little activity. Lemons have reached a high mark, selling now at $4 and $4.50 per box. In sympathy with the rest of dried fruits, raisins are well advanced, while prunes are becoming exceptionally scarce, and are selling at from 12½c to 14c.

W. A. Graham, general merchant, Brookdale, has sold to H. Meyer.

J. W. Vanatter, a Goderich, Ont., grocer, has gone into the newspaper business in that town.

W. H. Merriman & Co., wholesale grocers, of St. Catharines, Ont., have purchased land at Fenwick, Ont., on which they will erect a canning factory.

Mr. Dupuis, grocer, Montreal, sold whiskey 20 minutes before the legal opening time, and was fined $30 and costs.

NOTICE THE NAME

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And share our pride in "CHATEAU" BRAND CONCENTRATED SOUPS. Something new? Yes, but of such a distinct character, flavor and purity, that they are making themselves an essential part of the careful wife's orders. We take especial pleasure in bringing these Soups to your notice, because they embrace the results of years of experimenting. Nothing is used in their preparation that the most particular housewife would hesitate to use. They are absolutely free from any coloring or flavoring ingredients, and each kind possesses the merits of its name, a feature that will be appreciated by your customers on your recommendation.

If you are not already selling these Soups, lose no time in placing an order with your wholesaler. You will very soon repeat with an increase. You know that our other goods stand alone at the head of Quality Street, and your years of experience in selling our goods must convince you that we would not dare brand a new article with our Hall Mark of Quality, unless we were positively assured of its worth.

We look to you then to justify our increased output of Quality Goods. CLARK'S CHATEAU BRAND CONCENTRATED SOUPS are put up in two sizes Individual and No. 1s, and the following kinds:

Vermicelli Tomato,	**Chicken,**
Mutton Broth,	**Ox Tail,**
Tomato,	**Mulligatawny,**
Julienne,	**Consomme.**
Mock Turtle,	**Pea,**
Scotch Broth,	**Vegetable,**

A business man is successful commensurate only with the Quality of the goods he sells and recommends. Get to the pinnacle of success by selling and recommending CLARK'S QUALITY FOOD SPECIALTIES.

WM. CLARK, MONTREAL

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Importers and Roasters of High Grade Coffees.

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We also carry a full line of TEAS, SPICES, etc.

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Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.



Investigate

THE MERITS OF

COLES COFFEE MILLS

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee roasters and electrically driven mills, at reasonable prices.

All Prices are F.O.B. Phila., Pa.

Coles Mfg. Co.

1624 N. 23rd St.
PHILADELPHIA, PA.

For Direct Current, $65 For Alternating Current, $75

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B. C.; L. T. Mewburne & Co., Calgary, Alta.

WASH DAY LABOR LESSENED

Every time you introduce to your customers a soap that really does lighten labor you make another friend. That's why so many Grocers sell

ASEPTO

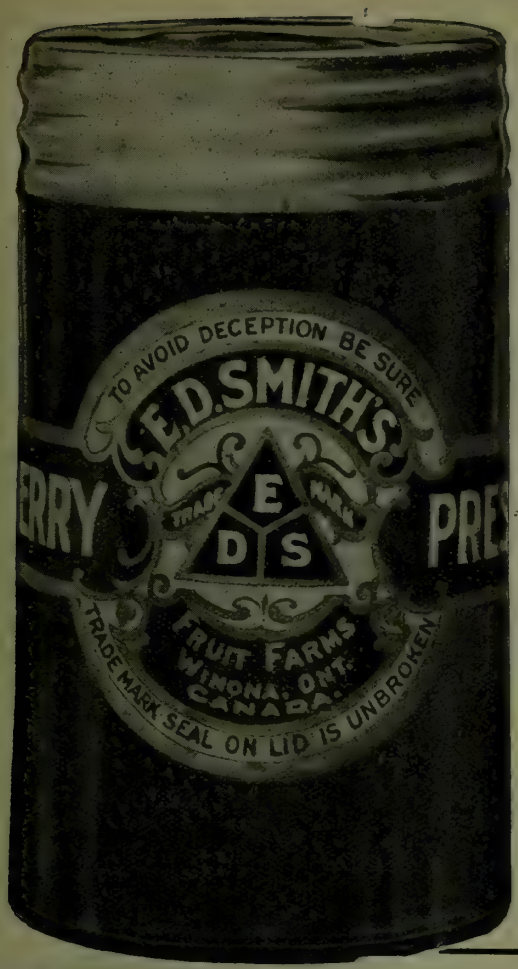
SOAP POWDER

THE ENEMY OF DIRT

Destroys germs. Econom al in use and does its work well. It makes your customers' money go farther and it pays you too to stock for selling.

Asepto Soaps Ltd.

St. John, N.B.



Natural Flavor Preserves

Plenty of fruit is undoubtedly beneficial—but be careful of the fruit. Look after your customer and see that you get the purest.

"E.D.S." BRAND

is absolutely a pure brand.

No preservatives or coloring matter whatever are added, and these foods have been rated by the Government Analyst 100% pure.
The cut shows a jar of "E.D.S." Preserved Strawberries. The closest attention is paid to cleanliness and quality in all "E.D.S." goods, and are made the acme of perfection by expert cooking and pure sugar. You can confidentially recommend "E.D.S." goods to your customers, and you will be rewarded by hearing them express satisfaction and repeating their orders. Stock and push these satisfaction-giving brands of food products They make attractive display and will profit you well.

Made Only by **E. D. SMITH** At His Own Fruit Farms

WINONA - - - ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

THE PACKING OF FRUITS.

Some Drastic Provisions of Old Act Recalled.

It will probably be of interest to retail dealers to know of the conditions under which fruits must be packed and shipped. These are clearly set down by the inspection and sales act, and a few of the most important are given below :

Fruit growers are reminded that the Inspection and Sale Act prescribes :—

That every closed package (box or barrel) must be plainly and indelibly marked with the name and address of the packer, the name of the variety, and the grade.

That the word 'Fancy' or the numerals, No. 1, No. 2 or No. 3, must be used to designate the different grades.

That 'Fancy' grade must be perfect fruit, No. 1 grade 90 per cent. free from all defects, No. 2 grade 80 per cent. free from defects causing material waste, and containing no culls.

That the faced or shown surface must be the same grade of fruit as the rest of the package.

That the minimum size of the apple barrel is : 26¼ inches between the heads inside measure, a head diameter of 17 inches, and a middle diameter of 18½ inches.

That the apple box must be 10 inches in depth, 11 inches in width and 20 inches in length, inside measurement.

That fruit baskets are of 4 sizes, viz. : 15 quarts or more, 11 quarts, 6 quarts, 2 2-5 quarts.

That berry boxes must contain :—4-5 of a quart, 2-5 of a quart. Undersized boxes must be marked with the word "Short."

Note.—The Act provides a severe penalty for the alteration, effacement or obliteration of marks on any package which has undergone inspection.

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents : O. E. OOLSON & SON, Montreal

Nova Scotia : E. E. ADAMS, Halifax. Manitoba : BUCHANAN & GORDON, Winnipeg

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by 11

Leitch Brothers Flour Mills, Oak Lake, Manitoba.

An Important Reason

for the great popularity of

FELS-NAPTHA SOAP

is its always **uniform** quality.

Women **know** when they ask for a bar of **Fels-Naptha** that they can depend on quick and effective work; without hot water, too!



Westward Ho!

THE opportunity for manufacturers and shippers of Eastern Canada, Europe and the States to introduce their goods to the Great West is now exceptionally favorable. The Westerner is a good spender at all times, and he has the money to spend. Why not get in on the ground floor? Our extensive connection with Western Canada and our sound financial standing, place us in a better position to build up sales for you than any other firm in the West.

We maintain track warehouses at the five strategic distributing points, and we make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade, in a wholly effective way that no other house can offer.

Write us advising what you have to ship. We know we can help you

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents: HUGH LAMBE & CO, TORONTO. J. HUNTER WHITE, ST. JOHN, N.B. CECIL T. GORDON, MONTREAL

SELL

McLean's Cocoanut

to your particular customer



It never fails to satisfy

THE 'QUALITY' BRAND

The Canadian Cocoanut Co.

Sole Makers

MONTREAL

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

GUNNS QUALITY ROAST PORK WITH DRESSING

G

The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

HAMS

There has been a good demand for Hams during the past week. Prices are firm, especially for small sizes, and may advance. We have a good stock of Hams —Pickled, Smoked and Cooked, Sugar Cured, Mild and Sweet.

All Meats Cured Under Government Inspection.

F. W. Fearman Co. LIMITED

HAMILTON

Do you realize the many uses your customers can make of

REINDEER CONDENSED MILK?

Doctors agree that it is the safest food for Infants. (Young Canada is being fed on REINDEER MILK.) Older people find REINDEER MILK Sandwiches nourishing and appetizing for hot weather luncheons.

REINDEER MILK is equal to roast beef in food value; economical for culinary purposes and excellent in coffee, making it richer without changing the flavor.

REINDEER MILK is the quality standard from Newfoundland to Yukon, China and Japan.

Keep the REINDEER Goods to the front. They are easy to sell. Your customers prefer the Richest and Best.

Wholesalers will supply you at Factory Prices.

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Provisions and Lard are Steadier

Stronger Feeling in Both Provisions and Lard—English Bacon Market is Firmer—Live Hog Prices Have Gone Upward—Keen Demand From Packers—Good Demand for Hams and Bacon—Higher Prices at Some Points—Butter is a Shade Stronger—Production is, However, Large—Lower Prices in Manitoba—Eggs are Unchanged—Cheese is Steady.

Live hogs are steadier this week, with advances in prices on all markets. Toronto market has lead and there has been a much stronger feeling in all live stock. Supplies have not been overly large and have been in keen demand by packers, bringing the upward movement. Western United States markets have also ruled steady, although arrivals were fairly liberal.

There is, in accordance with the upward movement in live hog prices, a stronger feeling in provisions. There has been a continued good demand from all sources for hams and bacon, and prices have been on the upward move. Lard also exhibits a similar firm tendency, and some advances in price have been noted at some centres.

This general stronger feeling in provisions is traceable to the improved market for bacon on the English markets. On June 8th London reported bacon firm at 52s to 56s. Latest cables set the prices as ruling at 59s to 64s. With the higher English market packers were in a hurry to get shipments there before there would be any downward movement, so that a keen demand for hogs was the result. Differences of opinion exist as to the future course of the market. If English markets continue steady a certain amount of the firmness can at least be expected to be maintained, but there are dealers who think that there are sufficient hogs in the country to keep the prices at a low level. The character of demand will have an important bearing on prices.

If there is any change on the butter market during the past week, it is that a slightly stronger feeling is noticeable in some markets. This may be due to the fact that present butter is such as can be stored, affording an outlet for any surplus stocks. Receipts continue to exceed those for the same period last year, while prospects are bright for a large total production during the summer. Western conditions are now tending to lower prices also. Indeed, Winnipeg reports that fresh made creamery has been reduced to 21c per pound.

The egg situation is unchanged, but prices maintain their steadiness fairly well. Receipts are quite large, while demand is also at an appreciable figure for the season of the year. The warmer weather brings a certain amount of loss to the egg handler, not noticeable at other times.

MONTREAL.

Provisions—An upward tendency in lard and cooked meats is quite marked. Prices are higher, demand shows quite an improvement and the market is brisker. Supplies are none too plentiful according to reports.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10⅜
Cases, tins, each 10 lbs., per lb	0 10⅜
" " " 5 " "	0 10⅝
" " " 3 " "	0 11
Pails, wood, 20 lbs. net, per lb	0 10¼
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 10⅛
Tierces, 375 lbs., per lb	0 10½
One pound bricks	0 11¼
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09⅜
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10
" 5 " " " "	0 10¼
" 3 " " " "	0 10½
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 09¾
Tierces, 375 lbs., per lb	0 09⅝
One pound bricks	0 10¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	21 50
Clear fat backs	23 00
Heavy flank pork, bbl	20 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 22
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb	0 10
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12
Large sizes, 18 to 25 lbs., per lb	0 14
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " small, 9 to 12 lbs., per lb	0 16
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	6 85 7 00
" dressed, per cwt	9 50 9 75

Butter—The local market is a little firmer, due to the slightly stronger feelinging displayed in the country and the higher price paid. Receipts continue to exceed those for the same period last year.

New milk creamery	0 22
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 18 0 19

Eggs—There is a steadiness to the egg market that prevents a change of price. The warm weather is getting in its work, and quite a shrinkage has been noted. The price of selects has been well maintained and in the country the price is lower as the result of shrinkage.

New laids	0 19 0 20
Selects	0 22 0 23

Cheese—The market has been firm and steady. Receipts have exceeded those for the same time last year. A slight advance is noted in primary markets.

New make	0 12 0 13
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—Another marked advance has taken place this week in live hogs and quotations at country points have been moved up to $6.75, an advance from prices ruling on May 12th of $1 per cwt. The whole live stock market has during the past week ruled much stronger, with hogs the leader. Receipts have not been overly large and they have been in keen request. In sympathy provisions exhibit a stronger feeling with lard included. Hams have been in good demand and spot stocks have been greatly reduced so that prices have scored an advance of ½ to 1 cent per pound.

Long clear bacon, per lb	0 10¾ 0 11
Smoked breakfast bacon, per lb	0 16 0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 16 0 16½
Medium hams, per lb	0 15½ 0 16
Large hams, per lb	0 13 0 14
Cooked hams	0 22 0 23
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Heavy mess pork, per bbl	20 00 21 00
Short cut, per bbl	23 00 24 00
Lard, tierces, per lb	0 09¾ 0 10
" tubs "	0 10 0 10½
" pails "	0 10½ 0 10¾
" compounds, per lb	0 08¼ 0 09
Live hogs, at country points	6 75
Live hogs, local	7 10
Dressed hogs	8 50 9 00

Butter.—In general, butter prices show no change. True it is that some firms are quoting slightly steadier figures, explainable perhaps by the fact that present butter being received is such as will stand storage. However the production is large, amounting in fact to more than the demand. Present prospects for the season would also seem to indicate a large total output during the summer months. One good feature is that the quality of the present make seems quite good.

	Per lb.
Fresh creamery print	0 21 0 23
Creamery solids	0 20 0 21
Farmers' separator butter	0 18 0 19
Dairy prints, choice	0 16 0 18
Fresh large rolls	0 15 0 16
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 16

Eggs.—Quotations on eggs remain unchanged. There are no marked features in the market just now. A fairly large arrival from country points is being experienced while demand is also at an appreciable figure. The warm weather brings a certain amount of loss in handling eggs which is not present during the cooler weather. Locally surplus stocks are being cared for by cold storage.

New laid eggs	18 0 2

Cheese—Prices on cheese are unchanged but maintain their steadiness. Prices are steadier at country boards. Trade is only normal.

New cheese—		New twins	0 12¼
Large	0 12	Stiltons	0 14½ 0 15
Old cheese	0 14½ 0 15		

Poultry.—Trade in poultry is reported quite dull. At times it will show some revival, but these times are far apart. Prices are the same as quoted for some time back.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 16 0 18
Chickens	0 18		

WINNIPEG.

Provisions.—There has been a slight advance in nearly all lines of cured and dry salt meats during the last week. The price of live hogs has been advancing slightly, and select animals are now quoted for $7.00 to $7.25 per cwt. on hoof at stock yards in Winnipeg. Lard is holding firm, and the demand active, and there appears to be no reason for a change at the present time.

Hams, large	0 14½	Tomato sausage per lb	0 10
Hams, medium	0 15½	Pork sausage	0 09
Breakfast bacon backs	0 19½ 0 20	Beefs sausage	0 07½
Breakfast bacon bellies	0 13 0 18½	Lard, in tierces per lb	0 11
Shoulders	0 13½	50-lb. tubs	5 65
Short rolls	0 15	20-lb. pails	2 30
Long, clear sides per lb	0 12¼	10-lb. pails, cases	7 05
Boneless backs, per lb	0 15¼	5-lb pails, cases	7 15
Mess pork, bbl	22 00	3-lb. pails, cases	7 20
Mess pork, ½-bbl	12 50	Compound, 20-lb pails	2 20
		Steers, heifers, abattoir killed	0 11 0 11½

Butter.—The recent sharp decline in creamery butter owing to the arrival of supplies from the numerous factories throughout the province that are now in operation, has caused quite an increase in the demand for this grade. The present price is holding at 20c to 21c for fresh made bricks. Bad dairy butter is still present in large amounts, and it is difficult to secure the fresh, sweet, sound variety.

Creamery butter—	
Manitoba fresh-made creamery bricks	0 21
Manitoba fresh-made, boxes	0 20
Dairy butter—	
Strictly No. 1, delivered Winnipeg	0 16 0 13
No. 2, delivered Winnipeg	0 11 0 12
No. 3, delivered Winnipeg	0 07 0 09

Eggs.—Large supplies of eggs, known as Manitoba fresh, but not guaranteed as strictly fresh, are being received. Strictly fresh eggs cannot be secured in large enough quantities to supply the demand for the city trade. The price paid for Manitoba fresh is 18c per dozen while retailers are willing to pay a much higher price if they could secure strictly fresh.

Cheese.—Offerings of fresh made Manitoba cheese are increasing and jobbers are gradually starting to stock up. The price being offered by them to the factories is 10½c per lb., delivered in Winnipeg. Old Manitoba and eastern cheese can still be secured at 13c to 13¼c, and 14c to 14¼c, respectively.

Poultry.—Local supplies of live poultry are gradually arriving on the market although in pretty small quantities. The supply of spring chickens this year has been extremely light, fowls and turkeys forming the bulk of the offering. Prices are 10c per lb. for boiling fowl, and 14c for turkey, in Winnipeg.

LIVE POULTRY — DELIVERED AT WINNIPEG.

Boiling	0 10	Turkeys, lb	0 14

EASTERN POULTRY

Smiths Falls turkeys	0 24½ 0 25	Boiling	0 17
Chickens	0 21	Geese	0 15

FOR LABELS THAT COME OFF.

When a label comes off a can do not put it on the shelf in that manner, rendering it difficult of sale and taking the profit off a whole dozen. Do not tie a string around it to hold it on either. It gives the impression to the customer that the can is an old one and the label has fallen off. Have a can of paste handy, so that as soon as unpacked the label may be replaced. It will pay you.

Order takers are not salesmen. An order taker is not far advanced from the slot machine, except that he moves about.

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from $8.50 up.

Write us for Catalog.

THE POULTRY & SUPPLIES SALES CO.

109 Place Youville MONTREAL



Keep Trouble Out of the Kitchen.

Her pudding is burnt.

Such disasters are occurring every day.

It isn't strange that such a dessert as

JELL-O

is the most popular with women. It doesn't have to be cooked, and so never burns, and it never goes wrong.

It helps to keep trouble out of the kitchen.

There are seven Jell-O flavors: Lemon, Orange, Strawberry, Raspberry, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,

Le Roy, N. Y., and Bridgeburg, Can.

Grocers: The use of alum in food products has not yet been prohibited in Canada. Your customers, however, are realizing more and more its injurious effects in foods. Alum is used in baking powder because its use lessens the cost of manufacture. Would it be consistent for you to recommend your customers to buy alum baking powder?

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



You Can Add $20.00 Monthly to Your Income

IF YOU WILL ACT AS MACLEAN'S SPARE TIME REPRESENTATIVE IN YOUR TOWN

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from $5 to $50 to your monthly income. Hundreds of others are doing it—so can you.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. it will bring you, by return mail, complete particulars.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE. TORONTO, - - ONTARIO

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R S. McIndoe Toronto

Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn, Montreal and Toronto

Hamblin & Brereton, Winnipeg and Vancouver, B.C.

L. T. Mewburn & Co., Ltd., Calgary

T. A. MacNab & Co. St. John's, Newfoundland





BRAND'S A 1 SAUCE

There's something in the taste of Brand's A 1 Sauce which distinguishes it from every other similar line.

The difference results from the better ingredients and formulae, and the great care taken in factory conditions and surroundings where these goods are packed.

The difference is decided enough to make your trade ask for A 1 Sauce. Put up in neat bottle, and makes a good shelf stock. Secure your stock now, your profit is sure.

BRAND & CO., LIMITED Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

NEWTON A. HILL, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER, B.C.

Flour and Cereals Still Unchanged

Situation in Both Lines About Same as a Week Ago—Prices Steady—Mills not Predicting Upward Movement Under Present Wheat Prices—Fluctuations in Wheat During Past Week—Conditions so Far.

The flour situation is practically the same as a week ago. While prices are steady, there is no particular firmness, at least millers are not predicting any higher prices under present wheat quotations, but it is hinted that at this season of the year there is always a possibility of crop news exerting an effect on the market. Most millers seem to be satisfied with the amount of trade being done, considering the season. In the face of the present favorable crop conditions, dealers are buying in small quantities only.

After a week of fluctuating, the wheat market is back at about the same position it occupied a week ago. The movement began by the cereal going higher than it had during the preceding few weeks. The July wheat at Chicago broke sharply on Saturday, declining 3½ cents a bushel, with a further reduction this week of 2⅛ cents. The opinion, there, was that the end had come and that the manipulators had finally concluded circumstances were beyond their control. Others held to the opinion, however, that it was merely a part of the game to shake the weaker element.

Crop reports for the next month or two will be watched carefully by those interested in wheat or its products. Fall wheat is pretty well advanced and so far conditions on spring wheat have been excellent. It will be remembered that towards the end of June last year, dry weather forced the price of spring wheat upward. However, there seems no fear of lack of moisture for a time, but it has to be remembered that it is a considerable time before harvest yet.

MONTREAL.

Flour.—The flour market does not show any change this week. Prices are steady with the demand maintained. There is little to relate at present.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—The market in rolled oats is quiet with prices steady and the demand well maintained. No feature has happened during the week.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—On the whole, the flour situation remains without change, as after an up-and-down season, wheat is about in the same position as a week ago. While millers are not looking for any change in flour prices under present wheat quotations, there is always a possibility of speculation affecting prices of the raw material. Trade continues steady.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—The situation in cereals is practically unchanged. Rolled oats are steady under similar conditions for the raw material. Trade is fairly well maintained.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls	2 75
" " 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 75 1 90

WINNIPEG.

Flour.—The domestic demand for flour has been rather quiet during the week and export dull. Prices offered for the latter have been slightly higher than formerly, but they are still out of line. In spite of the fluctuation of the wheat market, the prices for the different grades have held firm, and are selling as follows. First patents, $2.65, 98 lb. sacks; Second, $2.45; strong bakers', $2.25; First class and common grades, $1.25.

Cereals.—With the growth of the spring grasses, the demand for feeds has been falling off in both east and west. In spite of this decrease in the demand, stocks of feed are so light that prices are well maintained. Rolled oats and oatmeal are in good demand, and show no likelihood of falling off. Rolled oats is quoted at $1.90 per sack, standard, and guaranteed oatmeal at $2.40. The wholesale price of cornmeal, which is also in good demand, is $1.75.

Bran, per ton	18 00
Shorts, per ton	20 00
Chopped Feeds—	
Barley, per ton, in sacks	25 00
Oats	25 00
Barley and oats	25 00

READY-MADE CARD PHRASES.

Ask us about the food value of cheese.

Ask for what you don't see.

High in quality—moderate in price.

Has a taste not soon forgotten.

Fruit—fresh, sound and delicious.

Pure food laws rule in our candy department.

The best that money can buy.

SOME PEOPLE

are prone to declare that there can be little or no difference in quality between one line of Soda Crackers and another. But if such people will just compare the lightness and crispness of a Mooney's Perfection Cream Soda with any other make of cracker they will realize at once that there is a big difference in favor of Mooney's.

Try it.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.



MAPLEINE is now



Thoroughly Established in Public Favor as
The Flavor de Luxe
for
Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home.

Be sure that it is on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto

Crescent Manufacturing Co.,
Seattle, Wash.

The Sardines That Were Never Sold

An Incident or Two Going to Prove That Goods do Not Sell Themselves and That Differences in Price Which Can Not be Explained Are Not Conducive to Sales—The Transaction in Pickles.

In a grocery store not long ago, a customer while making a purchase, inquired the properties of some peanut butter, which was lying on the counter.

"I don't know," replied the clerk in an unconcerned manner. "I never tried it. They use it for making sandwiches, I think."

This was a man behind the counter, being paid wages for selling goods. He had no knowledge of this article or what it was used for. He put forth absolutely no effort to make a sale of it to a customer who was already interested enough in it to make an enquiry regarding it.

How different were the tactics of a clerk in another store and how much more valuable was he to his employer. He understood his goods and their uses and also made a good, honest effort to introduce them to customers. In this case it was also peanut butter that occupied a position of prominence upon the counter. Having completed the customer's order he picked up a jar of the butter with: "Would you like to try some peanut butter, Mrs. Customer? It is excellent for sandwiches for picnics and home luncheons."

What Some Clerks Say.

In answer to her inquiries, he described what it tasted like and how used and was successful in making his sale.

Often, a clerk, asked regarding the kinds of sardines he has, will say: "Five, ten and fifteen cent cans." When asked the difference between them the answer often is: "Well, I don't really know what the difference is. These 15 cent one's must be the best."

One clerk was even heard to say in explanation: "the dearest ones are imported from some other country and it costs more to get them here. They have to be sold at a higher price."

The customer did not feel like paying a high price for sardines merely because they had traveled farther and therefore did not buy.

But there are many clerks who do understand the reason and are able to point out definitely just why one sardine is worth more than another.

Differences Expressed.

"Well, in the first place," one clerk was heard to remark, "this cheap sardine is a larger and coarser fish and is necessarily through its cheapness not sufficiently covered with oil to be perfectly preserved. These dearer ones are smaller and more tender fish, are packed in pure oil olive and well preserved. I would advise you to take the better line, as they are worth the difference in price."

Such a talk on the merits of the different articles was an intelligent one, showing that the clerk had studied his goods and that he knew that quality appealed to customers more so than price.

Selling Pickles.

"How about pickles, Mrs. Customer?" asked a clerk recently: "Here is a high grade line made from the choicest vegetables and vinegar, which I can recommend."

"They look nice," commented the customer.

"Yes, and the taste compares favorably with the looks," returned the clerk. "The Blank brand is notable for its tastefulness."

"How much are they?" asked the customer.

"Fifteen cents a bottle."

"They are a little too dear for me," said the customer.

"Yes, they are higher than some pickles can be bought at, but I think they are worth the difference."

"Well, I will try a bottle and find out," concluded the customer.

A RALLYING CRY TO BATTLE WITH THE FLY

Season Arrived When Little, Black, Buzzing Pests Commence to Make Themselves Felt—The Goods and Equipment Whose Usefulness is Spoiled—Each One May Carry Millions of Germs.

The season for flies, that pest of the grocery store during the summer months, is with us and the grocer should now take steps to keep the number that visit the store down to the lowest figure possible. Not only does their presence in the store where food is sold, seem particularly bad, but they also destroy food if exposed enough and spoil the appearance of the fixtures and shelvings.

The remedy begins with a careful cleaning up of the premises surrounding the store. Piles of filth and rubbish are breeding grounds of the fly and for this reason, attention should be given to the removal of all debris that might prove an attraction for them. Not only should this be looked after at the beginning of the season, but during the whole summer. Many grocers make their back yard a dumping ground for spoiled fruit and vegetables which attract the flies. A covered barrel should be kept for this stuff and it should be removed at intervals.

The next step in preventing their appearance within the grocery store is a careful screening of all openings. It will pay a grocer to provide these and it should be done early in the season before the little buzzers have secured a foothold in the premises.

Then, measures should be taken to destroy any that may gain entrance. This should be commenced early in the season even while the number is yet small. More benefit is derived by the extermination of one fly early in the season than a great many more later on as their numbers increase with startling rapidity.

Many grocers find their windows almost useless during the summer because being well lighted they are a gathering place for all the flies in the store unless screened off. Of course the smaller the number in the store, the smaller the number that will find their way to the window. Many grocers have fitted the back of their windows with screens, which keep out the flies, allow the light through and also keeps the air in the window fresh so that goods like fruits, vegetables, etc., will not spoil when placed in it.

These screens are generally made up of two or three sections extending from the bottom to the top of the window, that they can easily be removed to allow the window to be trimmed.

A fly in walking about in filth, and refuse can collect anywhere from a few hundred thousand to six million fecal germs on its legs, wings and the rest of its body. That's worth thinking about.

THINGS THAT SHOULD NOT BE.

Smoking or encouraging others to smoke in the store.

Licking your fingers every time you take up a sheet of paper in which to wrap butter.

Leaving goods on the counter after showing them to customer.

Sweeping crumbs and paper off the counter on the floor to be trampled on.

Reading a paper when customers are waiting to be served.

Allowing customers to try to open the door when they have an armful of parcels.

THE SAUCE THAT MADE THE OTHERS ADVERTISE

HOLBROOKS

Imported Absolutely!

The rapid growth of the sale since its introduction into Canada six years ago---due to its excellent quality, moderate price, and supported by live and persistent advertising, has attracted unusual interest even from competitors---a sure proof of its growing popularity.

HOLBROOKS WORCESTERSHIRE SAUCE sells at a popular price---25c., and yields a larger profit to the retailer than any other advertised sauce.

HOLBROOKS LIMITED

FOUNDED WHEN GEORGE THE THIRD WAS KING

CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST. MANAGER H. GILBERT NOBBS **TORONTO**

Head Office and Manufactory - Birmingham, England

Vinegar and Its Constituents as Viewed by Expert

By A. McGill, Dominion Analyst.

Vinegar appears to be marketed in Canada as Malt Vinegar, White Wine Vinegar and Cider Vinegar, or simply as vinegar, without any distinctive name. It is probable that much of the vinegar offered is fundamentally a spirit vinegar, with additions of flavoring and coloring matter which imitate malt, cider and wine vinegars. There is the further suspicion that considerable amounts of acetic acid, made by the destructive distillation of wood, as a bye-product in the wood spirit industry, are employed in vinegar making, and, of course, without acknowledgement of the fact.

Provided that the acid so used is properly refined, it is identical with refined acetic acid from any other source, and is unobjectionable from the point of view of healthfulness. But, being entirely flavorless, it is not a vinegar, and cannot be sold as such unless artificially flavored; when, if sold at all, it should be honestly labelled as artificial or imitation vinegar. There can be no doubt that the genuine vinegar industry suffers a serious handicap through the unfair competition of fictitious substitutes for vinegar; or that the buyer who desires a genuine vinegar is frequently deceived by the substitution of a spurious article, whether with or without knowledge of that fact by the retailer. Nor can this undesirable condition of things be successfully met until a workable definition of vinegar, in the generic sense, is made legal; and until the various kinds of vinegar which are found in commerce, are recognized and defined by law.

Some of the proposed standard definitions in regard to vinegar are:—

Vinegar is a liquid containing not less than 4 grams of acetic acid, nor more than 8 grams of acetic acid per 100 cubic centimeters; and when sold or offered for sale under a name which indicates a particular source, as Cider Vinegar, Malt Vinegar, Wine Vinegar, etc., it must be actually derived from such source.

Concentrated Vinegar, Vinegar Essence, etc., is a liquid containing more than 8 per cent. of acetic acid, and must contain nothing which, when it is diluted to the strength of vinegar, and used as such, is harmful to health.

When vinegar is asked for, it is held legally proper to supply any one of the above named species. When a specific vinegar is asked for, it is unlawful to substitute another kind, without declaration of the fact.

Show your clerks how to introduce new goods to customers. They will follow your example.

Do not simply sell what customers ask for but call their attention to other lines also.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,

WARWICK, ENGLAND.

ROYAL



BAKING POWDER

Absolutely Pure

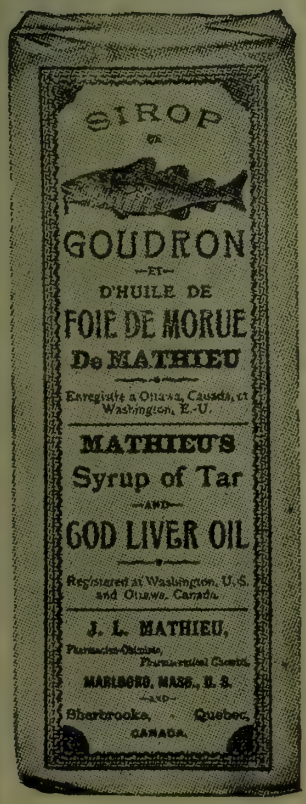
The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

Every Little Bit Added to What You Have, Mr. Grocer, Makes a Little Bit More.

You want to save just as much as possible in buying and not spend money where there is no necessity.

MACARONI
VERMICELLI
SPAGHETTI

Made in Canada

No Customs Duty

Our goods are guaranteed to be of the highest order. Made by machinery worked on automatic principles and of the most modern type. Skilled men from France alone find a place on our staff and they are well aware that ***the rich hard wheat of Manitoba is superior*** to the best Russian quality which they were accustomed to use in making the goods in France.

Get in on our prices.

L'ETOILE

(" Cie Francaise de Pates Alimentaires.")
6-9 Harmony Street, Montreal.

New Lemons

First arrivals of Verdellis will arrive this week. Fruit is reported to be fancy.

ORANGES

Late Valencias are very fine. Still have few cars of Navels (Volunteer Brand) to arrive.

PINEAPPLES

Are now at their best.

Strawberries, New Cabbage, New Potatoes, Wax Beans, Tomatoes, Egyptian Onions, Texas Bermuda Onions, also Crate Bermuda Onions.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST TORONTO
are Largest Receivers

Verdellis

The First Shipment for the Season arrived.

The Finest are packed under

"St. Nicholas"
and
"Home Guard"
but
Puck, Kicking
and **Leaf** brands
are very fine.

Buy Tranizzi's Verdellis

They're the Goods.

J. J. McCABE
AGENT
TORONTO, ONT.

Pineapples Higher---Strawberries Lower

Pines go up, Instead of Down, as Expected—Strawberry Arrivals Heavier—Prices Lower—Some Arrivals of New Lemons and Future Prices Depend Largely on Weather—Watermelons Well Received—Shipments Small—Large Offerings of Cocoanuts From Primary Markets.

It was expected by most dealers a week or so ago that lower prices would be seen in pineapples, but instead prices are somewhat steadier. From New York comes a report of a higher market also.

One report says: "The bulk of the crop has been shipped and received and each week will now show lighter receipts. It does look as if the market on pines will be well maintained to the end of the season, especially if stock arrives in as good condition as heretofore."

The advent of large supplies of strawberries will no doubt curtail the demand for pines to some extent on Canadian markets.

Lemon prices seem to be fairly well maintained. Demand has been quite good and although there have been some arrivals of new stock on Canadian markets, supplies are none too large as yet. While there may be some November cuts, there is no great quantity so that the market has to depend on New Verdelli for a time. On the way to New York from Mediterranean ports, are 173,800 boxes of lemons for different markets in the United States and Canada. However, one prominent dealer said: "The demand is large even now and with the advent of the real warm weather, with present stocks comparatively small, I expect present prices to at least be maintained." Much depends upon the weather handed out during the next month or so.

Strawberries from Canadian points are arriving in increasing quantities and prices are accordingly tending lower. Reports from points of production seem to indicate a big crop of berries this year, weather conditions so far being quite favorable.

Tomatoes are coming from the south in increased quantities and the tendency of prices is downward. Watermelons from Florida have made their bow to the fruit trade and have been well received. Shipments, however, so far have not been large. Cherries are also arriving while peaches and apricots will begin now to come along, although prices will be high for a time.

MONTREAL.

Green Fruits.—A good steady business is reported. Strawberries are lower in price and Canadian fruit is beginning to be felt in the market. New pineapples of fine quality are going out steadily with the demand good. Apples are nearly done. Bananas are moving along at a great clip. Lemons are a little lower this week, but with warmer weather there will be a different tone to the market. Limes, like lemons, are scarce.

Apples, bbl.	6 00	8 00	Oranges—		
Spies	7 00	8 00	Valencia	3 75	4 50
Bananas, bunch	1 65	1 85	Sorrento	2 75	3 00
Bananas, crated	2 00	2 25	Mexican	1 75	2 00
Cocoanuts, bags	4 25	4 75	Pineapples—		
Grape fruit, Flo.	3 00	4 75	Floridas, case	2 00	3 50
Lemons	4 50	5 00	Strawberries, N. Carolina	0 14	0 18
Limes, a box		1 75			

Vegetables.—Asparagus is becoming scarce and will soon be off the market. New Florida potatoes of the best quality jumped in price to $8.50. Scarcity of the A1. kind is given as the reason Tomatoes from Mississippi are more liberal in their shipments with the price down to $1.25. There is a good steady demand of the early vegetables.

Asparagus, Canadian, basket		2 25	Onions—		
Beans, hamper		3 50	Egyptian, bag	2 50	3 00
Beets, doz		1 25	Bermuda, crate		3 50
Carrots, doz		1 25	Florida potatoes, new, per bbl	7 25	8 50
Cabbage, crate	3 00	4 50	Potatoes, bag	1 25	1 40
Cucumbers, bas.	2 75	3 00	New Bermuda potatoes, bbl.	6 50	7 00
Cukes		2 00	Parsley, doz		0 60
Garlic, 2 bunches		0 25	Parsnips, bag	1 00	1 25
Green Peppers, small basket		1 25	Radishes, dozen bunches		0 30
Leeks, doz	1 75	2 00	Spinach, bbl		1 75
Lettuce—			Tomatoes, flats		1 25
Canadian lettuce per doz		1 50	Turnips, bag		1 50

TORONTO.

Green Fruits.—Strawberries are arriving in larger supply and prices are gradually tending downward, being offered this week at from 9 to 11 cents, but the changing market makes it almost impossible to make quotations. Prices of lemons have been maintained, and $4.50 to $5.00 is the ruling quotations. Some quantities of New Verdelli have been received but the demand is heavy, so that prices have kept up. There are some November cuts on the market but no quantity. The first watermelons from Florida made their appearance on Thursday last, and are ruling from 50 to 65 cents. Shipments have as yet been rather light. Pineapples are in quite brisk demand but are being replaced to a certain extent by strawberries. Most dealers expected prices to go downward but at present they are unchanged to a shade steadier. Mississippi tomatoes are slightly easier, 4-box crates bringing $1.50 to $2.00. Some small quantities of peaches have been received, selling at a high figure. Both peaches and apricots will start to come along, now, but prices will be high for a time. The summer quarters

of the wholesale fruit men at the foot of Yonge street opened on Monday.

Bananas	1 00	1 75
Cocoanuts, sack	4 75	
Grape Fruit—		
Florida per case	4 50	5 00
Lemons—		
California		3 50
Messina	4 50	5 00
Limes, box	1 25	1 60
Oranges—		
Late valencias	3 75	4 75
Med. sweets	3 00	3 50
Navels, large	3 00	3 50
Navels, small		3 75
Pineapples crate	2 50	3 25
Strawberries—		
Canadian, qt	0 09	0 11
Tomatoes, case of 6 baskets	3 75	4 25
Tomatoes, 4 box crate	1 50	2 00
Rhubarb, doz	0 25	0 40
Cherries, 10-lb. boxes		3 00

Vegetables.—Trade is fairly satisfactory in vegetables, new goods particularly being in demand. Wax and green beans are temporarily higher. The same is also true of new potatoes which are quoted as high as $4 in 2-bushel bags. Canadian new stock will not arrive until July. The situation in old potatoes is practically unchanged, both supplies and trade remaining steady and the present quotation of $1.10 per bag ruling.

Beets, Louisiana doz		0 75
Canadian beet, bag	0 60	0 75
Cabbage, South Carolina		3 50
Carrots, new, box 3 to 4 doz.	1 75	2 00
Cucumbers, hamper		2 50
Wax beans, hamper	2 25	3 00
Green beans, hamper		2 00
Lettuce, Canadian, head	0 25	0 30
Onions—		
Texas, case		2 00
Egyptian, sack		2 50
Potatoes, Ontario, bag		1 10
Potatoes, new, hamper		2 00
2 bush. bags	3 50	4 00
Parsley, per doz		0 75
New turnips, per 11-qt. basket		0 50
Asparagus—		
Canadian, doz	0 75	1 00
Spinach—		
Hamper	0 35	0 50

Royal Crest
BRAND
Late Valencia Oranges

We are sole distributors for these elegant juicy, thin-skinned, highly flavored oranges. You haven't seen or tasted the best in summer oranges until you have tried Royal Crest.

Full supplies of WATERMELONS, CHERRIES, STRAWBERRIES, VEGETABLES for Coronation Day.

WHITE & CO., Limited
TORONTO and HAMILTON

Canadian Strawberries
ARE NOW READY

If you do not receive our weekly quotation card, send us your name.

STEVENS & SOLOMAN

GROWERS AND SHIPPERS OF

Canadian Fruits and Vegetables

HAMILTON, ONT

PHONES 1990—3200—2700

Home Grown Strawberries

Receipts of Canadian Berries to date have been heavy, and the quality excellent. Send along your orders.

Oranges, Pines, Bananas, Tomatoes, New Potatoes

Received our first Verdelli Lemons this week.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN
Verdelli Lemons



Our Verdelli Lemons are the finest fruit ever exported to Canada. Be sure you mention in orders to your wholesaler our brands or our name.

W. B. STRINGER, Sales Agent FRATELLI FOLLINA, Packers



Fish - Oysters



The Halibut is Favorite Line of Fish

Good Demand for That Species—Trade in Fresh Fairly Good—Brook Trout Not Arriving Freely—Shad Higher This Week—Mackerel Along the Shore of Nova Scotia—Good Catch Reported.

The warm weather fish business has been fairly good. It is steady and without feature except that last week contributed considerable extra business. Halibut and B. C. salmon are favorites with haddock and cod getting a large share of the eastern trade. Brook trout are advanced in price because of the fact that they are not arriving freely. Shad are higher this week.

Nova Scotia reports that mackerel have now struck in along the shore in large quantities and some good catches have been made. The mackerel are reported a fine run, being of a good size. A large proportion of the catch is being placed in cold storage. Lobsters are doing fairly well, especially on the Cape Breton coast.

QUEBEC.

Montreal.—There are plenty of fish of all the leading lines, the only shortage being felt in shad and brook trout. An advance is quoted in brook trout and shad this week. Gaspe salmon is down to 18 cents and is arriving freely.

The demand for fish continues appreciable and is held on a satisfactory basis. Halibut, haddock and cod are freely asked for and are in good supply.

FRESH

Alewives (shad herring) per 100 fish	2 00	Halibut, express per lb	0 09 0 10
Bluefish, per lb.	0 15	Salmon, B.C., lb	0 18
Dressed perch, per lb	0 10	Salmon, Gaspe lb.	0 18
Dressed bullheads, per lb.	0 10	Shad, buck, each	0 30
Haddock, per lb	0 04½	Shad, roe, each.	0 460
Haddock, fancy shore, per lb.	0 05 0 05½	Sea trout	0 10
Steak cod headless, per lb	0 05	Sea bass, per lb.	0 10
		Lake trout, lb.	0 11
		Brook trout	0 25
		Pike, per lb	0 08
		Pickerel or dore	0 11
		Whitefish, lb.	0 11

FROZEN

Codfish	0 03 0 03½	Salmon, B.C., red	0 09 0 10
Haddock	0 03	Gaspe salmon, per lb.	0 18
Halibut, per lb.	0 09	Qualla salmon	0 09
Pike, round lb	0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Pike, dressed & headless, cases 150 lbs., per lb	0 06	Whitefish, large, lb	0 07½ 0 08
Tras pike	0 05	Whitefish, small	0 06
Steak cod	0 04		
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls	6 50	" " pink, bbl	12 00
No. 1 mackerel, pail	2 00	" Labrador, bbl	16 00
½ bbls	3 00	" " ½ bbls	8 50
Scotia herrings, No. 2, bbl		" " trcs., 300 lb	21 00
Lake trout, half bbl.	6 00	Salt eels, per lb	0 07
Choice mackerel half pail	2 00	Sea trout, ½ brl.	8 50
		Sea trout, bbls	12 00
		Scotch herring	6 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

ONTARIO.

Toronto.—There is little change in fish from a week ago, prices remaining the same. Trade is inclined to be quiet, which is, however, natural for the season. A fair quantity is being sent out to the trade, fresh fish being the big item. The season of biggest supply for brook trout is over, but supplies are as yet fairly plentiful and large enough to take care of demand.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 10
Fresh halibut	0 07	Fresh caught herring	0 05
Perch	0 05	Haddock	0 06 0 07
Fresh trout	0 09	Pickerel	0 10

FROZEN FISH

Goldeyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 08
Shredded cod	2 25	Pickled lake herring, 100 lb. kegs	2 80
Cod, Imperial, per lb	0 08	Quail on toast, per lb	0 07
Fillets, per lb	0 12	Shrimps, per gal	1 25

NOVA SCOTIA.

Halifax—The local fish market is now active. Mackerel have at last struck in along the coast in large quantities, and some good catches have been made. One vessel made a haul of 15,000 fish and another landed 10,000. It is estimated that over thirty thousand fish were landed here this week. The first fish were disposed of for 12 cents each, and about the middle of the week the price declined to ten. The mackerel are a fine run some of the fish weighing from three to four pounds. A large quantity of the fish are being placed in cold storage. There have been several arrivals of dry fish from outside parts during the week, but there are not enough coming in to supply the demand. Prices have been well maintained at all points.

Some of the finest salt cod fish marketed here this week, sold for $6.90 per quintal. Sales of fresh cod, haddock, and halibut are light, owing to the demand for mackerel. Salmon are now coming on the market in fairly good quantities and the price has dropped to twenty-two cents per pound. Lobsters continue fairly plentiful and the demand is good. All the fishermen on the Cape Breton coast are doing well.

WINNIPEG.

Fish.—During the week the first arrival of fresh white fish caught in Lake Winnipeg made its appearance on the market at 9c per lb. The supply to date has been light but is gradually increasing. The demand for smoked fish is still active, and the price holds steady.

FISH (FRESH)

Salmon, per lb	0 16
Halibut, per lb	0 10
Fresh lake trout, per lb	0 12
Lake Winnipeg white fish, per lb	0 09

SMOKED FISH

Kippered herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring, per keg	0 68
Fillets of haddock	0 12
Smoked cod	0 12
Labrador herring, ⅓ barrels	4 25
Bloaters, per box	1 50
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08½

NEWFOUNLAND.

St. John's.—From the northern part of the island, reports have been received that along the French shore, where numerous schooners are operating not a fish had been put under salt. Caplin have not come to the shore as yet and on account of the ice pack the fishing schooners are unable to get around Quirpon and up the straits, the course generally adopted when no fish are to be had on the shore. From exploits south there is a fairly good sign and some traps have a few quintals landed, but the majority have little. On the whole the northern cod fishery can be put down as a failure to date. Herring are plentiful, but the fishermen are not catching them, being engaged at the cod fishery. Fresh salmon are also plentiful.

Codfish, large and medium merchantable, per qtl.	6 50
" small " "	5 50
" large Madeira "	6 50
" small " "	5 50
" large and medium West India, per qtl	5 00
" small " "	4 50
" Labrador "	4 80
" shore cured	5 80
Haddock	4 00
Herring, No. 1, large and medium, barrel	3 20
" small	2 80
Ling	4 00
Lobsters, No. 1 flats, case 48 1-lb. tins	15 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" 48 1-lb. tins, per case	6 50
Cod Oil, hardwood casks, tun	110 00
" softwood " "	102 00
Cod Liver Oil, gallon	0 70

HAVE THEM CALL.

It is all right to get orders by telephone but if you can get them to visit your store, so much the better, as you then have a better chance to introduce goods to them, and a better chance to make sales because you then have the goods to back up your arguments with.



The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbour, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Contractors to the Admiralty

They Lead in Any Company



Uniform quality and right packing have formed the basis of the reputation of

PURNELL'S

Sauces, Vinegars and Pickles

lines that never fail to please the particular palate. Feature the complete "Purnell" Range! "Britain's Best" is none too good for your customers!

Sold by all jobbers.



Canadian Agents:

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED

Bristol, Eng. - - Est. 1750

A Profitable Line to Handle!

There's a distinctive and delicate flavour about—

Order from your Wholesaler

CCC

Norwegian Canned Goods

"CONCORD"

Norwegian Sardines

that cannot fail to please your better-class customers

Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.

The profit selling "CONCORD" is a very "well worth-while" one

Don't forget the name "Concord" when ordering.

LIST OF AGENTS

R. S. McIndoe, Toronto.
A. H. Brittain & Co., Montreal.
Watson & Truesdale, Winnipeg.
W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Preparing Sea Herring for the Market

Urged That Adoption of Technical Mode of Procedure of Fisherfolk of Europe Would Revolutionize Standing of Herring—When Fishery was Cradle of Greaterness—The Wealth of a Peru—Sixth Article.

By A. M. Payne.

In no other occupation does the sacrifice of home comfort compare with the fisherman's lot, besides the ever present risk of life itself for the bread-winner. Rarely have more eloquent terms of appreciation been uttered than the words of John Quincy Adams quoted in Des Brisay's History of Lunenburg:

"There is something in the very occupation of fishermen not only noble and beneficent in itself, but noble and exalted in the qualities of which it requires the habitual exercise. In common with the cultivators of the soil their labors contribute to the subsistence of mankind, and they have the merit of continual exposure to danger superadded to increasing toil. Industry, frugality, patience, perseverence, fortitude, intrepidity, souls inured to perpetual conflict with the elements, and bodies steeled with unremitting action, ever grappling with danger, and familiar with death,—these are the qualities which are called forth by the daily labors of the fisherman's life."

The Fisherman's Prayer.

A pathetic figure is the Breton fisherman, standing in his boat before leaving the harbor and with uplifted hands reverently invoking Divine protection. An English rendering of this brief prayer is a touching object lesson of devotional faith:

"Lord, ere we go, to Thee we trust our all;
Thy sea is mighty, and our boats are small."

Other eloquent pens have been inspired by the call of the sea and with a self-denial beyond all praise generous benefactors have shared the humble surroundings of remote fishery districts, building churches, school houses and hospitals and improving conditions of existence for the toilers of the sea in a marked degree.

Fisheries Develop Greatness.

Economic importance, however, must be regarded as an inevitable factor in the successful prosecution of the fishery industry with due regard to well directed sympathy and encouragement, public and private. It has been well said that the pursuit of the fisheries was the cradle of English sea power. Marvellous as the development of the interland of North America between sea and sea has proved, it may be remembered that while precious metals were the incentives in the tropical coast line, the fisheries and the fur trade were the chief impelling motives for enterprise in the North.

The Value of the Fisheries.

The Whitehall advertisement for the Cornwallis settlement in 1749, for instance, held out the prosecution of the fisheries as a special inducement towards gaining a livelihood. Contrasting land and sea resources, a century later at Detroit, Joseph Howe used these words:

"Let me draw your attention to the value of these North American fisheries. You have behind and around you here boundless prairies, which an all-bountiful Creator annually covers with rich harvests of wheat and corn. The ocean is our prairie, and it reaches away before and around us and Almighty God, for the sustenance of man, annually replenishes it with fish in myriads that cannot be counted, having a commercial value that no man can estimate. These great storehouses of food can never be exhausted."

If Rightly Managed.

Prophetic in its estimate of the wealth to be derived from the fisheries off our coast was the significant report of Villebon, an early governor under the regime of France in 1699. "If rightly managed, the province of Acadie is a Peru." Truly a pregnant forecast "IF RIGHTLY MANAGED."

In a just survey of the past it is to be noted that easy access to the fishery grounds and the unavoidable combination of other pursuits led to careless methods by our pioneer fisherfolk. The march of time, it must be admitted, has riveted these hindrances by inadequate official administrations as compared with development of resources of the soil. Of all the varied branches of the fishery industry none needs more urgent improvement than the handling of herring.

Herring Equipment.

As far as the actual catch is concerned, staunch boats and handy nets for inshore ventures, with larger craft and larger nets for deep sea work have long been the rule. Brush weirs are still in use in the tidal waters of the Bay of Fundy, although often complained of. Torching is but a relic of aboriginal methods. In Nova Scotia waters the use of drift nets is almost the only mode now employed.

The transition from the tiny skiff, with single net, and the shallop or whaler, with better gear, up to the gasoline and the thoroughly equipped sail or steam seiner or drifter carrying fifty, sixty or one hundred nets, as practised in British and North Sea waters, suggests co-operation by enterprising fishery dealers with a class of workers far more dependent on credit aid than any of their fellow laborers on the land.

Handling for Market.

The kernel of the question as regards brine salted herring is the adoption of the methods of the Scottish, Dutch and Norwegians in what may be termed a technical mode of procedure, viz., handling the catch for market as a separate branch. Can our fishermen be gradually weaned from old-time methods of hurried dumping into leaky barrels instead of leaving the catch in the hands of expert fisher lassies under capable direction?

If the official reports of recent years to bring about a betterment of the industry were supplemented by a local adaptation of Scottish fishery administration methods, leaky barrels and the unsatisfactory reputation of our salt herring would soon become things of the past. In view of the yearly influx of new settlers, home consumption for such a staple food product should increase by leaps and bounds, while the expansion of outside markets would stimulate export shipments to record figures in the not distant future beyond the shadow of a doubt.

PICNIC ON COAST.

Victoria, B.C., June 15.—The annual picnic of the local Retail Grocers' Exchange will be held at Goldstream on Thursday, July 20th, and arrangements for the event are well under way. An excellent field for sports is available at Goldstream as well as a large hall for dancing. Special train service will be provided for the occasion.

REPRESENTATIVES WANTED.

REPRESENTATIVES WANTED BY MAISON FRANCAISE for the sale of Comestible Oils. Apply, with references, to M. M. SCHWALBE & CIE, Marseille, France, and in French if possible.

DRIED APPLES

We have a few hundred pounds of Dried Apples for sale.

O. E. ROBINSON & CO.
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



Fly Time is Here

Now that the summer is upon us, and with it comes the household torment—the fly—be prepared to help your customers with

WONDER FLY KILLER

Put up in neat tray; when moistened with water kills flies instantly It will last an entire season
A seasonable money maker for you. Send for stock. The time is ripe for a big business, and the profit is good.

Dominion Agents:

Crystal Sealing Co.

204 Stair Building, Toronto - Phone Adelaide 199

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market.

"NACRISSUS," fine FILIARTA currants
"ELEKTRA," fine FILIATRA cleaned currants

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season.

We solicit the opportunity to quote on your CURRANT needs at all times.

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GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

DEALERS IN FRUITS

PINEAPPLE time is preserving time. See that you have ample stocks to meet the ever increasing demand. We are also headquarters for choicest VALENCIA ORANGES.

ORDER NOW

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

We are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

BUYERS OF WOOL

Wilson's FLY PADS

Have been on the market for thirty-two years, and the demand this season to date is 65 per cent. greater than ever before.



All Wholesale Grocers Sell

Wilson's FLY PADS

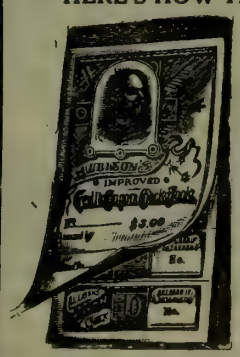
Do You Sell on Credit?

Do you have the usual trouble with collections, "bad accounts," friction with customers and frequent loss of both customer and money?
Then you need

Allison Coupon Books

They will stop the leaks, keep up collections, forestall arguments, please the customer.

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. OLIFF, MANAGER

Grocer's Encyclopedia—The Cocoanut

Interesting Points Connected With the Cultivation of a "Goody" That is Widely Known, and Something of Its By-Products—The Manner of Its Growth—Making of Cocoanut Oil and Butter—Importance in Tropical Countries.

Cocoa or "coker" nuts, also known sometimes as "monkey" nuts, are the fruit of a species of palm tree which grows 50 to 90 feet high, in nearly all tropical countries, but thrives perhaps most about Nassau and Jamaica in the West Indies. It requires plenty of sunshine and wide-open air, and prefers a low sandy shore, where the roots can strike into sea water. The tree has no branches but is crowned with a bunch of sword-like leaves, each leaf being 12 to 14 feet in length and having a very strong mid-rib.

Lives to Good Old Age.

One tree yields annually about 100 nuts arranged in clusters of about a dozen each near the tops and bears for some 150 years. It is the most widely distributed of all tropical growths and it is questionable whether there is any species of tree so useful. Residents in temperate zones have little idea of its immense importance in tropical countries.

The outer husks of the nut are tough, and are usually stripped by men using two fine pointed chisels, and who by constant practise are able to open 10 to 12 hundred nuts per day. The fibre prepared from these husks is spun into a valuable species of yarn, which is used in making braided twine, matting and coarse brushes. The inner shells, when emptied of their pulp, make drinking cups, water bowls, etc. The nuts contain when green a milk, and it is this creamy substance that solidifies and afterwards forms the white pulp. Cocoanut pulp may be eaten raw, or grated and used for soup. It also yields cocoanut oil or butter, while our shredded cocoanut is also obtained from it.

Shredded cocoanut is the white fleshy part of the cocoanut, sliced and deprived of all humidity by evaporation. The nuts are first broken and the kernels removed, and then passed to a peeling machine, where the skins are neatly taken off. The "skinned" nuts are next washed in barrels and are cut or shred according to the class of product required. If shred, the mass is dried thoroughly in hot revolving pans, and thus acquires its desiccated condition.

Making Cocoanut Oil.

Cocoanut oil or butter is a rich but coarse granular white oil of buttery consistence extracted from the albumen or ripe kernel of the large, milky cocoanut. It should not be confused with cocoa butter obtained from the same source as the ordinary drinking cocoas.

The oil is mostly extracted by cold dry pressure, although there is a wet process as well from the dried kernels. Eight or ten nuts will yield a quart of oil. Boiling the pulp breaks open the cells and as the oil is liberated, it rises to the surface and is skimmed off. While the sale of cocoanut butter is not large as yet in Canada, dealers say that it is showing some increase.

It is true that the sales of cocoanuts and its products do not reach any great proportions in this country, but they could undoubtedly be increased if dealers would give them some added attention. Merchants do not, seemingly, realize the varied uses which could be made of information regarding the source of supply in increasing the sale of such lines as these. People undoubtedly like to know where these articles are produced, how so and other interesting notes in regard to them, and it would undoubtedly be to the grocer's advantage to bring these facts before them.

Cocoanuts are a tasty article of food and their sale would increase with some additional attention, while shredded cocoanut would be used more extensively in cooking if the housewife were spoken to more often about it. Cocoanut butter is not well known by the consuming public and needs to be introduced to customers the same as any other new line of goods before the demand will be large.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland
CLAY PIPES

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

When writing advertisers kindly mention having seen the advertisement in this paper.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade


You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FOR SALE.

FOR SALE—Department Store in good Alberta town. Stock $25,000. Yearly turnover $100,000. Address, Box 1226, Calgary.

FOR SALE—Up-to-date wholesale and retail tea, coffee, spice and specialty business in wide-awake Ontario city. An excellent business opportunity for a hustler who knows a little about tea. Will take part cash, balance on easy terms. Proprietor forced to leave on account of heavy business interests in the West. Box 389, CANADIAN GROCER, Toronto. (24)

GROCERY BUSINESS FOR SALE in Windsor, Ontario. Stock $3,000. Will rent or sell property. Address Box 390, THE CANADIAN GROCER, Toronto. (30)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

MISCELLANEOUS.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 332 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

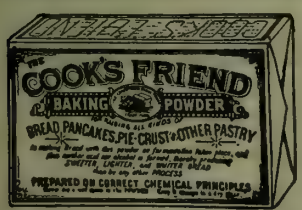
Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ¼-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.





Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 ds	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		
		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
		Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25

Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
	0 22

London Pearl, per lb.

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

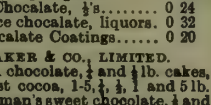
Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 36
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground		0 30
" " 1 lb. tins, "	"	0 31
" " ½ lb. tins, "	"	0 32
Anchor Brand, 2 lb. tins	"	0 31
" " 1 lb. tins	"	0 32
German Dandelion, 1 lb. tins, ground		0 26
" " ½ lb. tins,	"	0 28
English breakfast, 1 lb. tins,	"	0 18
Grand Prix, 1 and 2 lb. tins.	"	0 30
Demi-Tasse, 1 and 2 lb. tins,	"	0 30
Flower Pot, 1 lb. pots,	"	0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.	
Mo-Ja, ½-lb. tins 30c. lb	
Mo-Ja, 1-lb. tins 28c lb.	
Mo-Ja, 2-lb. tins 28c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

'Golden Butterfly brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases open	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0¢
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal.

WESTERN ASSURANCE COMPANY Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material.
Absolutely pure, never becomes rancid and keeps indefinitely.
Highly digestible and nutritious.
Unrivalled for frying, cooking and pastry.
Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited
206 Papineau Avenue, MONTREAL

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
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Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

2 IN 1

THE WORLD'S BEST SHOE POLISH

Men swear by it—Not at it

Lasts Surprisingly
Polishes Rapidly
Wears Off Slowly
Is Waterproof

No grocer can afford to be without this rapid seller.
It absolutely leads the field in shoe polishes.

The F. F. Dalley Co., Ltd.
HAMILTON, CANADA - AND - BUFFALO, N.Y.



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 00

[LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons, 40 to ou.		10 50
" " tins	½ kilo	100 tins	14 50
Extra Fins "	½ "	100 "	14 00
Tres Fins "	½ "	100 "	12 50
Fins "	½ "	100 "	11 00
Mi-Fins "	½ "	100 "	10 00
Moyens No. 1 "	½ "	100 "	9 50
Moyens No. 2 "	½ "	100 "	9 00
Moyens No. 3 "	"	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		**Tins—**	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 8s	29 00	½ gal., 48s Sq	17 00
1 gals, 10s	25 00	½ gal., 48s Rd	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune" 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 25
Princess Louise, half case, 80 lbs	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz. 0 85
doz. in carton, 12 in wood box " 0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

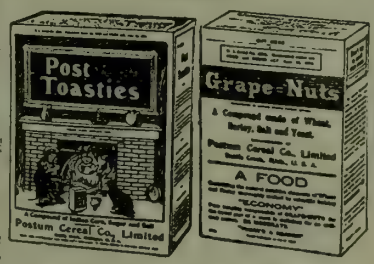
	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood box

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz..	$1 80
Lemon (Straight)	Contains 2 doz..	1 80
Orange (Straight)	Contains 2 doz..	1 80
Raspberry (Straight)	Contains 2 doz..	1 80
Strawberry (Straight)	Contains 2 doz..	1 80
Chocolate (Straight)	Contains 2 doz..	1 80
Cherry (Straight)	Contains 2 doz..	1 80
Peach (Straight)	Contains 2 doz..	1 80

Weight 8 lbs. to case. Freight rate, 2d class.

Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz..	$2 50
Chocolate (Straight)	Contains 2 doz..	2 50
Vanilla (Straight)	Contains 2 doz..	2 50
Strawberry (Straight)	Contains 2 doz..	2 50
Lemon (Straight)	Contains 2 doz..	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10. 75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 10
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	0 10
20-lb. tins	2 00
Cases 31-lb	0 11
" 5-lb.	0 10½
" 10-lb	0 10½

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07

Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb. $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Ve etable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

OOW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

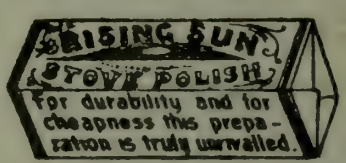
No. 1,	cases 60 1-lb. packages	1 case	2 75
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03⅜	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 33⅓	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 75

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

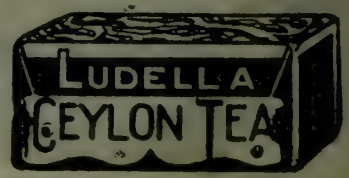
Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 1s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 1s	56
Cut Smoking—Great West Pouches, 8s	56

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

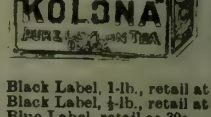


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 11
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

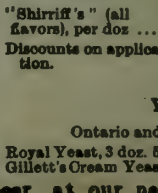
T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office

Strong, delicious Coffee can be prepared in one moment without trouble by using



SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES

NEW LINES

Very attractive values.

Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO



We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

MANUFACTURERS

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Why Not Now?

SEND IN YOUR

SALT

Order and so secure prompt shipment.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Associated Boards of Trade of Western Canada met at Lethbridge, Alta., this week.

In our issue of June 23 we will publish a full report of the proceedings from our own representative.

Western merchants will take a particularly keen interest in that number because it will deal with the great business problems affecting the West.

Advertisers will find next week's issue of The Grocer one of exceptional merit.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 142-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO JUNE 23, 1911 No. 25



For Years Past

Colman's AND Keen's

Have Distanced All Competitors in

The Mustard Market

The Retailer who stocks both is making sure that he is featuring the MUSTARD the world is asking for.



MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul Street MONTREAL

Toronto Office: 30 Church St.

Gravies That Are Never Lumpy

are not the gravies that are made from flour. It's very hard to keep flour from becoming lumpy in gravies and sauces. But just suggest to your customers that

BENSON'S PREPARED CORN

be used instead. Incidentally, you might also tell them that they will find the improved taste of the gravy or sauce very pleasing. Little suggestions like this are appreciated, you will find.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

"THISTLE" Canned Fish

Canned Haddies, Kippered Herring and Tunny Fish, packed under the label and brand of "Thistle," come direct from the famous St. Mary's Bay Fishing grounds. The motto of the Packers is: "not how cheap but how good." The verdict of connoisseurs is: "*the finest produced.*"

SARDINES From Norway

Packed in perfectly pure Olive Oil by *Olsen & Kleppe* at *Stavanger*, Norway, and packed with wondrous care and skill in the selection. Their special leading brands "Albatross" (small fish) and "Ambrosia" (a trifle larger) command ready and large sales to the most fastidious people.



Long Live THE KING

Griffin & Skelley's Dried and Canned Fruits (all packed under the "Griffin" brand) are unique in the possession of that absolute confidence which wins permanent trade—the "Griffin" brand is like the "sterling" mark on silver. Seedless and Seeded Raisins, Sterilized Prunes, Cured Fruits and Canned Fruits.

GRIFFIN'S Dried Fruits

Vermicelli, Macaroni, Spaghetti and Fancy Pastes, bearing the name "Codou" on the package, are accepted the world over as the best of their kind—nothing finer can be produced. Cleanliness is absolute in the factory whence they come—the model factory of national repute. The rigid maintenance of quality is absolute. "Codou" is the name.

CODOU'S Macaroni

ARTHUR P. TIPPET & CO., Agents

Montreal



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WANTED TO PURCHASE

Whole or part interest in Manufacturers' Agency, Brokerage, or Commission Business in Western Canada or on Pacific Coast. Address, Box 744, Care CANADIAN GROCER, Toronto.

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal.
10 Garfield Chambers, Belfast, Ireland.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

Currants
on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Lind Brokerage Co.
73 Front St. East - - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals
Raw Sugar

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

J. F. EBY, President HUGH BLAIN, Vice-President

TWO SNAPS

"GOLD MEDAL" CONCENTRATED **SOUPS**

Regular size cans that retail ordinarily at two for a quarter.

YOURS FOR **$1.00** DOZ.

"GOLD MEDAL" and "COLUMBIA" **SOUPS**

Quart tins—sold regularly at 35c.

YOURS FOR **$2.40** DOZ.

AYLMER PURE GRAPE JELLY

12 oz. glass jars—sold regularly at 15c. A good line and a repeater.

YOURS FOR **$1.00** DOZ.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

A Safe Investment

BORDEN'S

EVAPORATED MILK

PEERLESS BRAND



The Original

When the Grocer buys a Stock of Peerless he has made a safe investment.

No worry about Quality.

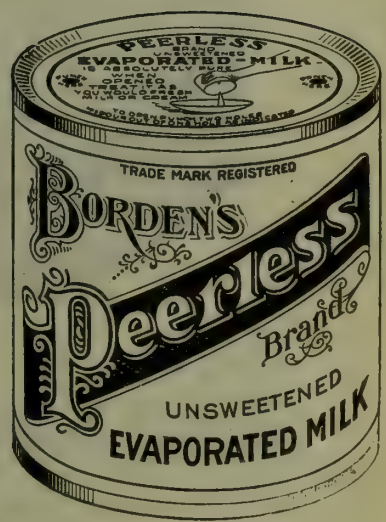
Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG and VANCOUVER



Unsweetened

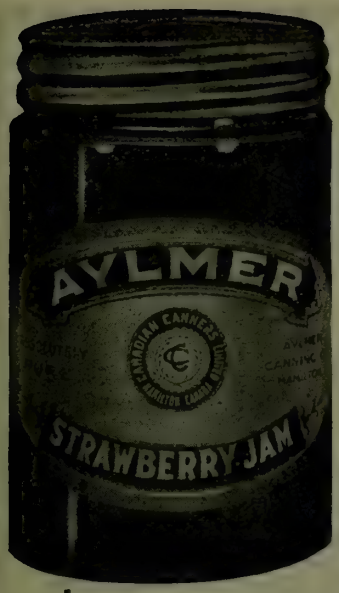
Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



Every grocer knows that **Cowan's Perfection Cocoa** is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.



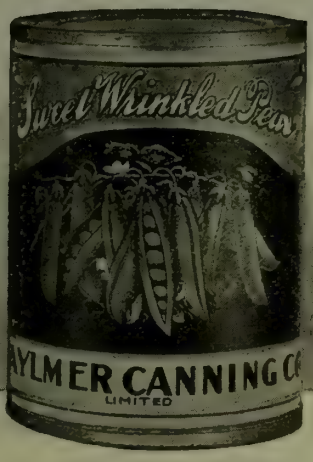
Feature Camp Stock Now!

These popular food products have found wide-spread favor by reason of their unvaried quality and genuineness of flavor.

AYLMER

BRAND

Jams, Jellies,
Preserves,
Catsups,
Baked Beans,
Canned Fruits
and Vegetables



back up every claim made for them.

An excellent line to feature for camp use.

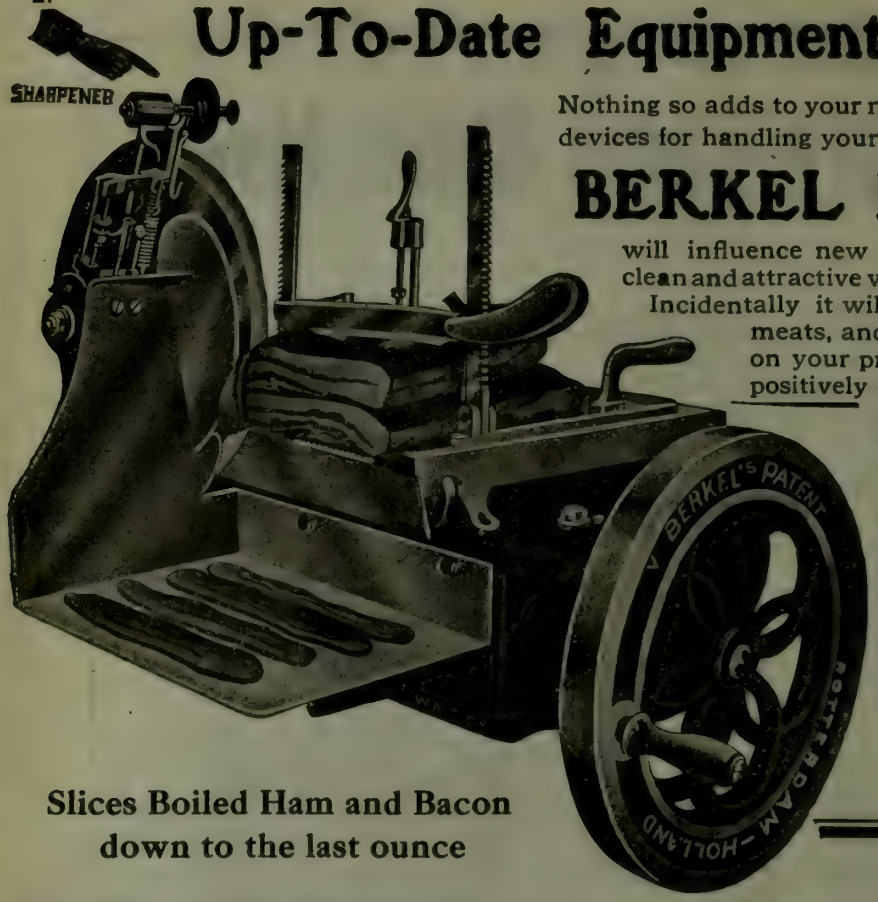
Their freshness when packed and the methods used in their packing make them year-round staples.



Dominion Canners Ltd.

HAMILTON :: ONT.

Up-To-Date Equipment Pulls Business!



Slices Boiled Ham and Bacon down to the last ounce

Nothing so adds to your reputation as the installation of modern devices for handling your goods, and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham. Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener, and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to-day for full details and particulars of what other Canadian Grocers think of it.

Canadian Agents

W. A. FREEMAN CO., Ltd.

Hamilton, Ontario.

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's Strawberry Now Ready for Delivery.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

"GET A RECEIPT"



Putting a Receipt in Every Parcel Benefits the Customer

It prevents disputes. Prevents overcharging.

Prevents mistakes in change. Stops mistakes in charge accounts.

Insures a proper record of money paid on account.

Gives information about special sales and new lines of goods handled by the merchant.

Protects children and servants by giving them a receipt to take home.

Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

Putting a Receipt in Every Parcel Benefits the Merchant

It stops mistakes. Stops losses. Removes temptation.

Increases trade. Increases profits.

BECAUSE It enforces a correct record of
All cash sales. All credit sales.
All money received on account and all money paid out.

It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.

Makes each clerk responsible for the way he serves customers.

Every merchant's success depends on whether his methods of handling his business gives the above results.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made.
They sell from $13.00 to $870.00.

National Cash Register Receipts protect hundreds of thousands of merchants daily. . . . . .

Ask for complete information about the "Get a Receipt" plan. Write

THE NATIONAL CASH REGISTER CO., F. E. MUTTON, Manager for Canada
285 YONGE STREET, TORONTO



Krackly Nut Pop Corn

THE NEW CONFECTION

"Just dandy, beats Candy."

The demand has commenced, buy early and don't lose profits.

Packed in air-tight packages, will keep "Krunch Krisp."

Profitable to the Retailer. Sold through your Jobber.

MANUFACTURED BY

O-Pee-Chee Gum Co., Limited

LONDON, CANADA



Superior merit and better value are bound to win.

DOMINION SILENT MATCHES

have a stem that will not break, and a head that will not splutter when you strike them. Attractive boxes, adding greatly to the good quality as a staple article and shelf stock.

The Dominion Match Co., Limited

Deseronto, Ont., or
Canada Brokerage Co., Ltd., TORONTO

Wholesome and Appetizing

Sterling BRAND CATSUP

is one of the leaders of the famous "Sterling" line, and is composed of the finest tomatoes and purest spices only.

Made and bottled in a modern factory of light and cleanliness by experts.

A seasonable and profitable line for you to sell. Send for prices.

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

MOODY'S



KLENZINE

IN OFFERING YOU THE LINE OF

MOODY'S
HOUSEHOLD SPECIALTIES

we do so with an absolute knowledge of the purity and cleanliness of the ingredients and what each will do.

The formulas have been developed in our own laboratories and tested in every conceivable way.

Moody's specialties are Best in quality and lowest in Price.

STOCK FOR RAPID SELLING

ALPHA CHEMICAL CO., Limited

BERLIN, CANADA



Wash Day Worries

are reduced to a minimum by the housewife who uses a soap that rapidly and thoroughly cleanses soiled clothes. Such an article is

Wonderful Soap

the household favorite on wash day. As pure as soap can be made and does not injure the finest fabrics.

Its attractive labelling and packing assist in effecting a rapid sale; its sterling qualities are your guarantee of repeat orders.

An excellent staple line, and the profit will reward you for featuring.

THE GUELPH SOAP COMPANY

GUELPH ONTARIO

CLARK'S



NOTICE THE NAME AND PROTECT YOUR FUTURE WITH QUALITY.



CLARK'S

It is all the PROTECTION you require. It enhances your reputation as a business man. It carries to your customers a guarantee that was founded and exists on quality.

Every line is an INDIVIDUAL SPECIALTY PUT UP BY THE HOUSE THAT KNOWS HOW.

QUALITY is being demanded more and more every day by the Canadian Public. Why not add to your assets by introducing more of CLARK'S QUALITY GOODS?

Every can will be an illumination in your store.

CLARK'S QUALITY GOODS magnetize and cement their influence, making pleased customers and repeat orders. The more of CLARK'S you carry the more of CLARK'S you deliver. NONE of CLARK'S QUALITY GOODS STAND STILL. Your profits never dwindle or dawdle, but grow larger and come quick and sure.

Have you a full line of the people's favorite

PORK and BEANS?

PLAIN	SAUCE	SIX	SIZES	THE PINK	LABEL
TOMATO	"	"	"	" BLUE	"
CHILI	"	THREE	"	" RED and GOLD	LABEL

Your Wholesaler can supply your needs without delay.

WM. CLARK, MONTREAL

MANUFACTURER

HIGH GRADE FOOD SPECIALTIES

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

THE NAME KNOX GELATINE



means something to your customers—it means Purity, Sparkling Clearness, and a big generous two quarts of jelly to the package. Now is the season to make special mention of KNOX ACIDULATED GELATINE. With it your customers can have lemon gelatine with half the ordinary bother and half the ordinary expense, because the lemon juice required is in an extra envelope in the package. Mention this—its convenience is a strong selling point.

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada





WESTON'S

High Grade

FANCY BISCUITS

in all varieties.

WESTON'S Marshmallow Biscuits are very highly commended for their flavor and quality. Guaranteed to retain their natural softness and color under all conditions. We have specialized on these goods and our sales have justified all expectation.

WESTON'S SODA BISCUITS



In all sizes, 10c.—2 lb., 2½ lb., 3 lb., or in bulk.

Freight prepaid on all orders.

If our traveller does not call on you please advise. We will send samples and prices.







ROWAT'S SUMMER DRINKS

Delicious — Refreshing

Our Lime Juice has been on the market for years. The **delightfulness of flavor** and the **highness of quality** are gaining thousands of new customers every year.

The BOTTLE which contains the Lime Juice is of standard decanter design and will prove very useful after the fluid is extracted.

Dealers' inquiries will receive prompt attention.

Rowat & Co. GLASGOW SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippett & Co.; Vancouver, C. E. Jarvis & Son.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PRESERVING SEASON

It is important to the householder to have pure cane sugar when they are making preserves and jams. Give them the best there is on the market.

St. Lawrence Granulated

is the finest sugar made, is cane sugar and 100% pure.

St. Lawrence Sugar Refining Co., Limited

Montreal, Que.

1911 MODEL
KEITH ACCOUNT SYSTEM



AS CONVENIENT TO OPERATE
AS A ROLL-TOP DESK.

Make Secure What You Can't Insure

Is it **good business** to carry Fire Insurance on your store and stock of goods? Of course it is—you would not think of being without that protection.

Is it **good business** to have your home covered by insurance? You know it is—you wouldn't feel safe a week without that protection.

NOW THEN



SELF-INDEXING, ONE-WRITING.
FIRE-PROOF

You can't insure your accounts—your most valuable assets—would it be **good business** to **secure them against loss through fire** by the use of the KEITH SYSTEM?

BEAR IN MIND As a result of the book for each customer's account with the **numbered slips** it is the only system that prevents forgotten charges. It takes care of your accounts down to the smallest detail—all with one writing and keeps your collections up as they should be.

It saves time, saves errors, saves disputes and will save your accounts in case of fire.

It is not an expense, but an investment that pays its cost in a few months' time on our instalment plan.

It will pay you to get full information.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.

SATISFIED TEA USERS

FROM GARDEN TO GROCER

REGISTERED MAYBELL TRADE MARK

CEYLON ORANGE PEKOE

While you keep your customers supplied with the most satisfactory tea at the minimum price you need have no fear of the inroads of either competitors or tea peddlers.

"MAYBELL" Ceylon Tea

is more attractive in appearance and quality than any other tea at anything near the price. The following prices will enable you to meet the price offered through peddlers and get a large margin of profit.

5 lb. Boxes, 8 to the case, 24c. per lb.
10 lb. Boxes, 4 to the case, 23½c. per lb.
50 lb. Half Chests, - 20c. per lb.

CANADA BROKERAGE COMPANY

Toronto, Ont. LIMITED







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE - - - - - ONT.

Order from your wholesaler or direct from the factory.



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

Perfect Vinegar



requires no persuasive salesmanship. It is by far the easiest to handle and the most satisfactory to sell.

Being of delicious flavor, full and rich, it is used more often and more liberally at the table than the inferior grades, and is naturally in more constant demand.

White Cottell & Co.'s Vinegar

is perfection, of guaranteed strength, rich in aroma and flavor. Keeps well and always gives satisfaction.

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B
W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

1911 CHRISTMAS 1911

London, Canada

Our Xmas samples are now ready. There are many new Novelties. Assortment and values better than ever. One of our 33 Salesmen will call on you at an early date, of which you will be further advised by postal. Do not buy until you see our samples. Your order will receive our best attention.

Yours respectfully,

D. S. PERRIN & COMPANY, LIMITED
London, Canada



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

Simple, But Oh How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR** brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

FIGS

A Snap to Close a Consignment

3 inch layers, 1⅜ lb. boxes	$1.00 dozen
3 inch layers, 2¼ lb. boxes	$2.00 dozen
LOUCOUM Pulled, 3 lb. boxes	$3.00 dozen

All above are in First Class Shape.

MATHEWSON'S SONS,
MONTREAL

MR. GROCER :---

When ordering Canned Goods if you do not get the following you are not getting all that is due you. Order

ESSEX BRAND

Canned Goods, and secure

FAIR PRICES
SPLENDID ASSORTMENT
EXCELLENT QUALITY
FULL DELIVERY

ESSEX CANNING & PRESERVING CO. LIMITED

ESSEX, ∴ ∴ ONTARIO

"VERGINE" BRAND OLIVE OIL

will bring satisfaction and profit to every grocer handling this line, because it is highest quality, backed by this firm's recommendation.

"Vergine Brand" Olive Oil is a sure trade builder. This brand is known and extensively advertised throughout the Dominion, and the demand is increasing daily.

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To accomplish that you must have the best.

Samples and prices upon request. Don't trust to your memory—DO IT NOW.

HEAD OFFICE:
Corner
Church and Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

BRANCH:
256 St. Paul Street
MONTREAL



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON, ONTARIO

(J. A. Henderson)

Just What You Would Say

So many Merchants who have bought

Bowser Self-Measuring Systems

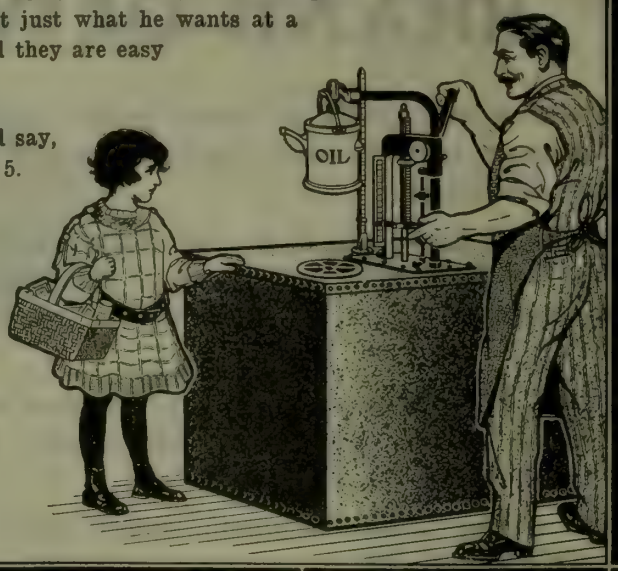
for kerosene and gasolene NOW say they don't see how they got along without them.

Why don't you use a Bowser? There is money in it.

They measure the oil into the customer's can, count gallons pumped and show the money charged for it.

No measures—no funnels—no dirt—no danger. Saves Time, Space and Profit.

The range in style, size and price is so great that every merchant can get just what he wants at a price to suit, and they are easy to install.



Just drop a card and say, send me free book No. 5.

Don't wait—send it NOW.

S. F. Bowser & Co., Ltd.

TORONTO, ONT.
66-68 Fraser Ave.

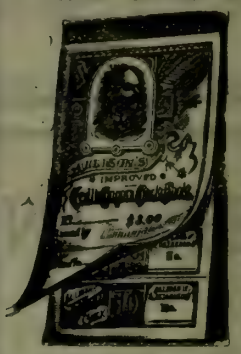
Do You Sell on Credit?

Do you have the usual trouble with collections, "bad accounts," friction with customers and frequent loss of both customer and money?
Then you need

Allison Coupon Books

They will stop the leaks, keep up collections, forestall arguments, please the customer.

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

When writing advertisers kindly mention having seen the advertisement in this paper.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

"FORCE"

Physicians say that the best of cereals is wheat, and many of them confirm—what we know—that "FORCE" is the best and most healthful wheat food in cereal form.

THE H-O COMPANY, Hamilton, Ont.

CENTURY SALT



"The Salt of Salts"

The reputation of your store requires that you handle the best Salt, as well as the best in every other line. Get our price list and terms. Our shipments are prompt. It's Good Business.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

A 5 DOLLAR BILL

If we told you that your wholesaler would present you with a five dollar bill on his next call, would you ask him about it? Sure. Then why not ask immediately about

CASTOLS?

CASTOLS, the substitute for Castor Oil, which has become the mothers' friend because the children all like it, will bring you

MANY DOLLARS and BIG TRADE

Don't forget the Chocolate Coated Candy Blocks, which are thoroughly effective.

Watch next week's ad. for 60% proposition

Snowdon & Ebbitt
325 Coristine Building
MONTREAL

BIG SALES ⟷ BIG PROFIT

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERS[illegible] HAMILTON
Canadian Agents

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas. Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

"Bigger and Better Sales"

that will be the story of the grocer who is featuring



Rideau Hall Coffee

Because superior merit and better value are bound to win.

"Rideau Hall" Coffee has that delightful aroma and exquisite flavor that guarantee repeat orders wherever a pound is sold.

"Rideau Hall" Coffee, perfectly blended and roasted, is the acme of perfection.

IN ONE POUND AND 25c. TINS ONLY.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.

WALKER PATENTED BINS — THE "WALKER BIN" SYSTEM — WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

JAPAN TEA

is unrivalled for Purity, Delicious Flavour, and Distinct Character.

FURUYA & NISHIMURA

MONTREAL, NEW YORK, CHICAGO and JAPAN

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

"Devonshire Cream at its Best."

FUSSELL'S

THICK RICH

CREAM

(GOLDEN BUTTERFLY BRAND)

Rivals the very finest Devonshire Cream and, in addition, KEEPS INDEFINITELY IN ANY CLIMATE.

FROM 10c. A TIN

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O Box 1056, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LIMITED

4 Monument Street, LONDON, ENG.

Eleven Gold Medals

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

McLEOD & CLARKSON, 847 Beatty Street, Vancouver; W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Blacks Wharf, Halifax

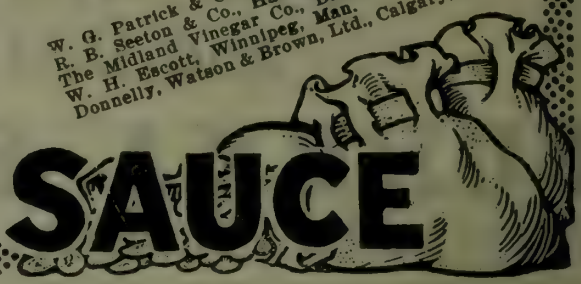
If it's BUSINESS you want, Sir, H.P Sauce will surely bring it along

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.

H.P. SAUCE



"For Old Acquaintance Sake"
is all right sometimes
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Your particular customer wants the best!



WHITE DOVE COCOA-NUT

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The friend of all who cook!

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MONTREAL

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are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

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might bring inquiries. Better write for rates to

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WHOLESALE
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OF DURABILITY
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No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS. - Toronto, Ontario

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GET PRICES
OCEAN MILLS
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WINDSOR, - ONTARIO



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Price—Nom. 5-oz. bottles, $1.55 per doz.
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The only Bottled Coffee that is a Success.

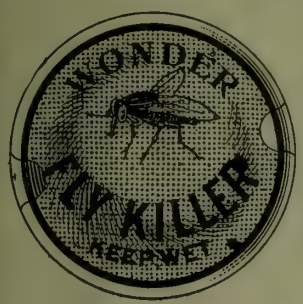
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The Perfect Cooking Butter. 100% Pure Vegetable Fat.

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The Best Grocers sell KO-KO-BUT. Do You?

Write for full Particulars.

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MEMBERSHIP ON THE JURY OF AWARDS

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PETITS POIS (French Peas)
Super extra fine, Extra fine, Very fine, Fine, Medium fine, Medium

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Extra small, Fine, Medium, Cut.

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MEDLEYS OF VEGETABLES (Macedoine)
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Extra fine, Extra, Medium.

SPINACH (Epinards)
In pease form (puree)

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Prime turned.

BRUSSELS CABBAGE SPROUTS

SOUPS

Julienne, Printaniere, Cherfil, Peas, Tomatoe Pease (puree)

The demand is ever increasing and the crop is small. Place your orders at once and avoid disappointment.

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Hundreds of pounds were sold YESTERDAY

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and its popularity will be greater still TO-MORROW

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The Associated Boards of Trade Meet

Western Canadian Body Holds Annual Convention in Albertan City—Fort William Accepted to Membership—Bumper Crop Predicted for This Year—Assisted Immigration and Its Problems—Discussion on Dry Farming—The Bulk Sales Act Endorsed for Adoption in Alberta — A Uniform Fire Insurance Policy.

(Staff Correspondence.)

Lethbridge, Alta., June 22.—Notwithstanding the great distance which separates the city of Lethbridge from the other leading centres of the West, and also the fact that it occupies an extreme point in the territory covered by the Associated Board of Trade of Western Canada, a very satisfactory number of delegates gathered at the eighth annual convention, which began June 14th and concluded the following day. After the delegates had spent a few hours in the city they were well satisfied that the Boards of Trade had made this city their choice for convention centre. The railway facilities proved adequate, the weather was ideal and the city itself presented such an attractive appearance that all the delegates expressed delight as they greeted one another at their respective hotels.

Planned in Advance.

It was evident that the Board of Trade at Lethbridge had planned considerably in advance to make the convention a great success and also to entertain in a most gratifying manner the delegates assembled.

Representatives from the local board met the trains and accompanied the delegates into the city. They lost no time in making the delegates acquainted with local board men and with the leading citizens.

The fact that the splendid auditorium in the fine new Y.M.C.A. edifice had been reserved for the convention at some inconvenience of the directors of that institution demonstrated also that the greatest possible efforts had been put forth to make the convention, in every way, entirely satisfactory.

Application From Fort William.

A feature of the growth of the work of the Associated Board of Trade of Western Canada was the fact that a representative was present from Fort William in Western Ontario to make application on behalf of the Fort William Board of Trade for affiliation with the Associated Boards.

By ten o'clock on the morning of June the fourteenth some twenty delegates had registered at the secretary's desk and among the names there were nearly all the directors of the Board of Western Canada.

President E. M. Saunders, manager of the Bank of Commerce, at Calgary, late of Moose Jaw, called the meeting to order shortly after ten o'clock and gave an opportunity to E. A. Cunningham, vice-president of the Lethbridge Board, to welcome the delegates on behalf of the mayor and council and the local Board. Mr. Cunningham spoke briefly of the importance of a convention of such an influential body and welcomed the guests in cordial fashion.

The President's Address.

President Saunders replied stating that in his estimation the large number present at the opening session indicated



WILLIAM GEORGESON,
Who Was Elected President of the Associated Board.

that the delegates appreciated a visit to the city of Lethbridge.

President Saunders then delivered the annual address as follows :

"During the session at Brandon last June, it was suggested that the secretary should issue bulletins at regular intervals throughout the year, giving a detailed report of the follow-up work of the Executive in connection with the resolutions passed. Acting on this suggestion, bulletin No. 1 was issued along with the annual report. This bulletin contained copies of letters forwarding resolutions to their different destinations, and acknowledgments of the same, together with a copy of an address of welcome presented on behalf of the Association to the Right Honorable Sir Wilfrid Laurier on the occasion of his tour through Western Canada last summer. No definite results appeared in this bulletin in connection with resolutions dealt with, except in the case of the one recommending the adoption of a uniform fire insurance policy for the three Western Provinces. Mr. Fitzgerald, Superintendent of Insurance at Ottawa, replied in connection with this resolution that while he approved of the adoption of a uniform fire insurance policy, he did not think that there would be any special advantage in the adoption of this uniform policy, unless it covered the whole Dominion, as most of the insurance companies were doing business from coast to coast.

Manitoba Government Aloof.

Bulletin No. 2 was issued about the first of this year covering a period from the 1st October, 1910, to about the first January, 1911. In this bulletin, resolution No. 1, re protection of the cattle industry in Western Canada," resolution No. 6, re "Increased Facilities in Customs Department," resolution No. 7, re "Adjustment of Duty on Imported Fresh Fruits and Vegetables," resolution No. 16, re "Telegraph Rates," resolution No. 12, re "Distribution of Harvest Hands," resolution No. 27, re "Navigation of the Saskatchewan River," were dealt with. We regret to note from this bulletin that, although persistent and repeated efforts had been made by our secretary to the Manitoba Government to consider our resolutions sent in to them, no results had been secured up to the time of the closing of the period covered by this bulletin, ending the 1st January, 1911.

Bulletin No. 3, which was distributed in the month of May of this year, covered a period from the 1st January, 1911, to the 1st May, 1911. This bulletin contained letters in connection with the follow-up work, and results of interviews with the representatives of the different provincial governments.

To Secure Better Results.

As all the correspondence in connection with the following up of last year's resolutions is brought out in detail in the bulletins already referred to, it seems unnecessary for me to deal further with them. While it might be con-

ceded that our work in this connection this past year has brought better results than in previous years, still, I think that at this convention some action should be taken that would bring better recognition of our resolutions by the provincial governments of Western Canada.

Since we last met in convention at Brandon, this western country has seen many changes, most of which I feel quite safe in stating have been along the lines of progression.

Last Year's Crop.

Another crop has been harvested, and while results were not as satisfactory in some districts as in previous years, still the following figures secured from a bulletin issued by the Northwest Grain Dealers' Association, Winnipeg, on the 28th February last, would indicate that the crop results were much better than many predicted they would be.

Wheat Situation, February 25th, 1911. Manitoba, Saskatchewan and Alberta.

	Bushels
Inspected to date	57,953,250
In transit—not inspected	650,000
In store at country points	11,500,000
Marketed at Winnipeg	150,000
Allow for country mills, seed and feed	26,000,000
Total	96,253,250
In farmers' hands to market	8,300,000
Total crop	104,553,250

	Bushels
Oats inspected to date	11,588,100
Oats in store at country points	3,725,000
Oats in farmers' hands to market	8,350,000
Total	23,663,100

	Bushels
Barley inspected to date	1,543,200
Barley in farmers' hands to market	460,000
Total	2,003,200

	Bushels
Flax inspected to date	2,875,000
Flax in farmers' hands to market	150,000
Total	3,025,000

On the 1st May, the following figures were secured:

	Bushels
Wheat inspected to date	71,000,000
Oats inspected to date	17,000,000
Flax inspected to date	3,000,000
Barley inspected to date	2,100,000
Rye inspected to date	35,000

A Comparison.

A comparison between these and the foregoing figures would indicate that estimates of stocks at country points and in farmers' hands, were not exaggerated. These figures to date compare most favorably with the final crop report issued by the same association on the 2nd November last, which showed the following figures for the crop of 1909:

Total wheat crop	119,744,655
Total oats inspected	33,105,600
Total flax inspected	3,571,000

This year crops all over Western Canada have been put in under most favorable conditions, and up to the present, there is every evidence of a strong and healthy growth of all grains. Should the present favorable crop conditions continue until harvesting, it would, I think, be quite safe to predict that our wheat crop this season for the Canadian West, with the large increase in acreage, should exceed 150,000,000 bushels.

Railway Mileage.

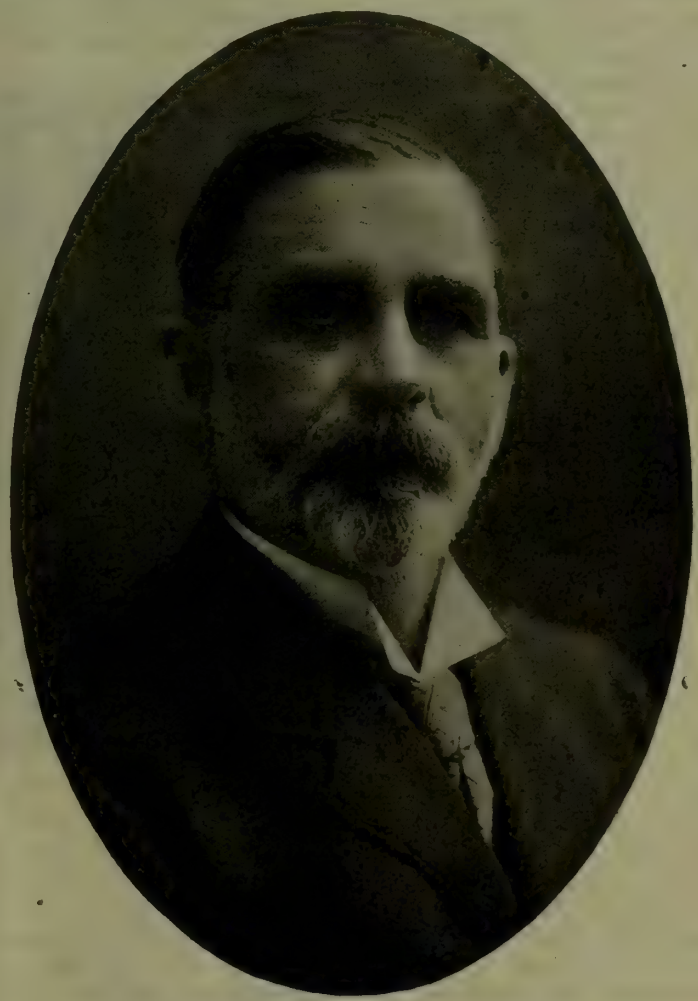
The annual report of the comptroller of railways shows that the mileage for Canada increased from 24,104 in 1909 to 24,731 in 1910, an addition of 627 miles. The larger portion of this increase, or 519 miles, was in the four Western provinces. These figures do not include any mileage attaching to the Grand Trunk Pacific, which is officially regarded as "under construction," although over 1,000 miles were in actual operation during 1910. It is estimated that 4,500 miles of railway were under construction on June 30th last. Judging from the announcements that have been made by the railway companies, it would appear that, if the work planned for this season is carried out, last year's figures for the increase in mileage will look small beside those for 1911.

Real Estate Speculation.

With the large amount of railway development, increase in expendtiures by municipalities, and in the figures for building permits which are published from time to time, etc., it is not hard to realize that a great tax is being made upon capital available for these purposes. In view of this fact, we think it well to caution the business men of the West against locking up their capital in real estate speculation, more especially where it is non-productive, and we think it important that they should keep themselves prepared to handle the natural increase they would look for in their businesses next fall, should the crop conditions continue favorable through the summer months.

A Greater Immigration.

It will be seen that the immigration figures for 1910 show an increase over those of 1909 by about 60 per cent. From present indications it would appear that this percentage will not only be kept up this year, but will break all previous records. We have with us as a guest of this convention, J. S. Dennis, in charge of the Irrigated Lands of the Canadian Pacific Railway. He has kindly consented to address this convention on the "Development of Western Canada." There is no one in the West that is better fitted to handle such a subject, and I feel sure that in his address Mr. Dennis will bring out some



E. D. MARTIN,
Second Vice-President of the Associated Boards.

very interesting facts in connection with the immigration into Western Canada.

That trade conditions generally in the Dominion have been good is indicated by the following figures taken from the budget statement of the Minister of Finance, submitted in April last.

Total trade for 11 months, ending Feb. 28, '11	$687,500,000
Total trade for 11 months, ending Feb. 28, '10	610,000,000
Increase over previous year	$ 77,500,000

and also by a comparison between the total bank clearings for 1909 and 1910.

Total Clearings for 1910	$6,114,039,804
Total Clearings for 1909	5,203,269,249
Increase for the 12 months	$ 911,770,555

Fort William Application.

Last fall it was my privilege to visit some of the important centres in British Columbia, and when meeting the executive officers of the different boards of trade, I endeavored to interest them in the work of this association, and received a promise from some of them that they would try and send representatives to our convention this year. When a name was being discussed for this association, I think it was decided to select one that would be general enough to take in, if thought advisable, not only the three prairie provinces, but also the province of British Columbia, lying to the west of us.

That the influence and strength of this association is recognized outside the territory which it at present covers is evidenced by the application from Western Ontario of the Fort William board of trade for affiliation, which board is represented at this convention.

We have before us this year for consideration a large number of interesting resolutions. I would especially commend to your favorable consideration a resolution from the Brandon board of trade, condemning the practice in some of our Western cities of placing on the market, outside subdivisions, and selling them under false pretences to outside parties who have no chance to see what they are buying.

I wish, gentlemen, to thank you.

Board's Qualifications.

In moving the adoption of the president's address, vice-president W. Georgeson, wholesale grocer, Calgary, congratulated the president on the thoroughness and scope of his address. In referring to some of the points Mr. Georgeson stated that he believed the only way to get recognition from the government was by constant reiteration and he stated that the Minister of the Interior had expressed a desire to him personally, to consider all resolutions forwarded by the Associated Boards of Trade as the Minister believed that the boards of trade were in a position to deal with questions of vital importance to the country as a whole, and they were capable of framing up such suggestions as the government would be glad to receive. The speaker mildly criticised the president in his conservative estimation of the crop prospects for this year and thought that the president should use the figures 200,000,000 bushels rather than 150,000,000, as it is believed by high officials in government and railway circles that such a large crop will be harvested this year.

Representations of Farmers.

Mr. Georgeson referred to some communications which he had with the farmers of the west regarding having farmers represented at the convention of the Associated Boards of Trade. He thought,



E. M. SAUNDERS,

Retiring President of the Associated Board of Trade.

however, that it was well for the boards of trade to be careful who they admitted into their affiliation, as it was very necessary that the Board of Trade should discuss questions along their own particular line and when politics were introduced the Board of Trade was dead. He stated, however, that he would like to see the farmers' interests promoted, but such questions as terminal elevators and government abattoirs did not belong strictly to boards of trade work.

The president's address was seconded by G. H. Bradbrook, Yorkton, Sask.

Fire Insurance.

S. McAra, Regina, spoke of the question of fire insurance which was referred to in the president's address. Mr. McAra thought that the provincial governments should be persuaded to adopt some standardized policy, as it was necessary to have something more definite in the control of fire insurance than prevails at the present time and he further suggested that committees should be formed to press action from the government. M. Isbister, Saskatoon, took the chair and called for a vote on the president's address and it passed unanimously.

Fort William Admitted.

The secretary than read an application from the Fort William Board of Trade, applying for membership in the Associated Boards of Trade of Western Canada. In discussing the matter Messrs. Georgeson, Isbister and Webster spoke favorably of receiving the Fort William Board on the grounds that the interest of the Fort William Board was in harmony with the interests of the other boards of the West. One objection was raised by Mr. McAra that it was possible that the Associated Boards of Trade would get itself into an unwieldy condition should extreme points in outside provinces be taken in. The motion to accept the application of Fort William was carried.

President Saunders welcomed J. S. Dennis, Immigration Superintendent, C.P.R. Calgary, and J. T. Sweeting, Industrial Superintendent, C.P.R., Winnipeg, and asked that they be given delegates' rights at the convention.

The minutes of last year's meeting as published in pamphlet form, were taken as read and carried.

These Sent Regrets.

Regrets were read from the Board of Trade in Vancouver, C. N. Bell, secretary Board of Trade Winnipeg, Mr. Creelman, C.N.R., Mr. Bury, C.P.R., and W. B. Lanigan, C.P.R., stating they found it impossible to attend the convention as was their previous intention.

The secretary's report was read giving detailed items of expense and receipts, which showed that the finances were in a very satisfactory condition. The report was adopted.

President Saunders then announced that the election of officers would be the next item of business. The voting, which was all informal, resulted as follows :—

Calgary Man President.

President for the year 1911 and 1912, W. Georgeson, Calgary, by acclamation ; first vice-president, M. Isbister, Saskatoon, by acclamation ; second vice-president, E. D. Martin, Winnipeg, by acclamation ; third vice-president, Richard Loney, Moose Jaw, by acclamation ; fourth vice-president, A. A. Wilson, Fort William, by acclamation.

A new office was created as it was thought advisable to have an auditor appointed each year, and H. J. H. Skeith, Lethbridge, was elected by acclamation.

The retiring president introduced Mr. Georgeson to the assembly as a capable and able man, who had given time and

mental energy to the Board of Trade work for Western Canada.

Chairman's Address.

Mr. Georgeson in taking the chair said that it was something to remember to have been elected to the highest office which the Board of Trade of Western Canada could give. The work before the Board was never more important than at present, owing to the fact that the country was new and just beginning on a great era of development. What was needed more than anything was to bring improvements as quickly as possible to as large a number of centres as possible. He pointed a warning that all questions considered by the Board should be on fair lines and non-political. It depended on the members of the Board, what the Board would do and be in the opinion of outsiders. It was necessary to get recognition from the governments on questions already raised in order to continue to have prestige, in dealing with Board of Trade matters.

WEDNESDAY AFTERNOON.

The chairman at once took up the resolutions for discussions and referred to a few resolutions which had been left over and struck out by the committee on resolutions which had convened the previous evening.

Legislation Against Noxious Weeds.

President Saunders in dealing with this question said that it was an urgent matter and believed that the country suffered a great deal at the present time on account of noxious weeds. E. E. Spackman, Gull Lake, Sask., in seconding the resolution stated that the Minister of Agriculture for the province had sent out circulars to different agricultural societies to appoint weed inspectors, but it was necessary that something more should be done as these inspectors were often friends of farmers who were guilty, and so had proved unsatisfactory. It was also brought out that in some territories there were not enough inspectors to cover the territory and that it was a mistake for local men to be appointed. A. T. Hunter, Regina, opposed the measure on the grounds that it was an agricultural question and should be left to the farmers to take up, but his objection was overruled by Mr. Saunders who pointed out that it was a serious and general question as the banks and business houses needed good crops and noxious weeds was the chief factor in destroying those crops.

Assisted Immigration.

This resolution, which emanated from Moose Jaw, aimed at helping settlers to bring their families from the old land to this country. The resolution in its original form received a great deal of discussion, it being brought out that the settlers spent all their money to get out themselves and provide a homestead for themselves, and they could not get credit at the banks in order that they could bring their families. It was further brought out that the resolution would not be satisfactory if it referred to all classes of foreigners, as there were citizens coming out who were not desirable, and from whom the country could not hope to get returns for any money loaned them. Great light was thrown on the problem by H. M. Belcher, Winnipeg, who outlined briefly the policy of the Board of Trade in Winnipeg in helping settlers and in view of the success of that body, the mover of the resolution withdrew to frame up another resolution, along the line of the movement of the Winnipeg Board of Trade. This movement consists simply in the local boards giving assistance to needy settlers upon application, a committee



M. ISBISTER,
The First Vice-President for Ensuing Year.

from the Board having charge of the matter.

Townsite Planning.

A resolution to expropriate Indian reservations in order that towns and cities continguous to those reserves might expand, was introduced. In view of the fact that there was plenty of room in certain sections for Indian reservations, the resolution was carried to the effect that all towns having a population of 1,500 or over should have power to use certain Indian reservations that lay next their borders.

WHEREAS, in the laying out of townsites and sub-divisions in Western Canada proper attention is not given to uniformity and convenience in connection with same, more especially in regard to regulation width of streets and proper consideration for supplying said townsites and sub-divisions with sewerage and drainage facilities; AND WHEREAS, the present city act does not empower city or town councils to supervise subdivisions in their localities; THEREFORE BE IT RESOLVED, that the Provincial Governments be requested to provide that no townsite or subdivision should hereafter be registered until the location and general plan has been approved by the Lieutenant Governor in Council and until a proper plan has been submitted and approved, such plans submitted complying with a general plan adopted in connection with the laying out of townsites and sub-divisions.

Moose Jaw Again.

This important resolution was brought in by the Moose Jaw representatives, and provoked some discussion, in which J. S. Dennis took part. He stated that it was necessary that the government should have the right to determine the width of the streets and lanes and to prevent land owners from forming ununiform strips in the townsite. Mr. Dennis further suggested that he would like to see the government have some say in the lay-out of a town, forming definite places for parks, business streets and stores. Mr. Dennis' remarks were appreciated. The resolution carried.

Land Titles Act.

A resolution was brought forward by Moose Jaw with reference to providing for the relief of homesteaders from the Land Titles Act, where homesteaders are not notified by the Registrar, that his patent had been passed by the Department of the Interior. In discussing this question, it was stated that the Registrars in many cases did not receive remuneration for asistance given to homesteaders, and as a result they did not act promptly, much to the inconvenience of the homesteader.

Freight Rates on Coal.

"In the opinion of the Associated Boards of Trade of Western Canada in session, the coal rates at present in effect in Western Canada are unreasonably high, and as such is partially responsible for the present high cost of living, further that the consumption of coal in Western Canada is today considerably larger than was the case a few years ago, resulting in greater tonnage, which in itself should warrant a voluntary reduction in the coal rates by the Railway Companies, that the question is one of vital importance and of such magnitude that no individual or committee that we may appoint can handle the question as intelligently as the Board of Railway Commission and its Chief Traffic Officer.

BE IT THEREFORE RESOLVED that this convention of Associated Boards of Trade of Western Canada urge upon the Board of Railway Commissioners the necessity of conducting a thorough investigation into the coal rates at present in effect in the Provinces of Manitoba, Saskatchewan, and Alberta, with the object of ascertaining the reasonableness of such rates; AND FURTHER that if such rates or any coal rate is found to be excessive, that the Board order the Railway Companies to make such reductions as in their judgment may be deemed advisable. That a copy of this resolution be forwarded to the Secretary of the Railway Commission."

This is an old question, and was therefore discussed with considerable intelligence by some members present. Mr. Hunter, Regina, who moved the resolution, made the startling statement that 50 per cent. of the profits on coal goes to the railway companies for transportation, and gave some comparisons of freight rate discrepancies, taking points in the United States and comparing them with certain points in the West, at the same mileage.

Railways Inconsistent.

The mover of the resolution stated that it was his object to ascertain the reason for the existing rates and was not prepared to say that the rates were really excessive. He pointed out that wheat, which is in the same freight classification as coal, was handled much cheaper than coal by the railways, which he thought was inconsistent.

Mr. Belcher, Winnipeg, stated that unless the Boards of Trade were prepared to follow up the freight rates on coal investigation, it would be better to drop it at once. He said it required able men and money and trained solicitors to follow up the railway commissioners, in order to get satisfactory results. Mr. McAra, Regina, replied that if the Boards of Trade were to amount to anything they surely could handle this question, and it was their plain duty to deal with this existing evil. The resolution was carried.

Facilities on Railway Bridges.

This resolution was brought forward by Saskatoon, and was a resurrection of a motion brought before the Board two years ago. It asked that the railway companies be required to strengthen sub-structures of all bridges, which they hereafter build so that traffic facilities could be attached. The resolution appealed to the members present, and they felt satisfied that the railways would be satisfied to have those attachments put on provided that they would not be burdened with the expenses. The resolution was carried.

Approval of Freight Tariffs.

"BE IT RESOLVED, that the Honorable the Minister of Railways and Canals be asked to amend the Railway Act so as to give authority to the Board of Railway Commissioners, either upon complaint or upon its own motion, to suspend the operation of any tariff or regulation for a sufficient time to permit of a full hearing, and afterwards to make such order as would be proper in a proceeding initiated after the tariff became effective, the burden of proof to be on the carrier to show that the increased tariff or regulation is just or reasonable."

Hudson's Bay Railway.

There was little discussion over this resolution, which was brought in by Mr.



J. T. HALL,
The Busy Secretary of the Convention.

Belcher, Winnipeg, and it was carried unanimously.

"WHEREAS the Dominion Government has by legislation provided for the sale by way of pre-emption, and otherwise, of lands, the proceeds of which were to be set aside for the purpose of construction of a railroad to Hudson's Bay.

AND WHEREAS the Minister of the Interior in intrducing the Bill providing such legislation stated it was as a means of insuring the early completion of the railway to Hudson's Bay, and the Prime Minister and the Minister of Railways have since stated that it is the intention of the Government to provide for the immediate construction of such railway.

AND WHEREAS under that provision land has now been disposed of representing an amount of over Twenty-One Million Dollars, exclusive of interest.

THEREFORE BE IT RESOLVED that this Board desires to place on record its gratification that the wishes of the Western Provinces, in the opening out of the Hudson's Bay Route, are now to have effect. And further, to place on record its opinion that the full benefits to Canada of the opening of this alternative route to the world's markets will be secured only if the Government builds this railway as a National work, and retains its ownership in perpetuity, and that such railway be operated by the Government itself under an independent Commission, and that the Government effect such arrangements as will make the highway equally available by all Canadian railways under regulations which will provide reasonable and satisfactory rates from the point of shipment to tide-water on the Bay, such conditions to be subject to the immediate control of the Government."

A resolution from Winnipeg placed on record its gratification that the wishes of the Western provinces in opening out a Hudson Bay route had taken effect and also expressed desire that the government will own and operate the road in competition with other existing railroads, in order that freight rates might be equalized. The present trouble all over the West on the freight rate question made it desirable that another road should not be constructed which would be arbitrary regarding its freight rates. The resolution was carried.

Re Telegraph Tolls.

RESOLVED, that the Associated Boards of Trade of Western Canada record their satisfaction that the Board of Railway Commissioners having granted the application of the Winnipeg Board of Trade for a public investigation into the telegraph companies tolls, that public counsel, whose services are at the disposal of any individual or Association desiring to present matters before the Railway Commission in connection with telegraph tolls, have been appointed by the Dominion Government, and that the investigation is already proceeding.

FURTHER BE IT RESOLVED, that all Boards of Trade are strongly recommended to examine into the telegraph tolls applying from their several places, and present to the Board of Railway Commissioners such facts as they deem essential in order that fair and reasonable tolls will be enforced in Western Canada.

This resolution which came from Winnipeg had been discussed by the Board of Trade at Winnipeg and the Grain

Exchange and it was a huge subject. In their endeavor to get reduced tolls in other lines the whole schedule of tolls, it was found, was greatly in need of revision. G. E. Carpenter, shipper section Board of Trade, Winnipeg, stated that the work which was started in Winnipeg will affect the whole West and the Winnipeg Board should receive encouragement from other Boards and have the investigation thorough in order that the tolls may be more reasonable. The resolution was carried.

Customs Regulations.

WHEREAS large numbers of new settlers are daily coming to Canada from other countries.

AND WHEREAS in a great many instances they are bringing with them goods commonly known as effects.

AND WHEREAS certain laws govern the admission of said goods and these laws are for the most part entirely unknown to the said immigrants.

THEREFORE this convention of the Associated Boards of Trade of Western Canada hereby respectfully points out to the Dominion Government that the printing of the Canadian Customs Regulations in the daily newspapers of the Dominion, similar to the manner followed by the Department of the Interior, would be found very beneficial not only to the said immigrants but to the Customs Department.

This resolution was carried without much discussion, owing to the fact that it was generally known that there was not enough publicity given on the Canadian Customs Regulations. In the discussion J. S. Dennis, Immigration Superintendent, C. P. R., stated that publicity was given to a great extent by circulars and posters and other literature circulated in other countries, which we as Canadians did not see. It was deemed advisable, however, to have more publicity in Canadian publications regarding such regulations. The resolution was carried.

Bulk Sales Act.

WHEREAS a resolution having reference to certain Legislation known as the Bulk Sales Act has been endorsed by this Association and forwarded to the Governments of Saskatchewan and Alberta.

AND WHEREAS the Government of Saskatchewan has acceded to the request of the Association by passing such a law.

AND WHEREAS similar Legislation is in existence in Manitoba and British Columbia.

THEREFORE this Association of the Boards of Trade of Western Canada hereby request the Alberta Government to take immediate steps to grant our former request and pass the bill that is before them known as the Bulk Sales Act.

Retailers Annoyed?

It will be seen from the resolution that it aimed at having the Act in force in Alberta and the mover R. J. Hutchings, Calgary, referred to the satisfactory manner in which the Act was operated in the other provinces. He stated that the government was obliged to see that debts are paid and the wholesalers did not wish to bring a hardship on any one and it was only an attempt to safeguard against dishonest men. It was evident that there were no retailers present who were familiar with the Act as it received no opposition whatever, and it is to be regretted that the other side of the question was not discussed, as it is only reasonable to suppose that many retailers will be annoyed by wholesalers under the operation of the Act. The motion was carried.

Insurance Commissioners.

THEREFORE this Associated Boards of Trade of Western Canada respectfully request the Governments of Manitoba, Saskatchewan and Alberta to each appoint a commissioner who shall investigate the cause of fires in each of the provinces aforesaid with a view of placing the responsibility. Further, that the said commissioner be available for the purpose of advising the public regarding the protection afforded by the different Fire Insurance policies.

This question proved to be interesting and provoked some discussion, which was almost all favorable. No reference was made, however, to the Canadian Credit Men's Association with head office in Winnipeg, who recently appointed a commissioner to investigate fires in order that more satisfactory adjustments might be made. It is believed that this resolution is more thorough and will eventually take the place of the Credit Men's Commissioner. The resolution was carried.

Fish Hatcheries.

WHEREAS the increased population of the western provinces has naturally caused an increased strain on the resources of the many streams throughout Manitoba, Saskatchewan and Alberta.

AND WHEREAS it is necessary to take immediate steps to prevent the entire depletion of the said streams.

THEREFORE it is resolved by this convention of the Associated Boards of Trade of Western Canada, that the Dominion government be requested to establish at suitable points in the West fish hatcheries. Further, that more stringent laws be enacted and enforced for the protection of fish.

This resolution proved to be timely as many of the members present believed that the West could be made a greater fish producing territory, than it is. It is the beginning of a great work, which will in the future, no doubt be very great. The Dominion government thus far, have not taken action in Western Canada regarding fish production, except in Manitoba, having been approached to protect the fish trade by Winnipeg authorities. Similar action might be brought to bear in other sections of the country and it was the aim of this resolution to widen the scope of the government's interest in the fishing districts.

Wednesday Evening.

The entire evening was taken up by an address by J. S. Dennis, head of the Colonization Department of the C.P.R. He said in part:

"It affords me much pleasure to be in a position to state this evening that the C.P.R. company has signified its willingness to appropriate the sum of $5,000 for the purpose of defraying the expense of the Dry Farming Congress if held in Lethbridge in 1912."

This announcement was received very enthusiastically by the convention, as it was considered a question of vital importance to Canada, as a whole.

American Invasion.

Referring to western development the speaker continued:

"The real start in the development of the West, while not depreciating the vast amount of work done by the people of the eastern provinces, was when the people of the Middle and Western States began to come to Canada, when the free land across the border was nearly all taken up. Many of these were expatriated Canadians who took advantage of the splendid opportunities this vast new country afforded for expansion, and during the past few years the rush for land in Western Canada by the people of the States has been unprecedented. Their coming has convinced others to try the new country and as a result the West has filled up with the best class of citizens of any country under the sun."

Basing his predictions on the development of the West during the past fifteen years Mr. Dennis painted an alluring picture of what Western Canada will be five years from now. At the present rate of immigration he said that he saw no reason why the Western provinces should not have before 1916 a population numbering over five million souls with a grain production alone of more than five hundred million bushels yearly. This

was touching only on the development on the land and made no mention of what might be done in the way of manufacturing, and mining development, bound to follow on the increase of population and the settling of the agricultural communities.

THURSDAY MORNING.

"Be it resolved by this convention of the Associated Boards of Trade of Western Canada that all new town sites located in Western Canada be subject to government supervision so as to secure proper drainage, and have provision made for parks, play-grounds and school sites."

In discussing this resolution it was first thought that it was a municipal question which should be dealt with by the Union of Municipalities, but the evil of establishing town sites without proper supervision was apparent, and the resolution was passed.

Small Debt Collection.

THAT WHEREAS the present exemption ordinances of Alberta and Saskatchewan are in their provisions so wide and comprehensive that they offer equal immunity to all classes as regards goods and land that are only necessities of life to a particular class, and,

WHEREAS, under the existing conditions, and owing to the delays, leniency and costly procedure of the present law, many business men suffer losses and, being unable to collect accounts, are thereby discriminated against, and,

WHEREAS, under the present law an unwilling debtor may be drawing sufficient salary over and above his living expenses to meet his obligations, and yet if such salary is paid at intervals when not more than $25 has accrued due, or in the case of a collusion between the debtor and employer, it cannot be attached by any process of court

THEREFORE, be it resolved that this convention heartily endorses the move of the Lethbridge Business Men's Protective Association, and any other association that has undertaken or is about to undertake any move that will tend to the enactment of such laws as will be more in accord with the interests of the business men as a whole, and also commends the Lethbridge Business Men's Protective Association on having circulated petitions all over the Province of Alberta for signatures of petitioners asking for the enactment of such laws for the said Province of Alberta.

This resolution which came from the Lethbridge representatives was one of the most important of the convention. E. A. Cunningham in moving the resolution said that those who suffered most under the present lenient system were the merchants, and he thought that the merchants should get the same consideration as the wholesalers get in the Bulk Sales Act.

In discussing this resolution, it was unfortunate that there were no delegates from Winnipeg who were familiar with the attempts of the executive of Western Retail Merchants' Association to have the small debt court established in Manitoba.

The Lethbridge Business Men's Protective Association, however were familiar with the propaganda in Winnipeg, and although no reference was made to it in the convention, the Lethbridge business men are co-operating with the retail merchants' executive to have the small debt court established.

Difficulties in U. S. A.

President Georgeson, enlightened some of the delegates by referring to the difficulty and the solution in the United States. In some of the States they have a simple chattel mortgage act whereby the merchants can take a mortgage against any article owned by the debtor, in that way the merchant gets security for goods they sell if they apply for it. It was apparent that some system should be inaugurated to protect the merchants, and the resolution was carried.

Telephone Connection.

WHEREAS, there are a large number of small towns in the Provinces of Manitoba, Saskatchewan and Alberta that have local telephone system in operation, but have, at the present time, no long distance connections, and,

WHEREAS, such long distance telephone connections will be of great commercial value, and are greatly needed,

THEREFORE, be it resolved that the Governments of the Provinces of Manitoba, Saskatchewan and Alberta be urged to extend their present systems as rapidly as possible, and to make such connections as will remedy this evil.

E. E. Spackman, Gull Lake, Sask., referred to several instances where telephone connection was necessary to increase the trade between larger cities and the provinces. It was brought out that telephone orders could be sent to wholesale houses by the merchants whereas those orders had to be sent by mail which necessitated several days' delay. The resolution was carried.

The Coal Strike.

"Be it resolved that the Associated Boards of Trade now in convention wire the Federal Government at once to use such persuasion as will bring about immediate operation of the mines of this district."

In moving this resolution, E. A. Cunningham, Lethbridge, stated that three months of the strike had already made a loss of $3,000,000 to this country. He also spoke of the possible hardships that will ensue if coal is not shipped to the prairie provinces before the wheat shopments. The resolution was carried.

Highway From Great Lakes.

This resolution was brought up by A. A. Wilson, Fort William, asking that the governments of Ontario, Manitoba, Saskatchewan, and Alberta, be requested to provide legislation for the construction and maintenance of a highway across the Western country.

It was urged that such a highway would develop the country as it passed through the rich agricultural districts, and mineral deposits. It would afford better facilities for commercial travelers, who are handicapped in driving from place to place.

Re Subdivisions.

It was considered by the delegates who discussed this question that a great injury was being done in floating subdivisions as merchants and consequently wholesalers, cannot get their money from the public who are investing their money in unprofitable subdivisions. It was generally felt when an outsider came to the city and put on a subdivision which was misrepresented that the town greatly suffered from his practices. The resolution was carried.

Moose Jaw Wins.

The place of convention was then called for discussion by Chairman Georgeson. A. A. Wilson, Fort William was at once on his feet and gave a strong invitation on behalf of the Fort William Council and Board of Trade. It was moved and seconded that Fort William be considered by the convention.

Richard Loney presented an invitation on behalf of Moose Jaw Council and Board of Trade. In the vote that followed, Moose Jaw was chosen as the next place of convention.

To Press Action.

The resolution was moved by Mr. McAra of Regina, seconded by E. M. Saunders, that the president be authorized to appoint a committee of three to attend the provincial legislatures to press action on board of trade resolutions.

The president stated that the business of the convention had come to an end and a vote of thanks was tendered to the Board of Trade, Lethbridge, the Chinook Club, the Y.M.C.A. directors and the City Council for the reception and entertainment provided in the city.

Constructive Salesmanship---An Essay

Westerner Who is Implicit Believer in Value of Display in a Store — How People Talk About Goods in the Home—Some Special Sales—Suggestions for Arrangement of Goods Within the Store—The Four Classes of Salesmen and the Essentials That Help to Make the Clerk.

By T. F. McDowell, Vancouver, B.C.

In this age of commerce, window dressing is one of the main features of business. A well dressed window, bringing forth the selling points, is an index to the interior of the store. The day has come when the public watches for well dressed windows just as they do for advertisements in the evening papers. High salaries are paid expert window dressers, why ? The management know the results obtained from an artistic display. I am safe, in saying, seventy-five per cent. of the homes in our cities and towns, talk daily of goods, displayed in windows, this is the connecting link as a business getter with newspaper advertising.

Special Sales.

During the orange season, we make a point of displaying a great number of oranges. One evening we piled (did not throw) 5,000 oranges in our window and advertised a special sale at 25c a dozen. We left our lights, lighted, until 11 o'clock and placed a neatly written card "Special for Saturday, only." We drew the crowd, sold the oranges and made a gross profit from the display of twenty dollars.

One of our exclusive lines is "Blank's Cheese," we keep it displayed in our windows with a sign : "Better than butter for sandwiches." As a fact it IS better, but as the curious public look, they undoubtedly ask themselves "Is it better than butter for sandwiches ?" They buy and are convinced.

The first time a line of marmalade was offered for sale in this city, it was shown in our windows. We knew this high grade marmalade was not advertised in the west, by the manufacturer, and it was up to us to make an imposing display. Our price ticket read thus :

> "This is the only marmalade taken by Captain Scott on his voyage to the South Pole." Per jar 30c.

This little item of news which is a fact, was our best advertisement.

If you aim to use your windows as a business getter they should be dressed semi-weekly. This applies to groceries, a provision window requires daily attention. Two very important features in window dressing are, the art of displaying goods and price tickets. In my mind a well dressed window without appropriate price tickets is like an attractive grocery wagon with a lame horse.

The Value of Display.

In this age of hustle, TIME is the chief factor. The grocer who can serve customers quickly both in store and delivery service, will get the business. Systematic interior display will pay ; arrange your goods in their proper places ; have a place for everything and everything in its place ; have your greatest consumption where it can be most easily obtained, butter, eggs, cheese, cereals, tea, coffee, etc., should not be placed where the clerk has to spend time traveling over floor space to obtain them. Paper cutters, bag holders, twine, etc., should be at every counter.

Arrange your shelves so that colors will harmonize, keep bottled goods together and their sizes evenly matched, canned fruits, canned vegetables, canned fish, etc., should have their separate places. Do not use under your counters for a warehouse. Often, I have seen articles, such as paper bags, twine, blue, lamp burners, cereals, etc., jammed under the counter. How can one keep track of their stock in this manner ?

Perishable articles should be kept well before the public. Small counter displays of bottled and tin articles are good, changing them daily. Many of our women customers with their large hats fail to see goods at any height and the habit of "seeing with their fingers" is growing, therefore let them handle the goods.

Clerks and Salesmen.

There are but four classes of salesmen, the clerk behind the counter in a retail way, the commercial traveler, the specialty salesman and the promoter. It is the clerk behind the grocery counter I wish to write about. The average successful grocer in business to-day, is made so by good management and by having a band of efficient clerks. His success is not due to large capital, therefore ability counts. Would you keep a clerk, on a large salary to write down an order as the customer gives it and let her pass out your store without suggesting lines not asked for ? Would you for a moment, consider keeping a clerk who would persist in selling an article of advertised fame which gives you a hungry profit, instead of pushing a non-advertised article equal, if not superior, in quaity and which pays a handsome profit ?

Have clerks make suggestions but not till the customer has completed her order. Most customers do not carry a list of "wants," but on the contrary, they memorize them and if you "break in" on their thoughts, they get confused and forget what they really wanted. The clerk should know about this non-advertised article and of its profit compared to the advertised one. Not only of its profit, but of its quality, learn all you can about it and make your customer feel you are talking quality not price.

Some Essentials.

Now Mr. Clerk if you want to make a success as a salesman, there are four rules to follow :

1. Perception or tact.
2. A deep interest in your work.
3. A full knowledge of your business.
4. Appearance.

These four make up your distinctive personality which is your greatest asset. If not naturally endowed with tact, make a study of human nature. Be honest in your time to your employer, while on duty your brain power is his. Read the trades papers and study your goods. The clerk of to-day is the proprietor of to-morrow. Appearance is not costly, the clerk is noticed in clean linen, but if the linen is dirty, the dirt is noticed and not the clerk.

To a great extent, since the coming of the telephone, the canvasser is an employe of the past. By the use of it, business has a larger scope. I believe in suggesting items over the telephone, and your ability as a salesman will come out in selling three pounds of butter, when your customer only asks for one.

Newspaper Advertising.

Thousands of dollars are wasted annually by profitless advertising. Newspaper advertising is the only way you will get results. Dispense with the numerous propositions of programmes, circulars, theatre curtains, etc. Let the leaf you turn over on the first of the year contain this resolution, "stick to newspapers." Talk QUALITY, but be sure you have quality when so doing.

Other methods of advertising are : cleanliness in our stores, well dressed windows, which I have heretofore mentioned.

If possible equip your store with all modern facilities. Plain neat shelving,

well arranged, is very popular in this day of plain furnishings. The machinery such as bacon slicer, scales, cash register and typewriter should be of the best, it is the cheapest in the end, and remember Mr. Merchant this machinery requires care. See that your bacon slicer is kept clean and your scales inspected. If you have silent salesmen keep the glass clean.

Have regular hours for delivery leaving store and keep to them, have a stated time for orders to close to catch such delivery. When a customer opens an account with you present her with a printed time-table. Have a shipping room and have clerks in that room for no other purpose than putting up orders and receiving new goods.

Bookkeeping Hints.

In bookkeeping the day for itemized accounts has passed, a statement in which you can retain duplicate is sufficient. Double entry is the best system for grocery accounting. A cash book and journal combined as your synoptic with loose leaf ledgers for general and customers' accounts and bill book are all that are necessary. Condense your work of posting. This may be done by posting the footing of statements to merchandise account and the footing of collections to credit of customers' accounts. Have columns in your synoptic for customers' accounts, cash, bank, merchandise, interest and discount, bills payable and expense. By posting the footing of these accounts at the end of the month into your general ledger you save time.

Profits should be figured on the cost price, the money you have invested in your business represents this cost. Your business should be charged with interest on capital and the proprietor should draw salary just as an employe. Turn your stock over thirteen times a year, if possible, but never less than twelve.

The proprietor should take an interest in his employes, if they have been in his service for a year, give them a week's holidays. If they are ill at times and unfit for duty, relieve them and see they have proper attention. Upon return to duty they will feel their employer is their friend. Take them to your home once or twice a year as your guests, and show them a little of your home life. Pay a good clerk a good salary.

Endorse Hastings' Pure Food Measure

Proposed By-law Fathered by Medical Health Officer Accepted Without Change by Members of T. R. G. A. and R. M. A. in Joint Session—Some of the Clauses that Provoked Discussion—Six New Members for Grocers' Association.

Toronto, June 22.—A short session of Toronto Retail Grocers' Association was held in the Temple Building on Monday night, the chief topic of interest being the proposed new display by-law, fathered by Dr. C. Hastings, local Medical Health Officer. It was decided to meet the Grocers' Section of R. M. A. that combined consideration be given the problem.

Before adjournment six new members were admitted to the association while fifteen others were proposed for membership. Those who joined this month were: J. H. Drumm, Dundas St.; S. Scott, Manning Ave.; J. P. McKelvie, Markham St.; Fred. Rudge, Augusta Ave.; H. L. Milne, Bellwoods Ave.; R. A. Dutton, Roncesvalles. It was also announced, that the London Grocers would visit Toronto on July 19th and the executive were instructed to offer any help they could to make the visitors' outing a success.

Later when the combined forces of T. R. G. A. and the grocers of the R. M. A. had gathered at the headquarters of the latter, the foodstuff legislation so dear to the heart of the M. H. O. was seriously taken up. And, likewise, after some discussion, it was endorsed, the members generally considering it to be in the best interests of the trade in the city. A strict enforcement will be asked for. The city council may complete the work on Monday.

Each clause of the by-law was taken up separately. The first clause was perhaps the one that affected the majority of the grocers to the largest extent and it received considerable discussion. It reads as follows:—

> "Dressed animals, meat, poultry, game, fish, sea food, fresh, dried or prepared fruits, dates, figs, cherries grapes, berries, cut fruits, cut melons, cracked nuts, nut meats, and milk, bread and pastry, which are intended for sale for human food, shall not be conveyed from place to place or kept in any open window or doorway or outside any building or in any public or private way of the city unless covered with clean material, or placed so as to be efficiently protected from dust, flies, animals, and all other contaminating influences."

It was argued by some members that many of the smaller dealers did not have room inside for all this class of goods. Others maintained they would not be able to sell nearly as much if they kept it inside. William C. Miller said he believed that it would be better for all concerned if no goods at all was allowed to be displayed outside as there would then be no loop holes by which dealers could escape the law. He feared that would be the case in the proposed measure.

Other dealers argued that it was to the grocer's advantage to keep such goods inside. They were then free from dust and worth more. One member suggested that they ask the council to lay the by-law over for a time and educate people to going inside in the meantime. But it was decided that the only method that would prove successful would be compulsory education. Another clause which all present strongly favored was the following:—

> "No room in which meat, poultry, game, flesh, fish, fruit, or milk, or other natural products are kept, stored, sold, or offered for sale, shall be used for domestic purpose or open directly into any room used as a sleeping room. All shops or stores used for the sale of articles of food shall be supplied with proper lavatory accommodation, which shall be in a separate department from the room in which such articles are kept, stored, or offered for sale."

Complaints were made by some of those present that many of the by-laws were not being enforced by the authorities. Especially was the present "peddlers'" by-law spoken of, and it was for this reason that the meeting decided to ask that this by-law, if passed be strictly carried out by the officials.

President Miles of the Toronto R. M. A. after this discussion pointed out to the meeting the advantages of all retailers being united. He would like to see all the grocers of Toronto in one body, as they would then be able to command legislation to their interests from both the civic and parliamentary bodies. Vice-President Van Camp expressed similar views and that it would be to the advantages of both if the Toronto grocers and the grocers' section of the R. M. A. were united. F. C. Higgins presided.

TRADE NOTE

The General Baking Company organized in the United States will unite into one company the baking businesses of 21 concerns, located in 17 different cities with a total capital stock of $20,000,000. All these companies have been engaged in the manufacture and sale of bread and other products of the general baking business. The purpose is to employ economies and scientific methods in the manufacture of such products.

THE CANADIAN GROCER

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FUND FOR CO-OPERATIVE FIGHT.

According to report the grocers of Berlin, Ont., have been subscribing recently to a fund being raised to fight the Co-operative Bills already submitted to the attention of the Dominion Parliament.

William Maxwell, of Scotland, who has been touring Canada in the interests of the co-operative movement, has made the statement, it is claimed, that "he has had assurances that have led him to believe the bill will carry in the House of Commons."

Such a statement as that is well calculated to wake the retailers of Canada to a sense of the danger in which they stand. Whether true or not, William Maxwell has handed out a warning to the dealers of this country that they surely will not disregard. There have been peculiar features about his visit to this country from the very beginning. It has been hinted quite openly that his Excellency, Earl Grey, Governor General of Canada, and, of course, the representative of the King in this country, had invited him here, and had even arranged for his coming. His Excellency must have seen that charge, for it was given a certain amount of prominence in the newspapers at the time, but so far he has not thought it necessary to reply. Recently, too, one of the fighting associations of retailers in Scotland wanted to have the matter taken up with the British Government, and there does not seem to have been anything made out of that.

Nobody knows what is the real meaning behind all these charges, or whether the silence of the King's representative can be taken as meaning that he considers the matter too absurd to reply to. But whatever the reason, there would not be anyone to find much fault if the dealers of Canada would unite now, in the presence of **Fear of Something**, and prepare for a hard fight soon. There is a belief that there is something in the air, and behind all this apparent peace, that is a menace to the organized retail trade, and it is time for the retail dealers to stand up and fight.

Organize a fund by all means. Don't let the men appointed to carry on this fight do so on promises. This co-operative movement is a little too big for that, and the men who are to lead in the battle against it must feel assured that the dollars of the dealers are behind them, as well as their fears and good wishes. It will be not much use to sigh out vain regrets after one of these bills has, mayhap, slipped through. Let all the associations do something now.

THE POTATO SITUATION.

At this time of the year, old stock potatoes are expected to become smaller in compass, but from reports received from various parts of the Dominion it would appear that in general they have been cleared up with greater rapidity and at an earlier date than anticipated.

From both Toronto and Montreal comes reports of small stocks and an upward movement in prices, with dealers stating that there are but small supplies throughout the country.

A similar report has been received from Nova Scotia, while in the West shortness in supply has been noticeable for some time, while shipments recently to Western points have been small. With practically no help by way of supply obtainable from New Brunswick, and with cheap new potatoes still quite distant, the opinion prevails among dealers that prices will continue firm. The imported new potatoes will, despite the fact that prices are high, command a certain amount of trade, thus affording some little relief to the general situation.

HOW GROWING FRUIT IS FARING.

Reports on fruit during the past few days have been not quite so optimistic as were those of a week ago, as far as strawberries is concernned It is feared the crop is going to suffer considerably because of the continued dry weather. Strawberries, growing so close to the surface, cannot stand a drought. But a good rainfall would almost completely relieve the situation.

Generally speaking, the prospects for fruit in the Niagara Peninsula are good. Crawford peaches are apparently on the light side, but Albertas and Smocks are good. Except in one or two townships, cherries are reported to be a good crop. Pears appear to be good, likewise plums and raspberries seem to promise an excellent yield.

Not in Niagara alone, but in all sections of the fruit-growing districts, tomato plants seem to be looking splendid, and reports would indicate a good crop if the weather but continues favorable.

EDITORIAL NOTE AND COMMENT.

A copy of The Canadian Grocer, dated April 23, 1897, has lain, a trusted friend on the manager's desk of the McDermott & McCarthy establishment in Prescott, Ont., during all the intervening fourteen years. That particular issue contained a full schedule of the tariff with the United States, and was turned to frequently for information.

The season for salmon fishing on the St. John river, in New Brunswick, may not close this year until September 15th, instead of August 15th, which has been the final day under the existing regulations. A petition from interested fishermen was forwarded to the Department of Fisheries some time ago, praying that the above concession be granted, and the reply from Ottawa is being eagerly awaited. The chief point urged in the petition was that under present conditions the fishing season was practically closed before the water was low enough to make operations pay.

The Retail Grocers Picnic at Cobourg

Record Outing of Retail Organization in Toronto Held to Pretty Summer Town—More Than a Thousand Present—Ball Game a Thing to Wonder at and Races for All Classes and Conditions of Men.

Staff Correspondence.

Cobourg, June 22.—Bearing down from the lake with incredible speed the Toronto Retail Grocers and their wives and children and their friends and friends' friends fell upon this little summer town of Cobourg last Wednesday morning. The attack was made in broad daylight, and although the skirl of the "pipes" could be heard distinctly in the streets, and a uniformed regimental band called briskly to arms, there was but little active resistance, and precisely at the moment that big Ben in the town hall tower proclaimed to all the world that the hour of noon had come, his Worship, the Mayor, and his leading henchmen in faltering tones assured the on-rushing army that the town was theirs to do with as they would.

History's pages show beyond peradventure that there have been other picnics of the Toronto Retail Grocers' Association—picnics considered wonderful and the last word in point of success. But those outings resembled this last one as much as a frog does an airship. And had it been fine it would have been better patronized even than it was. There were scores of folks who bought tickets on the distinct understanding that they could go only if the weather was fair. Well it wasn't exactly what one might call beautiful and anyone with a leaning towards mathematics might sit down and prove that fifteen hundred people should have been on the good ship Turbinia when she warped in to her wharf at Cobourg in the above mentioned manner, on Wednesday, June 14th last. The outing consumed most of the day for it was well-nigh eleven of the clock at night when Toronto was reached again, and the tired, dirty, "thousand" submitted ingloriously to separations at the Bay street crossing. and waited with drooping heads as one after another the Fleming cars sped by unheeding. But it was a "grawn day" for a' that.



The Line Up of the Opposing Ball Stars.



The Race of the Committee Men.

Lemon Pie Absent.

Anyone will admit that there are many features to the average picnic. "There's always green grass and lemon pie and dirty clothes," says one. But this picnic wasn't like that at all, for there wasn't any lemon pie at all. And also, there were no little independent mixed parties playing ring around a Rosie. But there was a ball game. Of course, some of the ladies will say that the only things worth looking at were the races in which the "little dears" took the leading parts, but leaving that aside, the ball game was the real thing.

Of course, some will argue it wasn't much of a ball game. The Doughty Drummers who essayed to cross bats with the Grocers' aggregations were just mince pie for the counter jumpers. There never was really anything to it and when at the close one young man asked the score all eyes were turned in wonder at the poor chap. But it was a great game. Anyone could tell that the way Bob Davies coiled himself up to hurl the ball or toy balloon at the different poor chaps who stood fearfully at the plate. And then if anyone really did not believe that it was the greatest game of the year, the crowd could insist that one S. Hall knocked the ball clear over into the lake. No one would be ungentlemanly enough to ask for the score, but for any others who insist on the matter we might advise that they count all their fingers on both hands, (provided they have a full complement,) once and then start all over again. They can go as far as they like on the second round, because opinion is divided as to the exact figures Some even are so bold to say the record they kept was worse than that. But mind you, that was only the Grocers' score. As for the other side the official scorers weren't able to find very much of it at any time. F. A. Bone who was in charge of the aforesaid "Doughty Drummers," never seemed to insist much on the point. It sure was a great game. It lasted the whole of seven innings.

There were races too in which business kings, or in ordinary jargon, wholesale dealers struggled for supremacy. It is believed that if there had been a few more minutes allowed that some of them might have been able to break records, in that hundred yard race particularly. But with all that left out they were some speeders. The grocers had a race or two all to themselves too, and, gentle reader, it would have done your heart good, to have seen "Billy" Miller, Dicky Matthews and all those other thoroughbreds straining at the leash, so

(Continued on Page 52.)

Grocery Markets—Salmon Advances

Prices on Spot Salmon Have Been Advanced — Scarcity of Stocks at Most Points—Prices Not Yet Named on New Pack—Lower Grade Rice Goes Down —Tapioca Maintains Its Firmness—Improved Trade in Sugar—Peaches and Raisins Higher in Winnipeg.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Standard B. Rice.—Down 20 cents.

Salmon.—Sharp advances.

Tapioca.—Price advanced.

Montreal, June 22.—Local wholesale houses state that business continues heavy and general conditions are highly satisfactory with every prospect of their being maintained at least as far as the immediate future is concerned. Dried fruits are naturally of interest in view of the vety limited spot supplies. The representative of prominent California fruit interests states that the climatic conditions are favorable and the outlook for good quality in the fruit is much improved. The quantity, however, is directly short. In this regard, he stated to The Grocer, there is no doubt. Apricots are short and so are peaches. A sontrolling element in the dri?d fruit market, the influence of which is being more and more felt, is the Middle West.

Owing to a stronger feeling in the raw market, refined sugar is firmer. The demand is increasing, and if any higher prices are due, which some do not admit, they should not be far away. The market is steady with the general tone improved.

Molasses of the better quality is easier according to reports from the inland. It was stated that the price shows a decline of several cents, the result of purchases having been centred more upon slightly inferior grades.

Sugar.—There is a little firmer feeling in the sugar market this week. Demand is improving, a condition which with new strength in raws is influencing the refined. The season of heavy demand is within hailing distance.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses. — Beyond the point regarding molasses mentioned above there is no other feature. Both syrups and molasses are inclined to be quiet.

Molasses, to arrive, car load lots	0 28 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 02½
" ½-bbls.	0 03½
" ¼-bbls.	0 03½
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—There have been no new price changes, but the market as a whole is high. Retailers are showing an interest in the present crop conditions. From a reliable authority it is learned that no good shippers of currants have yet named anything as low as the price that has been going the rounds lately. Some have mentioned a price that is four shillings under the price that the most reliable shippers quote. The lower price is said to be unwarranted by conditions in Greece.

Evaporated apricots	0 20 0 22
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 13 0 15
Currants, fine filiatras, per lb., not cleaned	0 07
" cleaned	0 07½ 0 08
1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09½ 0 10
Dates, 1-lb. packages	0 06½ 0 07½
Dates	0 05½ 0 06
Fards	0 11

Figs, 3 crown	0 08	0 08½	0 11 0 12
Figs, 4 crown	0 09	" 9 crown	0 13 0 14
" 5 crown	0 10	0 11	

Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—	
Choice seeded raisins	0 09 0 09½
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" " 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown lavers, per lb.	0 08 0 09

Nuts.—The market is rather quiet. There is a good trade in peanuts but the other lines are featureless. Interest is being drawn toward the growing crnps and the reports from the different countries are being closely followed.

In shell—	
Brazils	0 15 0 18
Filberts, Sicily, per lb.	0 11½ 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards per lb.	0 27 0 28
Cashews	0 15 0 17

Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon green	0 07 0 08
Diam nd G, roasted	0 09 0 10
Diamond G, green	0 07½ 0 08
Bon Ton, roasted	0 12 0 14
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 32
Grenobles	0 17

Coffee.—The same old story. The local market is still bare of anything that looks like a change from the conditions that have prevailed for months.

Mocha	0 22	0 30	Santos 0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo 0 20 0 25
Mexican	0 22	0 30	

Teas.—The market remains steady and firm with nothing occurring to change its position in that respect except to a higher basis.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Spices.—Retailers are asking for only normal supplies of spices but will soon be asked to stock up for the preserving season.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 28	0 35	Nutmegs	0 25	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25

Rice and Tapioca.—A decline of twenty cents in rice has been recorded the trade attributing this action to several causes, a heavier crop than expected, to increase interest in buying, etc. Tapioca on the other hand shows an increase, decreased acreage being to a certain extent responsible.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 04½ 0 05
Tapioca, medium pearl	0 08 0 09
Seed	0 07 0 08

CANNED GOODS

Montreal.—Salmon has advanced considerably during the week, red springs, clover leaf, red sockeye fish being materially higher. Some of the houses re-

port exhausted stocks of Horse Shoe with Clover Leaf 1-lb. talls also wiped out. The salmon advance is apparently general and is based upon sound reasons. Otherwise the market presents no other feature this week beyond the gradually disappearing stocks of corn and tomatoes.

Apples, 3 lb.	....	1 10
Apples, gal.	3 40	3 50
Peas, standard, dozen	1 15	1 20
Peas, early June, dozen	1 20	1 35
Peas, sweet wrinkled, dozen	....	1 35
Peas, extra sifted, dozen	1 77½	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen	1 00	1 05
Corn, dozen	0 95	1 00
Tomatoes, 3 lb.	1 40	1 50
Tomatoes, gal.	....	3 75
Strawberries, dozen	1 25	1 90
Raspberries, 2's, dozen	....	1 77½
Peaches, 2's, dozen	....	1 90
Peaches, 3's, dozen	2 87½	2 90
Pears, 2's, dozen	....	1 80
Pears, 3's, dozen	....	2 40
Plums, Greengage, dozen	1 40	1 67½
Plums, Lombard dozen	1 00	1 10
Lawtonberries, 2's, dozen	....	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	2 27½	2 30
½-lb. flats, per dozen	....	1 45
1-lb. flats, per dozen	....	2 47½
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 90	2 00
Red Sockeye, dozen	....	2 10
Lobster—		
½-lb. flats, dozen, $2.40, $2.85; 1-lb. talls, dozen, $3.60, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
		Corned beef hash, 1s	1 60
Compressed corned beef, 2s	3 35	Corned beef hash, 2s	2 80
		Jellied hocks, 2s	3 50
English brawn, 2s	3 15	Jellied hocks, 6s	12 00
Boneless pigs' feet, 2s	3 15	Paragon ox tongue, 1½s	7 50
Ready lunch veal loaf ½s	1 50	Paragon ox tongue, 2s	8 50
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 2½s	9 50
Roast beef, 1s	2 00	Paragon lunch tongue 1s	4 00
Roast beef, 2s	3 35		
Stewed ox tail, 1s	1 60	Tongue lunch, 1s	3 50
Stewed kidney, 1s	1 50	Sliced smoked beef, ½s	1 50
Stewed kidney, 2s	2 65		
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Winnipeg.—There has been an excellent demand for canned goods of all lines especially vegetables and fruits. The local stocks will be pretty well used up before the new packing arrives, and consequently prices will hold fairly firm. Salmon has started to move rather freely, and the stocks held here are comparatively light in comparison with former years.

Coffee.—The market showed some fluctuation during the week, but prices remain firm. An upward tendency has been in existence, and from all appearances will continue for a while.

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Beans and Peas.—The market continues strong, and has advanced a little during the last week. The demand is fairly good, and stocks are getting low. Peas are also active, and an advance in them is expected before many weeks.

Beans, 3-lb. picker, per bushel	....	2 10
Hand picked, per bushel	....	2 20
Peas, split, 100 lbs.	....	3 85

ONTARIO MARKETS

POINTERS:—

Canned Salmon—Advanced.

Rice—Standard B down 10c.

Canned Apples—Higher.

Tapioca—Firm.

Toronto June 21. — A satisfactory amount of trade, with an improved movement of sugar and a steady demand for other staples is the report of the locally wholesale dealers. Collections are reported fairly good.

Salmon has taken an upward movement ranging from 10 to 20 cents. Stocks are down to a low basis, while practically none of the cheaper grades are to be had. Canned apples have also moved upward in price. Trade in canned goods is not large.

The Journal of Commerce in summing up the dried fruit situation says: "To the looker on, the prune situation is baffling. Most contradictory reports come from the Coast, and there are almost as many prices as there are packers and possible combiations of assortments. A month ago estimates of the probable crop of California prunes, based on conditions and prospects at that time, were anywhere from 90,000,000 to 150,000,000 pounds. Estimates of the probable crop have increased and now run from 140,000,000 to 170,000,000 pounds. It should be said, however, that there are several operators who still hold to their original opinion that the crop will be 125,000,000 pounds or less." A local dealer states that while last year prunes were mostly of the larger size, this year they will run to the small sizes, and that Santa Clara will be small.

Sugar.—While no change has taken place in prices, the market maintains its strong position. When New York refiners have again to take on contracts, from present indications it is assumed that higher prices will have to be paid for raws which will no doubt result in a further upward movement in refined, and it is probable that Canadian refined will also be affected. There has been a better movement to the trade during the past week than for some time back, while a further improvement is being looked for.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls.	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup and Molasses.—Trade in both syrup and molasses continues steady. Prices show no change, and there is at present no new features to the market.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
		½ " 12 "	5 40
5 lb. tins, 1 doz. in case	2 60	Quarts, 24 "	5 40
		Pints, 24 "	3 00
10 lb. tins, ½ doz. in case	2 50	Molasses—	
20 lb. tins, ¼ doz. in case	2 45	New Orleans, medium	0 30 0 35
Barrels, per lb.	0 03½	New Orleans, bbls.	0 28 32
Half barrels, lb.	0 03¾	Barbadoes, extra fancy	0 45
Quarter " "	0 03¾	Porto Rico	0 45 0 52
Pails, 38½ lbs. ea.	1 70	Muscovado	0 30
" 25 " "	1 20		

Dried Fruits.—There is nothing of great importance to record in the dried fruit department. Trade is quiet, as can be expected with the arrival of cheaper fresh fruits upon the market. Stocks of nearly all kinds are well reduced.

Prunes—			
30 to 40, in 25-lb. boxes	....		0 17
40 to 50 " "	....		0 16½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes	0 20		0 21
Fancy, " "	0 20		0 22
Candied Peels—			
Lemon	0 09	0 11	Citron 0 15 0 17
Orange	0 10	0 12½	
Figs—			
Elemes, per lb.			2½ " 0 11½ 0 12½
1½ inches	0 08	0 10	2½ " 0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes 0 12 0 14
2½ "	0 09½	0 12	
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			.... 0 13½
Dried apples			0 09 0 09½
Evaporated apples			.... 0 16
Currants—			
Fine Filistras	0 07½	0 08	Vostizzas 0 10 0 12
Patras	0 08	0 08½	
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08½ 0 09
Seeded, 1 lb packets, fancy			.... 0 10
" 16 oz. packets, choice			0 09½ 0 09½
			Sairs 0 05
Dates—			Package dates, per 1 lb. 0 06½ 0 06½
Hallowees—			
Full boxes	0 05½	0 06	Fards choicest.. 0 10 0 10½

Coffee.—Local dealers in coffee are making no complaints regarding the coffee trade, but on the whole, it is inactive, the country buying for immediate needs only. There are no price changes locally.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican	....	0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory	....	0 12

Nuts.—The nut market is unchanged both regarding prices and the general situation. New crop almonds will not arrive until October, nor new walnuts until November.

Almonds, Formigetta	0 15	0 16
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	0 14	0 15
" Marbotz	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12½

Spices.—Quotations are unchanged but the general strength which has been noted continues.

	Bbls.	Pails or Boxes	Tins	1-lb. pkgs.	¼-lb. tins or pkgs.
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 80	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—While holders at primary points have recently been firmer in their ideas, the general inactivity and easiness that has characterized the rice market for some time has been reflected upon Canadian markets, and a reduction of 10 cents per cwt. has been made in "standard B" locally. Other grades seem, however, to maintain their

position. Tapioca is firm at the prices now ruling.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90

	Per lb.			
Rice, stand B..	0 03¾	0 03¾	Sago, medimm	
Rangoon	0 03¾	0 03¾	brown	0 05½ 0 06
Patna	0 05½	0 06½	Tapioca—	
Japan	0 04½	0 06	Bullet, double	
Java	0 06	0 07	goat	0 08
Carolina	0 10	0 11	Medium pearl.	0 06 0 06½
			Flake	0 08
			Seed	0 06 0 06½

Beans.—No improvement is reported in the movement of beans locally, while prices remain unchanged.

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

CANNED GOODS.

Toronto—That the firmness reported regarding canned salmon and the emphasis laid upon the market conditions was fully warranted is shown by the sharp advance in prices this week. An upward movement of from 10 to 20 cents per dozen has taken place, 1-lb. talls in Clover Leaf and Horseshoe being quoted at $2.25 to $2.27½, and Sockeye at $2.20 to $2.25. The cheaper grades such as humpbacks, pinks and cohoes are not obtainable.

One wholesaler quotes extra fine sifted peas size 1, 2's at a reduction of ten cents, namely $1.77½. Stocks of peas generally are however pretty well cleaned up. Dealers are asking higher prices on canned apples, quotations ruling from $3.75 to $4.00 for gallons, while 3's are done. New pack lobster in halves are quoted at $2.50 to $2.65, but no quarters have as yet arrived. Factories are busy packing strawberries, and a moderate sized pack is expected. The first of the crop was excellent but the latter is not expected to be so good. Some dealers hint that there is danger of the growing peas being affected by the recent warm weather. Factories will begin to can peas shortly after the first of the month.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	1 77½	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals.	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 75	4 00
Blueberries, standard, 3's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 0
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	....	1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen	2 25	2 27½	Cohoes, per doz. 1 77
½-lb. flats, dozen	1 42½	1 45	Red Spring, doz. 2 10 2 15
1-lb. flats, dozen	2 45	2 47½	Lobsters, halves, per dozen..... 2 50 2 65
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	Lobsters, quarters, per dozen 1 60
Pinks	1 30	1 35	
Northern River Sockeye			2 20 2 25
Chicken	4 00		Soup, 2's 1 90
Turkey	4 00		Soup, 1's 1 40
Ducks	4 00		

MANITOBA MARKETS

Canned Salmon—Advancing and scarce.

Evaporated Peaches—Higher.

Seeded Raisins—Higher.

Winnipeg, June 22.—Various estimates are already being placed on the yield of the crop that is expected from the three prairie provinces. The latest report of conditions published in one of the leading papers show that in all parts of the country the best conditions in the last 15 years are being encountered. Estimates place the yield at over two hundred million bushels. This will be double that of last year, which was conceded by all to be around one hundred million. These remarkable conditions are reflected decidedly in the grocery trade, and stocks in many lines are almost completely consumed, especially canned goods and fruit, as country merchants have been doubling their orders on luxurious lines. The demand for canned goods during the week has been heavy, even more so than usually at this time of the year. New canned strawberries are expected shortly, and peas will follow later. Sugar took a slight flutter through bullish reports from New York, but the expected advance did not take place. The demand is increasing in this line, as a lot of small fruits are on the market which are being preserved.

Reports from California regarding the new fruit crop continue to be along the same line as that quoted last week. Prunes are higher but will probably decline after a while. Only about half of the usual crop of apricots is being received. New peaches will be higher on account of partial crop failure. Raisins remain steady at present high prices.

The local supply of canned goods is also pretty well used up, especially in vegetables. Canned salmon is moving freely and as stocks are very light the price is beginning to advance.

Sugar.—Some excitement was caused in the local sugar market through bullish reports from New York during the earlier part of the week, but it was recognized in time that the high price would not be sustained, and consequently the expected advance did not take place. The demand for this line has improved considerably during the week, as the preserving period is now at hand. The arrival of small fruits on the market has set the housewives busy throughout the country. Stocks are of fair size, and jobbers are able to cope successfully with the demand.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 90
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Syrup.—The demand for syrup has fallen off somewhat during the week, but prices hold steady, and it is expected that the trade will pick up again in a short while.

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 36
3 20-lb. tins, per case	2 37
Half bbls., per cwt	3 60
Barbadoes molasses in ½-bbls., per gal	0 48
New Orleans molasses, ½ bbls., per gal	0 33
" per bbl per gal	0 31

Dried Fruits.—Reports from California confirm the fact that one of the largest crops in the history of the prune industry has been received this year. Prices have opened up fairly high on account of its coming on a bare market, and packers have already booked orders for prompt shipment for about a month. It is fully recognized, however, that after the market is fairly well stocked that the price will take a sharp decline. Only one-quarter of the usual crop of appricots in California has been received, and prices are nearly prohibitive. New peaches will be much higher on account of partial crop failure. It is not expected that there will be any particular reduction in the price of raisins, which has advanced about two cents in the last two or three months, but there is no doubt that large quantities will be used.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " cleaned, per lb	0 13½
California raisins, choice seeded in ¼-lb. package per package	0 07½
" " fancy seeded, in ¼-lb. package per package	0 08
" " choice seeded in 1-lb. package per package	0 09
" " fancy seeded in 1-lb. package per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " "	0 08½

Prunes—			
25 lb. bx, 90-100, lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		

Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 09½
Pears, per lb	0 16½	Nectarines, lb	0 13
Peaches, standard, per lb	0 10½	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 11½	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 17½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

BRITISH COLUMBIA MARKETS.

Vancouver, June 22.—A stiffening of prices is apparent in the local market. Although this is June and plenty of grass in the dairy districts, butter is firm with a tendency to increase. Local eggs, which went up a little a few weeks ago, continue scarce and are now jobbed at 35 cents a dozen. Carloads of eggs have been brought from Ontario and Manitoba to meet the demand.

It is declared that the home supply of beef is scarce. The local supply has not been good, and as a consequence for some time frozen meat has been brought from Winnipeg and Toronto, and last week some was brought even from Omaha. There is duty on beef from the United States. Hams and bacon are on the rise. The usual good supply of strawberries have come in from Hood Valley, Yakima and other points not far to the south, but the cool weather has kept back the locally grown.

New potatoes have been on the market for some weeks, but not in that quantity that will turn the consumer from the old crop, even when the latter is $3 a sack.

Canteloupes are now on sale from the south. The cherries this year seem to be larger and better than is usual at this time of year.

NEW BRUNSWICK MARKETS.

St. John, N.B., June 22.—With the exception of a drop of fifteen cents in Ontario flour, there were few changes of importance in the past week on the local market. No change was noted in the Manitoba brands. During the past few days an advance of 1 cent per pound was noted in the price of lard, while pork by the barrel and in the country market is considerably stronger.

In the country market also, conditions were quiet and no changes of interest were registered. Native strawberries are becoming more plentiful, while American strawberries have also been reduced in price, and are now quoted at fifteen cents per box.

NOVA SCOTIA MARKETS.

Halifax, N.S., June 22.—Two big cargoes of produce unexpectedly came on the market this week. Two schooners arrived from Prince Edward Island with 2,500 bushels of potatoes, and a quantity of carrots, parsnips and beets. It was thought that all the Island stock had been cleaned up. This produce arrived when the market was practically bare, and it was readily bought up. The potatoes sold for eighty cents per bushel at the wharves.

Business in the fruit lines is active. The West India steamer arriving this week brought a big cargo of oranges and bananas. The demand for bananas is especially good, and in addition to the arrivals by boat, dealers are importing largely in car lots from Boston. They consider the price high, however, the best stock bringing $2.50 per bunch. Jamaica oranges are small but sweet, and they are going to the trade at $4.00 per barrel. Fancy lemons are selling at $4.00 to $4.50, and Grape fruit at $3.50 per case.

Fresh made butter is coming on the market in good supply, and the demand is excellent. Creamery prints are 25 cents, and dairy 22 to 23 cents. Cheese is showing a stronger tendency, but jobbers are looking for lower prices. Eggs are coming to hand in sufficient quantity to supply the local demand. Selected stock is quoted from 19 to 20 cents. Sugars remain unchanged.

Business generally is considered quite satisfactory for the season of the year, and there is quite an improvement in collections, particularly at the points along the coast.

TO INCREASE MEMBERSHIP.

Toronto, June 22 —A campaign for increased membership, with "four thousand before September first," as a slogan, is to be launched by the local branch of the Retail Merchants' Association. The first meeting of the new executive board was held last Friday night.

PACIFIC COAST PICNICS.

Vancouver, June 22. — The grocers both here and in Victoria are preparing for their annual picnics. These gatherings are a good thing to bring the members of the associations together in a social way, and when the members know each other better personally it is much easier to secure co-operation in the methods by means of which the organizations seek to attain success.

The Vancouver event will be held on July 1st at the exhibition grounds, and preparations are going ahead with the programme. The date of the Victoria picnic has not been decided.

ROSS ON POTATOES.

British Columbia Its Own Best Market.

Vancouver, June 22.—Canadian Trade Commisioner Ross, who reports from Australia, may know conditions in the Antipodes, but he lacks knowledge of conditions in British Columbia.

In his report to the department at Ottawa, he announces that there is a fine market for British Columbia potatoes in Australia this year. He overlooks the fact that the best market for British Columbia potatoes is in British Columbia. It will be many a day before there are enough for export. As it is, potatoes are being brought here from all over the North American continent, and even at that they are selling from $50 to $60 a ton, three times the average price.

The potatoes grown in this province are not by any means sufficient for the trade, and each year there are large importations. This spring, perhaps, the stringency was greater than usual, but as winter passes away each year, the price of potatoes climbs to at least $40 or $45. This season, before the seed was well in the ground, agents of Vancouver commission houses were in the field at Ashcroft, dickering with the farmers for next fall's crop. The price offered was $16 a ton, and this, compared with fall prices, is reasonable. The commission men will hold them very probably until the spring, when the price will be at least double that.

POSTPONED HOLIDAY IN LONDON.

London, Ont., June 22. — Because Thursday happened to be one of the best market days of the week here, the grocers decided to close only during the afternoon of Coronation Day. The stores were kept open on Wednesday afternoon, the clerks sacrificing the half-holiday to make up for the closing upon the following day. It is proposed to close all day Dominion Day, which falls on a Saturday.

INFORMATION FOR BUYERS.

Laporte, Martin & Co., Ltd., wholesale grocers, Montreal, are offering a fine supply of the celebrated canned vegetables and soups made by "La Fabrique Internationale de Conserves Alimentaires," le Soleil, at Malines (Belgium). This firm has been awarded gold medals at many International Exhibitions. Their brand of products Le Soleil are of standard reputation.

Pickles Pickles

Quality Guaranteed

Why pay high prices for other goods when ours are better than the best and sell at a popular price, allowing you a good margin of profit?

DOLLARS AND CENTS

That's what you are looking for, Mr. Grocer, and we are in a position to show you how to make them.

BE ON THE LOOKOUT

for the gilt label and blue label, our marks of perfection.

Stocks are carried at Montreal. All orders will receive prompt attention. Write for further particulars.

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¶ For over 131 years these well-known preparations have been made only at the company's mills (the largest in the world) at Dorchester, Mass., U.S.A. In order to keep pace with the rapidly increasing demand for its goods in the Dominion of Canada and the British Provinces, a large mill has been put in operation in Montreal.

¶ With the finest possible equipment of modern machinery, with the accumulated experience of more than a century and a quarter in the selection and blending of cocoa beans and by the employment of a perfect mechanical process of manufacture, consumers and dealers are assured that *the uniformity of quality and delicacy of flavor which have made these goods the standards of the world will be maintained.*

¶ To facilitate the distribution of goods, selling offices are located at Montreal, Winnipeg and Vancouver.

We guarantee the absolute purity of these goods under the pure food laws of Canada

WALTER BAKER & CO., LIMITED

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Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

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Importers and Roasters of High Grade Coffees.

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We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

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TRY A

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The remarkable success of this package is the wonder and admiration of the trade. This success is the best guarantee that it will pay you to recommend Red Rose to your best customers.

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Besides possessing an alluring daintiness, delicacy and flavor not always to be had even in good things, they are nicely packed and labelled in a factory of cleanliness, and are a delight and temptation for every customer.

Kitchener Brand goods always keep sweet under all conditions of temperature.

They sell and pay to sell. Stock this popular line and watch your canned goods profits go up.

The Oshawa Canning Co., Limited
OSHAWA - - - ONTARIO

Protective Associations Grow in the West

Secretary of Lethbridge Business Men's Protective Association Explains What is Being Done by Way of Organizing on the Prairies—The Probable Formation of Provincial Association—What This Organization Does for Members.

By B. L. Cope, Secretary Lethbridge Business Men's Protective Association.

Merchandising takes a big step forward every time the merchants of any one place join in a movement to beat the "dead beat." One of the pleasing features of the business situation in the prairie provinces is the gradual dawning of this fact upon the dealers of almost every place of any importance. We have had a protective association in Lethbridge for some little time, and on June 8th Calgary dealers fell into line when they formed the "Calgary Business Men's Protective Association." It is of this protective movement I desire to speak.

The dealers in Calgary were totally ignorant of the real aims and scope of an organization of this kind, simply because nobody had taken the matter up with them. Edmonton men have had an association for several years but never recognized the fact that the more of these bodies we have in the West the more useful they will be. I was only appointed to this position on the first of March and the first point I realized was that it must spread all over the West to be most effective.

Scattered Letters Broadcast.

With this idea in view I wrote to several of the larger places in the province asking them if they had an association, or any idea of organizing. I also wrote to all the big cities along the south coast of the United States and worked inland as well till I had succeeded in getting a good idea of what they did. Finding out that they had state associations south of us and a provincial association west of us, in British Columbia, I at once got to work with our larger centres of population showing them the idea of organizing local associations and the taking up of the matter of a provincial association the same as other parts, when we had enough of them. Up to the present time I have succeeded in organizing Taber, about thirty miles east of here, and Macleod, about the same distance west, and, as I have already stated, organized Calgary on June 8th. I have had no trouble so far in getting this done wherever the merchants know what the organization is and does.

What the Idea Is.

Our idea is to have the province mapped out into districts and the biggest town in that district handle its district, and in this way we hope to cover the whole of the west, not Alberta only but Saskatchewan as well. Manitoba has the Western Retail Association to take care of its interests. Then the locals can report to their provincial headquarters and the headquarters of each province can work together and in that way we hope to spread the net all over the west and south as far as is possible. At the present time I am working with every known organization from Winnipeg to the west coast and south as far as Los Angeles and inland in the States to the State of Montana, which is directly south of here.

Only Ten Years Behind.

We are only about ten years behind the times in this move for they had these organizations to the south of us for that many years and the wholesalers have had them for over thirty years. The association in Portland, Oregon, was organized in 1878. This is the wholesalers' association. The work of our association among the retailers is exactly the same as it is among the wholesalers, for it performs the same functions in that it protects them from unworthy customers, deals with legislation that would be detrimental to their interests and keeps in touch with everything of this kind. In some places they even go so far as to employ an engineer of their own to keep a check on the city engineer, also employ a solicitor of their own to advise them on all legislation.

Since the re-organization of this association here we have done a vast amount of good and hope to continue to do so as long as there is any call for it, which will be a good many years yet. We have stopped the "Dead Beat" from living on our merchants, have asked for an amendment on our Transients Trades License, which was most unfair to the local merchants the way it was, and have put the ban on all fake advertising, to say nothing of numerous other little points that have been brought up and dealt with.

The future of these organizations in this province is assured and in another month I expect there will be a meeting held in Calgary for the purpose of completing the provincial association.

The dues of the Lethbridge Association are $2 per month, and each merchant pays 5 per cent. for all collections made by the efforts of the association whether paid to the secretary or to the merchant.

Merchant's Monthly Report.

Number 20.

To the Secretary,
P.O. Box 122, Lethbridge.

Note.—Copy to be mailed to the secretary not later than 10th day of each month.

Name.	Address.	Amount.	Code.	Remarks.
Anderson, G	Lethbridge.....	19.50	R	Laborer
Andrews, A.	Lethbridge.....	45.80	R	Carpenter
Ackland, G.	Lethbridge.....	54.60	S	Plasterer
Ashcroft, B.	Lethbridge.....	85.80	X	Contractor
Armstrong, A. ...	Wanted	106.50	X	Painter

"R" means if man wants goods "requires cash." "S" means "slow pay." "X" means "no good or additional information on application to secretary."

Each merchant has a number. It is 20 in this case, and the list is, as you will note, addressed to the secretary. If this list was lost or came into the hands of any other person than the secretary it would not give any clue as to who had sent it in or made it up. It is a confidential list, and the secretary keeps the numbers so as to be the only person to know who the list belongs to.

Each merchant sends in this list of delinquents on this form not later than the 10th of the month, as you will note, and then we have our executive meet and go over the lists, the secretary only seeing the list and reading out the names. In this way a lot of unknown information is gleaned, such as where the person is employed at the time, or where they live, etc. All names turned in are then notified on the prescribed form, a copy of which is reproduced, and at the end of the ten days allowed for settlement a complete list is made of all unpaid accounts and each member gets a copy of this. This is the monthly list of undesirable customers, which proves of exceptional value to the members of the association.

The occupation should always be given, as it will avoid any possible mistake if there should happen to be two persons of the same name in the same place, the one a barber and the other a lawyer or any other trade or profession that might be mentioned.

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

Tea Lead

(*Best Incorrodible*)

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

McLean's Cocoanut

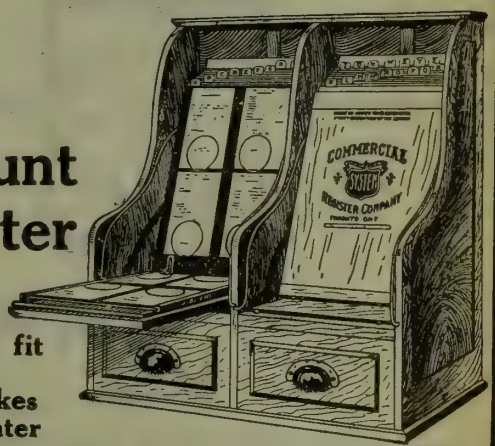
ALWAYS SELLS WELL BECAUSE IT IS PURE AND OF EXQUISITE FLAVOR.

The Canadian Cocoanut Co'y



Sole Makers, Montreal, Quebec.

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

GUNNS QUALITY BRAND

HAMS — LARD — BACON — SAUSAGE

Pon-Honor Products

G

The Seal of Public Approval

Pon-Honor Products represent the highest possible standard of excellence —choicest selection, perfect flavor, appetizing and satisfying.

Try them and be convinced

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

HAMS

Last week we advised you that prices would advance and our prediction has been more than realized.

We now think they will be still higher and remain high for the balance of the season.

Cooked Ham trade is now on. Let us have your orders early.

F. W. Fearman Co. LIMITED

HAMILTON



Jersey Evaporated Milk

being enriched by greater evaporation will keep fresh longer after opening the cans than any unsweetened milk.

The salt sea breezes and excellent grazing lands accounting for the special richness and flavor of Reindeer Jersey Milk.

Your jobber will ship this brand if you specify "**Jersey,**" and charge you factory price. Five cases prepaid to any station.

REINDEER LIMITED

TRURO - - - CANADA

ORIGINATORS AND PRODUCERS

REINDERR MILK — REINDEER CONDENSED COFFEE

JERSEY EVAPORATED MILK — REINDEER CONDENSED COCOA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Live Hogs and Provisions are Higher

Steadier Live Hog Market—Advances Made in Provisions — Good Demand From All Centres—Smoked and Cooked Meats Selling Well—English Bacon Market is Steady—Butter is Plentiful, but Steady in Price.

A steady and a higher market on live hogs continues this week and in sympathy with the upward movement in hogs of the past two weeks, a stronger tone to provisions and lard with advances in different lines is reported from all centres. Cables are good and a satisfactory trade is being done in all sections of the country, eastern packers having recently received some substantial orders from Western Canada. Smoked and cooked meats are going out in increased quantities and with the smaller stocks prices are firm. The English bacon market maintains a steady position while live hogs in the Western States are also steady.

A better tone is in evidence in the butter market in general and while no change has taken place in quotations at most centres, there is, however, a stronger feeling noticeable. This is explained by an increased export demand of late, while June butter is more sought after than the earlier varieties as the quality is considered better.

Eggs are reported plentiful from various centres, with a steady and active market, but conditions show no change over last week. A considerable shrinkage is in evidence already and of course this will become larger as the summer advances.

MONTREAL.

Provisions.—Higher prices for different lines of pork, dry salt meats, cooked hams and others are noticed, due to increased demand and also to the fact that supplies have not been as heavy as necessary to meet the present requirements.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10¾
Cases, tins, each 10 lbs., per lb	0 10¾
" " " 5 " "	0 10¾
" " " 3 " "	0 11
Pails, wood, 20 lbs. net, per lb	0 10¾
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10¼
Tierces, 375 lbs., per lb	0 10¼
One pound bricks	0 11¼
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10
" 5 " " " "	0 10¼
" 3 " " " "	0 10¼
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 09¾
Tierces, 375 lbs., per lb	0 09¾
One pound bricks	0 10¾
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 24
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14½
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 17
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	7 50 7 75
dressed, per cwt	10 25 10 50

Butter.—An increased export demand has lent strength to the butter market. Prices are firmly held, the general demand is considerable and the market is steady.

New milk creamery	0 22 0 23
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 18 0 19

Eggs.—The market is steady and active. Receipts are liberal, the demand is maintained and on the whole the conditions show no change over last week.

New laids	0 19 0 20
Selects	0 22 0 23

Cheese.—Locally, cheese is firm with returns from the country boards showing an extensive production. Prices are steady, but with the firmer feeling at the boards increased prices are not unlikely here.

New make	0 13
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—Business in provisions is quite good, a satisfactory city and country trade being done with substantial orders from the West also. Upward again has gone the price of hogs with quotations at country points reaching as high as $7.10. However, the opinion has been expressed by more than one packer that they have gone the limit for the present. Lard is up ¼ cent per pound, while long clear is also stronger at 11 to 11¼. There is a big demand for smoked and cooked meats at firm prices, the latter having stiffened up to 24 cents. Heavy mess and short cut has, however, moved in the opposite direction, while trade in these lines just now is not brisk.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 16 0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 16 0 16½
Medium hams, per lb	0 15½ 0 16
Large hams, per lb	0 13 0 14
Cooked hams	0 23 0 24
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 19 0 20
" pea meal	0 25
Heavy mess pork, per bbl	18 00 20 00
Short cut, per bbl	20 00 22 00
Lard, tierces, per lb	0 10 0 1 ¼
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 10½
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	7 10
Live hogs, local	7 40
Dressed hogs	9 25 10 25

Butter.—Butter continues to arrive in large quantities, the quality of the shipments being good. While all firms have not made changes in quotations, the tone of the market is firmer. This is explained by the fact that June butter being of a better quality is in greater demand in general. Prospects are still reported bright for a good sized make during the summer.

	Per lb.
Fresh creamery print	0 21 0 24
Creamery solids	0 20 0 22
Farmers' separator butter	0 18 0 19
Dairy prints, choice	0 16 0 18
Fresh large rolls	0 15 0 16
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 15 0 16

Eggs.—The supply of eggs is plentiful and while prices are easier at country points, quotations are maintained here as there is considerable shrinkage being experienced which becomes greater as the weather becomes warmer.

New laid eggs	0 18 0 20

Cheese.—Following the steadiness reported at country boards last week, prices for new make are up ¼ cent here this week, bringing large new cheese up to 12¼ cents. Some old Stiltons are obtainable at 15 to 16 cents.

New cheese—		New twins	0 12½
Large	0 12½	Old Stiltons	0 15 0 16
Old cheese	0 14½ 0 15		

Poultry.—While rather quiet, the usual trade is being done. Fowl and broilers command the largest proportion of the trade, the latter bringing 25 to 30 cents.

Fowl	0 14 0 15	Broilers	0 25 0 30
Geese	0 14 0 15	Ducks	0 17 0 19
Chickens	0 18	Turkeys	0 16 0 18

WINNIPEG.

Provisions.—Trade continues active in all lines, but there is little new in prices. Live hogs are holding steady both on the local and Chicago markets, which has resulted in the decline of lard being checked, and the low point is regarded by some to have been reached. Cured and dried salt meats remain firm at last week's advance, and there has been little difference noticed in the demand. Prices are as follows:

Hams, large	0 14½	Tomato sausage per lb	0 10
Hams, medium	0 15½	Pork sausage	0 09
Breakfast bacon backs	0 19½ 0 20	Beefs usage	0 07½
Breakfast bacon bellies	0 13 0 18½	Lard, in tierces per lb	0 11
Shoulders	0 13½	50-lb. tubs	5 65
Short rolls	0 15	20 lb pails	2 30
Long clear sides per lb	0 12½	10-lb. pails, cases	7 05
Boneless backs, per lb	0 15½	5-lb pails, cases	7 15
Mess pork, bbl	22 00	3-lb. pails, cases	7 20
Mess pork, ½-bbl	12 50	Compound, 20-lb pails	2 20
		Steers heifers, abattoir killed	0 11 0 11½

Butter.—The market is holding steady at last week's decline, and supplies of creamery in boxes are increasing rapidly. Dairy butter has also declined from 1 to 2 cents, and while the supply is fairly heavy, the demand is extremely light. Retailers in large cities refuse to handle dairy made goods, as they claim they can never count on getting fresh, sweet, sound butter.

Creamery butter—	
Manitoba fresh-made creamery bricks	0 21
Manitoba fresh-made, boxes	0 19½
Dairy butter—	
Strictly No. 1, delivered Winnipeg	0 15 0 16
No. 2, delivered Winnipeg	0 11 0 12
No. 3, delivered Winnipeg	0 07 0 09

Eggs.—The supply of eggs has fallen off somewhat which has brought about an advance of one cent per doz. Strictly fresh eggs are extremely hard to secure and are being retailed in the city at 30c. a dozen. Fresh eggs, known as Manitoba fresh, but not guaranteed as strictly fresh, are being bought at 19c. per doz., and jobbers claim that they are not securing as much as they would like at this price.

Cheese.—The demand for cheese continues firm, little is offered, and dealers are still quoting 10½c. per lb., delivered in Winnipeg. It is expected that factory owners will endeavor to bring about an advance in price by holding off their supplies. Old Manitoba and Eastern cheese can still be secured at 13 to 13½c., and 14 to 14½c. respectively.

Poultry.—The poultry market is quiet, as the native grown supply is very light, and just now the summer trade is also on the light side. Eastern poultry is always on hand, but great efforts are being made to improve Manitoba conditions. An agricultural special demonstration train is touring the province at present, and during the last weeks two expert eastern poultry men who have been touring the western provinces, joined the train. They were Prof. F. C. Alfred of the MacDonald College, Quebec, and J. I. Brown, manager of the poultry department of the Gunn, Langlois Co., Montreal. These two gentlemen are handling the poultry question three times a day at the various points where meetings are held, as it is the intention of the agricultural authorities to boost this industry as much as possible during the next few years.

LIVE POULTRY — DELIVERED AT WINNIPEG.

Boiling	0 10	Turkeys, lb.	0 14

EASTERN POULTRY

Smiths Falls turkeys	0 24½ 0 25	Boiling	0 17
Chickens	0 21	Geese	0 18

RETAIL GROCERS' PICNIC.

(Continued from Page 40.)

to speak. There was a tree about a mile away, and "Billy" wanted that cut down before he got really under way because he evidently feared he would have to collide with it before the emergency brakes could be got to work.

But the travelers didn't do a thing to the grocers in the relay race. That aggregation composed of Phil Brown, G. Patterson, C. Collins, C Kimpton, J. Smith, C. F. Grant, F. G. Danby, F. Cowan, C. Lang and T. E. Trope. Wow! The grocers say they were tired out anyway from all the winning they had to do during the day and that they simply had to hand something to the wholesale crowd, but, oh what's the use.

It was an all-round good day. Cold going down in the morning, the sun came out about noon and during the afternoon there were a good many who wished it somewhere else. But it didn't rain as some people expected and it was a pleasant time that was spent. The Caledonians who were in town and holding forth at Polo Park, seemed to be glad of that fact. But as we were about to remark the afternoon came to an end at last, and the crowd that trooped aboard the fast vessel for the run home will never be so very young again.

NOTES ON THE SIDE.

Dave Bell was quite at home in his old town.

Bailey Snow was unquestionably the ladies' man for the day.

Dave Clark made a splendid starter. But history has it he made a very poor finish in the 100 yards. "Too Fat."

Frank Johnstone "the big chief" caught the fair ones at the tape.

Bob Davies showed the travelers his reasons for adopting his new name, "Joe Kelly."

Milton Cork would make a good sprinter if he could only "settle down."

Jerry Burns left his "specs" at home.

Dick Van Loon was all but "Knighted" by royalty in Cobourg, except for the slip of tongue, "I'm Dutch."

Dave Radcliffe and Fred Mason are a good combination on the "lone hand" deal.

West Williams is some singer.

Jack Wright's lungs are O. K. yet.

One grocer bought 4 doz. strictly new laid eggs at 15c a doz, broke 10, cracked 3, swallowed 3. What was the net cost per doz.?

C. Wilson passed a loaded cigar to Harry Brown. The crash came later.

Charlie Bellinger has a sad story to relate of The Empty House.

Dickie Matthews proved himself the dark horse in the race for Grocers.

Donald McLean visited all the clergy in Cobourg.

"Freddie" Thorne was a busy man, but found time to pick up 100 lbs. of granulated sugar. "Easy money, Fred."

"Billy" Miller acted as megaphone artist, and won't do it again, he says.

J. S. Bond, alias "Condor Charlie," was the chief judge and his decisions were never questioned.

DISPUTE ON EARLY CLOSING.

Opinion Divided on Question in St. John.

St. John, N.B., June 22.—There is still no settlement of the dispute concerning the Early Closing By-Law, and it is causing considerable discussion. A meeting was held this week by those opposed to the movement and it was decided to defy the law and remain open after the appointed hour of closing, 7 p.m. This was done by several dealers, and the consequence was that the police reported them. Among the number were a few grocers.

In the majority of cases, however, the grocers are in favor of the early closing enactment, and are not in sympathy with those seeking to have it repealed. The public interest in the matter is quite keen, and difficult to judge accurately, as opinions are divided, but there is a united feeling that little corner groceries kept by widows, cripples, or aged people, should not be compelled to close, as most of their little trade on which they are dependent takes place after seven o'clock.

CLOSING IN FREDERICTON.

Fredericton, N.B., June 22.—The agitation for a half-holiday on Thursday during the summer has been successful, and the merchants in all lines of business have agreed to close their premises and give themselves and their clerks a half day respite each Thursday during July and August. The action arises out of a canvass made by Ald. Hooper, Guthie, and W. A. B. McLellan, who interested themselves in the matter.

HOLD JULY THIRD.

Berlin Merchants Subscribing to a Fight Fund.

Berlin, Ont., June 22.—The Berlin grocers have been the leading spirits in an agitation as the result of which a motion was put through the Retail Merchants' Association meeting that will result in the stores in Berlin being kept open on Dominion Day, as it falls on Saturday, but Monday following will be observed as a holiday. Saturday in Berlin is important to all the retailers, owing to the exceptionally large market here, bringing farmers from all points within a radius of twenty miles, some coming even from outside the county. However, it was only by a majority of one that this action was decided upon, the others wanting to have the market changed to Friday. The majority felt that this would not prove a success. There appears to be, however, some dissatisfaction.

The grocers of Berlin, and in fact practically all the merchants, have joined in liberally subscribing to the fund being raised to fight the Co-operative Societies' Bill again before the Dominion House. The announcement by the president of the Scottish Co-operative Society, William Maxwell, now in Canada in the interests of the bill, that he has assurances that make him confident that the bill will carry in the house, has had the tendency of awakening the retailers here to a sense of the danger that threatens them.



THE PROFIT.



A first class profit is made on MAGIC BAKING POWDER when purchased in proper quantity to secure the benefit of the special trade discount. It is extensively advertised and sells readily—your customers get an article that pleases them, and dealers have the satisfaction of supplying to their trade pure and wholesome goods. ***Easy selling qualities*** and a ***lasting profit*** is the result.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does ***NOT*** contain Alum.

E. W. Gillett Company Limited

Winnipeg. TORONTO, ONT. Montreal.

We Have Been Telling You

for some time about the value to you of stocking and selling a certain DUSTLESS SWEEPING COMPOUND called

SOCLEAN

Are you taking advantage of the business and *profits* this offers you? It has no superior as a dust absorber, germ killer, carpet and rug cleaner.



Particulars furnished by your wholesaler or write us direct.

SOCLEAN LIMITED

444 King St. West
TORONTO

PHONE ADELAIDE 1584

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

McVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

AGENTS for British Columbia and Alberta:
DONNELLY, WATSON & BROWN, Vancouver & Calgary

Hand Soap Boxes

We have special equipment for turning out Hand Soap Boxes in large quantities and in any style of decoration. Let us figure on your requirements.

American Can Co.
MONTREAL - - - HAMILTON

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

Western Canada Ships Flour to Japan

Shipments to Ports in Japan—Hope of Permanent Trade With Orient—Flour Prices Continue Steady — Trade Not Brisk — Wheat Continues to Fluctuate—Rolled Oats Steady — Decrease in Visible Oat Supply in Canada.

A steady demand, but without any particular briskness is the general report of the flour trade from the different centres in regard to domestic trade. Export business is quite slack, although some bright spots make their appearance from time to time.

From Winnipeg comes a report of further shipments of flour to different ports in Japan. For the past few months business has been done with different parts of the Orient, shipments being made via Vancouver and the hope is expressed that a permanent trade be worked up in this part of the world for Manitoba flour.

The feature of the wheat market is its irregularity. Advances and concessions are continually taking place and after a week's fluctuation, the market is practically back to the position held a week ago. Under favorable crop reports, quotations eased off somewhat on Saturdat last, but at the beginning of the week, alarming reports of a black outlook for crops in South Dakota caused a sharp advance in Chicago which resulted in a hardening of prices on Canadian markets.

The world's wheat shipments last week amounted to 10,960,000 bushels as against 12,512,000 bushels the previous week and 7,200,000 a year ago. The visible supply of wheat in the United States on June 19th was 25,643,000 bushels as compared with 15,104,000 last year and 12,923,000 bushels in 1909.

The oat market continues steady with export trade fair. The Canadian visible supply decreased 1,135,000 bushels last week. Trade in rolled oats is of a hand to mouth character.

MONTREAL.

Flour.—The market is without any new feature. There is a steady demand from retailers, prices appear to be steady, but otherwise things are uninteresting.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—The market is stationary. Demand is well maintained and there is a firm undertone to the situation, which, however, lacks any new feature.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—The flour situation shows no particular change from a week ago, the same steadiness continuing, but the market is void of any marked firmness. As usual for this season the demand is not overly brisk.

Manitoba Wheat.		
1st Patent, in car lots		5 10
2nd Patent, in car lots		4 60
Strong bakers, in car lots		4 40
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals.—No new features bearing on the general cereal situation are evident. Rolled oats remains quite firm but without any change.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls	2 75
" 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 75 1 90

WINNIPEG.

Flour.—Considerable improvement has taken place of late in the demand for flour both for domestic and export. Mills are all working full time now. One of the largest milling companies in the city is making a shipment of high grade flour to the Orient from Vancouver next week. The flour is to the order of a merchant at Yokohama and Kobe. Oriental demand for high grade flour, has during the last few months, improved considerably, and it is the opinion of those who are in the trade that successful shipments can be made monthly in the future. Large shipments are at the present time going to Suva and Fiji, via Vancouver. Local market continues firm and prices are unchanged, namely, 1st patents, $2.65 per 98 lb. sack; 2nd, $2.45; strong bakers, $2.25; 1st Clares and common grade, $2.25.

Cereals.—It is surprising how the demand for feed continues to keep up. In spite of the ideal weather for the growing of hay and pasture the demand for feed is fully equal to the supply. A good volume of business is being transacted and a fair demand is still prevalent from the east. The fact that an active business is in circulation and that stocks are not heavy, keeps the price up and no change has taken place from last week. Rolled oats is also steady, and quoted at $1.90 per sack, standard and guaranteed oatmeal $2.40, and cornmeal $1.75.

Bran, per ton	18 00
Shorts, per ton	20 00
Chopped Feeds—	
Barley, per ton, in sacks	25 00
Oats	25 00
Earley and oats	25 00

An effort is being made to organize the retail merchants in Barrie, Ont.



Mooney's
Perfection Cream Sodas

are known for their lasting crispness. They ALWAYS reach you in perfectly fresh condition because we make it a point of honor to ship only stock that will increase the goodwill of our customers.

The MOONEY
Biscuit & Candy Co.
LIMITED

Factories at
Stratford, Ont., Winnipeg, Man.

MAPLEINE is now



Thoroughly Established in Public Favor as
The Flavor de Luxe
for
Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home.

Be sure that it is on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto
Crescent Manufacturing Co., Seattle, Wash.

Practical Methods in Retail Stores

Calgary Man Believes Handling Only First Quality Butter Will Bring Increased Trade—Chatham Man Suggests Treatment for Confectionery Window—The Fruit and Green Goods Department of Vancouver Establishment.

Makes Specialty of Butter.

Calgary, Alta., June 22.—A local grocer makes a specialty of handling only first quality butter and believes that it attracts a good deal of trade for him. This merchant in speaking in reference to butter said: "For various reasons the butter trade is one which every good grocer should want to cultivate and see growing. It causes customers to have faith in you, when they can rely on you for choice butter all the year round. Another reason is that since butter is on the table at every meal, and is used for a great variety of purposes, there is a big sale for it which should mean a big profit for the dealer. If you are getting a customers' butter orders, you are very liable to get a large percentage of their other trade too. Another reason is that the butter on the table is often praised by a visitor to the house and the question: 'Whose butter do you use?' is invariably asked. And if it is your butter, you have secured a splendid advertisement."

Build up Confectionery Trade.

St. John's Nfld., June 22.—A local grocery firm having been giving more than ordinary attention to confectionery during the past year and have been so well satisfied with results from that department that they have set apart a section of their store to meet the increased trade in that respect.

When they first began this department they started in lightly with a few kinds of the best chocolates and as the demand increased, the quantities and number of lines were increased. The section devoted to candy is not large but it is compact and adequate. A show case has been set apart entirely for confectionery and the shelves behind it bear only candy. The sweet goods are therefore practically apart from the general groceries, and being compact makes a pleasing display that attracts customers.

Covers Confectionery With Mesh.

Chatham, Ont., June 22.—"Now that the warm weather is coming, the grocer will be finding it timely and yet difficult to display cakes and biscuits to advantage," remarked a merchant the other day. "This is especially so when the flies come in. In summer time cakes and buscuits are quite in order, and should make an attractive showing in a window; but I'm afraid a window display of assorted biscnits with a hundred or more flies buzzing about, isn't quite so attractive to the buyer as it is to the flies.

"I've found it a neat thing to cover my display with a light netting, preferably white, with a very large mesh. Sometimes I spread it over a series of little uprights, a foot more or less in height, so that it forms a sort of tent. Beneath this the cakes and biscuits can be arranged on plates, or in any way that strikes the fancy. The netting, having a large mesh, doesn't obscure the view to any great extent; in fact, it has a sort of toning effect, just the same as toning in a photograph, and I really think adds to the attractiveness of the display and gives the buscuits a tasty appearance that they soon lose in an open window. Further, it keeps off the flies.

"Then where the tent effect is secured in spreading the netting, the arrangement is in itself suggestive of camping out. You can help that effect by the use of display cards: 'Just the thing to take for lunch,' or something like that. Occasionally I have covered each plate of biscuits with a little netting tent of its own, which is an attractive variation. The same idea can be used where goods of this sort are displayed on counters; while the netting can be used to advantage even inside the silent salesmen. It is useful for quite a number of lines besides biscuits. Cooked ham is an instance; also confectionery. Of course it is a bit of a hindrance when you want to sell direct from the display; but with biscuits you sell from the box."

Sells Lemon Drink.

London, Ont., June 22.—Just because a grocer sells lemons and sugar is no reason why he should leave to the druggist the trade in fruit extracts, as the experience of a London merchant shows. This grocer sold almost 300 ten-cent bottles of a standard line of lemon drink one Saturday, recently.

At the same time he was turning over a goodly number of packages of grape juice put up by another firm, and there is no sign of the primitive lemon going out of fashion either.

Specialized on Cheese.

Montreal, June 22.—His cheese trade is one of the specialities in the business of Chas. E. Box, a Westmount grocer. He obtains his cheese from a maker in Ontario and depends entirely upon this source of supply. The cheese he offers his customers is, therefore, as uniform as can well be expected. It is a fine Canadian cheese, and it really built up its own reputation. Mr. Box supplied foodstuffs for different affairs, his cheese among them, and this means together with the regular store trade soon increased the number of enquiries. Even new customers were gained by this method. They came for cheese but remained for crackers and a dozen other lines. This idea of specializing in some particular line has helped more than one grocer.

Profits From Fruit and Green Goods.

Vancouver, B.C., June 22.—A local dealer considers his fruit and green goods department a very profitable portion of his business. "Many of my best customers," he declared recently, "have been brought to dealing with me regularly through the medium of my fruit or green goods department. Often I have a display of these lines in my window and a customer will see them and come in to purchase. I take great care that only the best quality goods are allowed to go out, and as a result this brings me returned trade. This is only a beginning. When customers have purchased their fruit, I introduce some other line to them and in this way I often gain regular customers. Then the department itself pays a satisfactory profit because I exercise judgment in ordering supplies, so that there will be no left-overs. Of course there is some loss in this manner but care in buying and quick turnover will eliminate a good deal of it."

Advantages of Association.

Fredericton, N.B., June 22.—That the dealer should remember the advantages of association in the sale of groceries, is the belief of a local merchant, who says it will be of benefit to them.

"If you sell a customer fruit, it at once suggests sugar and the grocer should mention sugar to the customer. In the same way, flour suggests yeast, meats suggest sauces, oysters suggest crackers, etc. Quite often when a customer orders one of these, she can also be sold the article associated with it, if the clerk will only introduce it."

"This is also of use in the advertising of goods. If you are advertising fruit, add to it sugar and scalers, and if your ad. is such as will sell the customer fruit, they will very likely also purchase either sugar or scalers or both. Another example is the combining of maple sugar and pancake flour, as one of these articles helps to sell the other."

By Appointment to

His Majesty
KING GEORGE V

Established 1817

Macfarlane Lang & Co's

"Coronation Biscuits"

The Biscuit which should be in every Loyal Household throughout the Dominion.

Samples and full particulars from

SNOWDON & EBBITT, . . . **325 Coristine Building, Montreal.**
NEWTON A. HILL, ... **25 Front Street, Toronto.**
MASON & HICKEY, ... **287 Stanley Street, Winnipeg.**
The STANDARD BROKERAGE CO.,
852 & 864 Cambie Street, Vancouver, B.C.

Authorities are After Vendors of Questionable Food

Winnipeg, June 22.—During May 1,578 inspections were made here of premises where food is stored, prepared, or offered for sale. As a result, 22 prosecutions were instituted, and convictions secured in every case. Of these, ten were for dirty premises, four for bread exposed to dirt and dust, and two for bread below the standard weight.

Foodstuffs to the amount of 19,719 lbs. were condemned and ordered destroyed during the month. Among the chief items were 1,263 lbs. of meat, 4,350 of fish, 3,075 of fresh fruit, 4,860 of vegetables, 1,152 of butter, 1,500 of lard, 1,175 of canned goods, 375 of candy, and only 45 lbs. of eggs.

Ice Cream Selling.

The selling of ice cream from push-carts has been prohibited. It may now be sold only from glass-enclosed receptacles, and then only in cones. Street vendors have also been prohibited from selling soft drinks in glasses, as they have no facilities for the washing of glasses and dishes. Drinks can be sold by the nomadic vendors only in bottles. The report of the chief food inspector points out that ice cream from push-carts gives a very high bacterial count, and when retailed in such a manner is not above suspicion. Warning has been given to drivers of bakers' and other rigs that they will be held personally responsible for the cleanliness of their vehicles and methods of handling foodstuffs.

TO GROW FRUIT IN LABRADOR.

Blueberries, gooseberries, cranberries and fruit will soon be growing on the desolate Labrador coast if C. Martyn Spencer, a graduate of an agricultural college in Montreal, is successful. Spencer, who is a cousin of Dr. Wilfred T. Grenfell, the noted medical missionary of Labrador, sailed from Boston recently on the mission schooner Lorna Doone for the Labrador coast, where he intends to devote his life in teaching the people of that barren land the rudiments of agriculture.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

DEALERS IN FRUITS

PINEAPPLE time is preserving time. See that you have ample stocks to meet the ever increasing demand. We are also headquarters for choicest VALENCIA ORANGES.

ORDER NOW

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

We are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

BUYERS OF WOOL

When house flies abound

WILSON'S FLY PADS

are the thing to clean them out.



A Healthful, Invigorating Non-Alcoholic Tonic

E D S

The tonic value of pure grape juice is well known and highly commended by practically every physician of eminence in the world.

An excellent drink for everyone whose occupation is mentally fatiguing or whose constitution is at all in need of healthful stimulation.

The main consideration in buying grape juice is its purity. You can make absolutely sure of purity by asking your wholesaler for



"E.D.S." Brand
Grape Juice

It is the delicious, unfermented juice of luscious, ripe, Concord grapes, crushed right in the vineyard where they are grown.

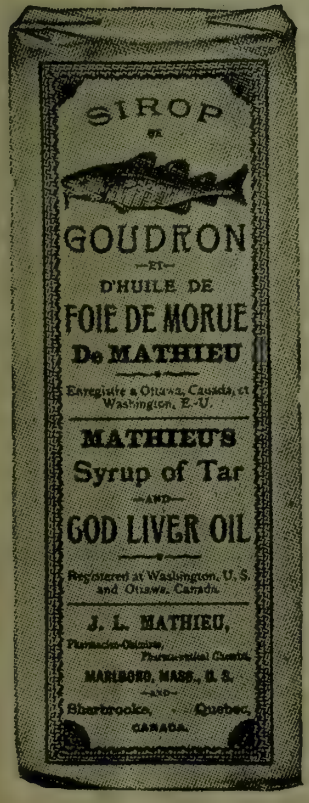
Our goods bring results for the grocer. Their quality is published in very expensive advertising to the consumer, making the demands heavier and continuous.

If you are not handling these goods, write for information. "E.D.S." products are quick sellers.

Made only by

E. D. SMITH AT HIS OWN FRUIT FARMS WINONA, ONT.

AGENTS: N. A. Hill, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



MATHIEU'S SYRUP
of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

You Are Making A Huge Mistake in paying duty on imported goods

Encourage Home Industry.

Macaroni
Vermicelli
Spaghetti

Our goods are guaranteed equal in quality to those imported from France, and are made by men who have come direct to us from that country.

Don't You Want to Save Money?

L'ETOILE

("Cie Francaise de Pates Alimentaires.")

6-9 Harmony Street, Montreal.

WATERMELONS

First arrivals show up in good shape; let us have your orders early.

Lots of

LATE VALENCIA ORANGES

Also car very Fancy Navels,

Messina Lemons,

Tomatoes, Cucumbers,

Cabbage, New Potatoes,

Grape Fruit, Bananas, etc.



25-27 CHURCH ST TORONTO
are Largest Receivers

Verdellis

The First Shipment for the Season arrived.

The Finest are packed under

"St. Nicholas"

and

"Home Guard"

but

Puck, Kicking

and **Leaf** brands

are very fine.

Buy Tranizzi's Verdellis

They're the Goods.

J. J. McCABE

AGENT

TORONTO, ONT.

Scarcity Sends Potato Prices Upward

New Potatoes Higher in Price—Virginia Potatoes Open High—Old Stocks Scarcer in Montreal and Toronto—Prices Higher—Lemons Firm—Good Demand— Home Grown Strawberries Selling Well—Sale of Pines is Curtailed—Canadian Cherries Arrive Also—Peaches, Plums, Apricots and Watermelons on Market.

The dealer should now have on hand plenty of delicacies with which to coax the lagging appetites of his customers. From all sections of the continent the wholesale fruit men have collected a big list of dainties calculated to please the palates of the consuming public. Most prominent is the home grown strawberry, excellent in quality and reasonable in price. From various parts of Canada cherries are also being received, while from California are coming supplies as well as peaches, apricots and plums. watermelons are coming from Florida, tomatoes from Texas and Mississippi. while new potatoes are being received from Florida and Virginia.

Lemons continue firm under a steady demand created by the warmer weather, and stocks are again being cut into. "If this weather continues," declared one dealer, "I am afraid that some dealers will be caught again with short stocks with the same result as before."

Pineapples have been going out freely but the demand is now being curtailed somewhat by the arrival of other fruits on the market. The pines this year have run to a large extent to small sizes while the larger ones are the best sellers. Despite the fact of smaller arrivals, pines in New York last week were a little easier, so that some dealers have expressed the opinion that there may be slightly lower prices again.

Texas and Mississippi tomatoes are about done but Tennessee will be sending along shipments in a few days. The demand for tomatoes on the whole continues quite favorable.

Stocks of old potatoes are getting rather scarce and consequently dearer. This week advances in price are noted on both the Toronto and Montreal markets, scarcity of supplies both spot and throughout the country being given as the reason. Winnipeg also reports a curtailment of shipments to that point. New potatoes are also higher in price, Virginia which are now starting to be shipped, having opened at a higher figure than for several years.

MONTREAL.

Green Fruits.—New California fruit is arriving now, car load lots being the present order. Apricots, peaches, cherries and plums, comprise the list with prices opening at a fair figure. Canadian strawberries are being received in good condition and as usual sell at various prices depending upon circumstances which change frequently. Otherwise the market is steady. Lemons are firm with a fair demand. Grape fruit, bananas and pines are moving freely.

Apricots, California, crate	2 35	2 75	**Oranges—**		
Apples, bbl.	6 00	8 00	Valencia	3 75	4 50
Spies	7 00	8 00	Sorrento	2 75	3 50
Bananas, bunch	1 65	1 85	Mexican	1 75	2 00
Bananas, crated	2 00	2 25	Peaches, California crate	2 75	3 00
Cherries, California, crate	2 50	3 00	**Pineapples—**		
Cocoanuts, bags	4 25	4 75	Floridas, case	2 50	3 50
Grape fruit, Flo.	3 00	4 75	Plums, California crate	2 75	3 00
Lemons	4 50	5 00	Strawberries, Canadian	0 09	0 12
Limes, a box		1 75			

Vegetables.—Tomatoes are now at $1.40 to $1.50 with a good demand in spite of the fact that prices are not more favorable. Demand for the smaller vegetables is good. Old potatoes are rather scarce and are consequently dearer.

Beans, hamper		5 00	**Onions—**		
Beets, doz		1 25	Egyptian, bag	2 50	3 00
Carrots, doz		1 25	Bermuda, crate		3 [illegible]
Cabbage, crate	3 00	4 50	Florida potatoes, new, per bbl	7 25	8 50
Cucumbers, bas.	2 50	3 00	Potatoes, bag		1 40
Cukes		2 00	Parsley, doz		0 60
Garlic, 2 bunches		0 [illegible]	Parsnips, bag	1 00	1 25
Green Peppers, small basket		1 25	Radishes, dozen bunches		0 30
Leeks, doz	1 75	2 00	Spinach, bbl		1 75
Lettuce—			Tomatoes, flats	1 40	1 50
Canadian lettuce per doz		1 50	Turnips, bag		1 50

TORONTO.

Green Fruits.—Lemons continue steady in price on this market with quotations the same as last week. It has been excellent lemon weather and with a continuance, dealers expect at least a steady market. Pineapples are at the moment a little stronger but prices are easier in New York. The demand has been curtailed somewhat by the early arrival of strawberries and other fruits. Watermelons are a little lower this week with a fairly good sale. Late Valencia oranges are going out at $3.75 to $4.00, while a few navels are also obtainable but the orange trade just now is not overly brisk. Canadian cherries are more plentiful at 75c to $1.00 for ordinary stocks while choice are bringing higher values. California peaches and apricots are arriving in limited quantities with the former at $2.00 and the latter at $4.00 per box of about six dozen. Texas tomatoes are nearing an end but Tennessee will be coming along in a few days. Canadian strawberries are quoted at 8 to 11 cents, which is higher than at one time last week when big shipments were sent to the market. It is at present an intervening time between when berries are falling off in one district and starting in another. The heaviest shipments will be over in a

week and a half according to several dealers.

Bananas	1 00	1 75	Pineapples crate	3 00	3 50
Cocoanuts, sack	4 75		Strawberries—		
Grape Fruit—			Canadian, qt.	0 08	0 11
Florida per case	4 50	5 00	Tomatoes, 4 box crate	1 50	2 00
Lemons—			Rhubarb, doz.	0 25	0 40
California		3 50	Cherries, 10-lb. boxes		3 00
Messina	4 50	5 00	Peaches, 6-dozen boxes	2 00	2 25
Limes, box		1 25	Apricots, 6-doz. boxes		4 00
Oranges—			Cherries, Canadian, 11-q. bsk	0 75	1 00
Late valencias	3 75	4 00			
Med sweets	3 00	3 50			
Navels, large	3 00	3 50			
Navels, small		3 75			

Vegetables.—The big change of the week has been the upward movement in potatoes, a sharp advance from $1.10 to $1.25 per bag having taken place. Scarcity of stocks is the reason assigned, a recent inspection of general stocks having brought dealers to recognize this fact, with the resulting advance in price. "Spot stocks are scarce," said one dealer, "while the quantity in the country is small. Instead of receiving car lots, we get 40 to 50 bags at a time. I expect to see potatoes go even higher because it will be some time before new ones become reasonable in price." Imported new potatoes have taken a sharp upward

Fruit For Dominion Day

PLACE ORDERS EARLY.

CALIFORNIA FRUIT

1st CAR EXPECTED MONDAY

Peaches, Plums, Apricots, Cantaloupes, Oranges, Lemons, Bananas, New Potatoes, Watermelons, Peanuts.

Everything in the line for the Holiday Festivities.

"God Save The King"

WHITE & CO., Limited

TORONTO and HAMILTON

CHERRIES

ENGLISH (sweet)
EARLY RICHMOND (preserving)
ARE NOW READY

STRAWBERRIES

WILL HAVE A FEW THIS WEEK.

Canadian Early Vegetables

Wax Beans, Peas, Cucumbers, Cabbages, New Carrots, Beets, &c., are in good supply

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS

HAMILTON, ONT.

PHONES 1990—2700—3200

Home Grown Strawberries

Receipts of Canadian Berries to date have been heavy, and the quality excellent. Send along your orders.

Oranges, Pines, Bananas, Tomatoes, New Potatoes

Received our first Verdelli Lemons this week.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



HOT WEATHER **LEMONS** COOL DRINKS



LEMONADE---Most cooling, most refreshing, most economical summer drink. Suggest it to your customers. When ordering lemons mention Buster Brown Brand---the Pinnacle of Lemon Culture. Our Verdellis are beautiful.

W. B STRINGER, Can. Sales Agent

FOLLINA BROS., Packers
MESSINA, Palermo

turn in prices also, and are higher than for several years at this time.

Beets, Louisiana doz.		0 75	Onions— Texas, case		2 00
Canadian beet, bag	0 60	0 75	Egyptian, sack		2 50
Cabbage, South Carolina		3 50	Potatoes, Ontario, bag		1 25
Carrots, new, box 3 to 4 doz.	1 75	2 00	Potatoes, new, hamper	2 00	2 50
Cucumbers, hamper		2 50	2 bush. bags	4 00	6 00
Wax beans, hamper		2 25	Parsley, per doz		0 75
Green beans, hamper		2 00	New turnips, per 11-qt. basket		0 50
Lettuce, Canadian, head	0 25	0 30	Asparagus— Canadian, doz.	0 75	1 00
			Spinach— Hamper	0 35	0 50

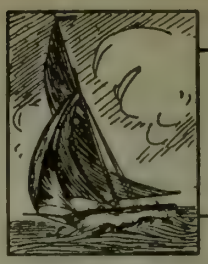
WINNIPEG.

Fresh Fruits.—The arrival of Hood River strawberries which is always looked for with much anticipation by the wholesalers has been the event of the week in this line. The berries are reof good shape and juicy, but the crop is reported to be limited, and the price will remain high. Quotations are at present $4 to $5 per 24-quart crate. Other lines of strawberries are practically off the market, and some speculation as to the time of arrival of Ontario berries is at present being indu,ged in. Trade in other lines cantinues active, and few changes will be noticed.

Florida grape fruit, box		6 00
Bananas, bunch	3 50	4 75
Navel oranges	3 50	4 75
California lemons, crate	6 00	7 00
Messina lemons		5 00
Hood River strawberries, 24 qt	4 40	5 00
Tennessee strawberries, 24 qt		4 50
Florida pineapples, case		4 50
Cal. black cherries 10 box		3 50
Cal. white cherries, 10 box		3 50

Green Vegetables.—A few changes of interest have taken place on the market, the most noticeable of them being the advance in the price of potatoes. Prices are now $1.10 per bushel for small lots, while in 10 and 20 bushel lots $1, and farmers' loads per bushel, 80c.; Ontario potatoes in carload lots are selling at from 90 to 95 cents. Some stocks of fresh carrots, beets and turnips are all being received from the Mississippi Valley in boxes. Native supplies of radish, lettuce, and onions are fairly large, but parsley is scarce. Spinach is also very plentiful, and a big reduction has taken place. The season on the whole is regarded to be specially early when compared with last year, and as a result supplies are being brought on the market from two and three weeks ahead of last year.

Native mint, per doz	0 30
Native green onions, doz	0 20
Native parsley, per lb	0 35
Native lettuce, per doz	0 30
Native watercress, doz	0 35
Minnesota cucumbers, doz	1 25
Texas cucumbers, doz	0 90
Mississippi tomatoes, crate	1 75 2 25
American radishes, doz	0 45
American head lettuce, doz	1 75
American garlic per lb	0 30
Native spinach, lb	0 8
New cabbage, per lb	0 06
Florida celery, per crate	4 25
American peppers, basket	1 00
Native rhubarb, lb	0 02
Florida beans, 20 lb. boxes	2 50
Mississippi carrots, per box	2 50
Mississippi beets, per box	2 50
Mississippi turnips, per box	2 50
Native mushrooms, per lb	0 35
Native asparagus, per doz	1 10
Native radishes, per doz	0 20



Fish - Oysters



Heavy Lobster Catches in Cape Breton

One Report Says the Largest in 20 Years on That Coast—Factories Running Full Time—Regular Summer Demand in Evidence—Mackerel Catch Slackened on Nova Scotian Coast—Ice Jams Interfere With Newfoundland Fisheries

Supplies of fish are generally good, with the exception of such lines as are naturally becoming short. The demand shows but little change, and is the regular summer demand. The price is satisfactory, and is quite ordinary, a fact that accounts largely for the present demand. Although fresh fish are bringing the most business there is still quite a demand for other lines, such as smoked, prepared and salt fish.

The mackerel catch has slackened on the Nova Scotian coast, while a large proportion of supplies has been shipped to the Boston market, where they command a good price. One report says that lobster fishery on the Cape Breton coast is the best in 20 years. Nearly all the factories in that section are running full time. Lobsters are quite plentiful on New Brunswick markets. Fishing on the north coast of Newfoundland has been interfered with considerably by the ice jams.

QUEBEC.

Montreal. — Fresh fish are coming in freely enough for the present demand, with haddock, cod, halibut and whitefish dividing up the present trade. Brok trout are about finished, with the price holding firm. Gaspe salmon are coming more freely with the price reduced below last week's.

Fresh mackerel are receiving considerable attention just now and are delectable.

FRESH

Alewives (shad herring) per 100 fish		2 00	Halibut, express per lb	0 09	0 10
Bluefish, per lb.		0 10	Salmon, P.C., lb		0 18
Dressed perch, per lb		0 10	Salmon, Gaspe lb		0 15
Dressed bullheads, per lb.		0 10	Shad buck, each		0 30
Mackerel		0 08	Shad, roe, each		0 60
Haddock, per lb		0 04½	Sea trout		0 10
Haddock, fancy shore, per b	0 05	0 05½	Sea bass, per lb.		0 10
Steak cod headless, per lb		0 05	Lake trout, lb		0 11
			Brook trout		0 25
			Pike, per lb.		0 08
			Pickerel or dore		0 11
			Whitefish, lb		0 11

FROZEN

Codfish	0 07	0 03½	Salmon, B.C., red	0 09	0 10
Haddock		0 03	Gaspe salmon per lb.		0 15
Halibut, per lb.		0 09	Qualla salmon		0 09
Pkie round lb		0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each.		0 07
Pike, dressed & headless, cases 150 lbs., per lb		0 06	Whitefish, large, lb	0 07½	0 08
Gras pike		0 05	Whitefish, small		0 06
Steak cod		0 04			
Mackerel	0 11	0 12			

SALTED AND PICKLED

Labrador sea trout, bbls	12 00		Salmon, B.C., red, bbl		14 00
Labrador sea trout, half bbls	6 50		" " pink, bbl		12 00
No. 1 mackerel, pail		2 00	" Labrador, bbl		16 00
½ bbls		8 00	" " ½ bbls		8 00
Scotia herrings, No. 2, bbl			" " tres., 300 lb		21 00
Lake trout, half bbl.		6 00	Salt eels, per lb		0 07
Choice mackerel half pail		2 00	Sea trout, ½ brl		8 50
			Sea trout, bbls		12 00
			Scotch herring		6 00
			" " keg		1 00
			Holland herring, ½ bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00	13 00
XXX Shell Oysters		10 00
Lobsters, live, per lb		0 35
Oysters, choice, bulk, Imp. gal		1 40
" bulk, selects		1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7,	9, 10
Shredded cod, 2 doz. in box, per box		2 00
Skinless cod, 100 lb. case		6 75

NEW BRUNSWICK

St. John.—Lobsters are not being received here as plentifully as some of the dealers would wish, and various reasons are attributed for this fact. This is a season when in other years they have been secured in fairly large quantities, but so far this year they have been none too abundant. From 15 to 40 cents each is the price being asked. The shad season is ended so far as fishing in the harbor is concerned, but it is expected that there will be a run of river shad for some time yet. Salmon are fairly plentiful, and are offered at from 16 to 26 cents.

ONTARIO.

Toronto. — Considering the warm weather, the local fish trade is fairly good. True it is that orders do not run into any large amount, but business is quite steady in character. Fresh fish are capturing the larger percentage of the trade, with halibut and trout the favorites. Prices continue quite steady.

FRESH CAUGHT FISH

Steak cod		0 07½	Fresh caught white		0 10
Fresh halibut		0 07	Fresh caught herring		0 05
Perch		0 05	Haddock	0 06	0 07
Fresh trout		0 09	Pickerel		0 10

FROZEN FISH

Goldeyes	05		White fish, winter caught	0 08
Pike	0 05		Yellow pickerel	0 08½
Pink sea salmon	0 08	0 09	Mullets	0 04
Round red "	0 09		Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40		Haddie, Finnan	0 08
Shredded cod	2 25		Pickled lake herring, 100 lb. kegs	2 80
Cod, Imperial, per lb	0 06		Quail on toast, per lb	0 07
Fillets, per lb	0 12		Shrimps, per gal	1 25

WINNIPEG.

Winnipeg.—There is little new in the fish market, except that supplies of fresh fish continue to increase. An excellent demand for both fresh and smoked fish is reported by the wholesalers, and no great change is expected at present.

FISH (FRESH)	
Salmon, per lb	0 16
Halibut, per lb	0 10
Fresh lake trout, per lb	0 12
Lake Winnipeg white fish, per lb	0 09
SMOKED FISH	
Kippered herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring per keg	0 68
Fillets of haddock	0 12
Smoked cod	0 14
Labrador herring, ½ barrels	4 25
Bloaters, per box	1 50
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08½

NOVA SCOTIA.

Halifax.—The trade in mackerel was brisk during the early part of the week, but since then has slackened off. Nearly forty thousand mackerel were landed here on Monday, and they were quickly bought up. The majority of these fish were iced in barrels, and shipped off to Boston. They are retailing on the local market at 20 cents each. The lobster fishery on the Cape Breton coast is the best for twenty years. More than 60,000 lobsters were packed in one factory at Alder Point, during the past week. Nearly all the factories are running on full time, and it is expected that the total pack will be the heaviest for some years.

Outside of mackerel, the trade in fresh fish is a little on the dull side. The haddock that are being marketed are of poor quality and the cod are only fair. There is not much sale for halibut in the warm weather. Salmon are much scarcer than usual, for the season of the year. On the smoked fish line, fairly good sales are reported, but stocks are light, only sufficient being on hand to fill orders. The salt fish trade remains practically unchanged.

The barquentine Fanny Bresleur sailed from here to-day for Santos, Brazil, with a big cargo of fish. She took 4,364 tubs and 15 boxes of dry cod. The cargo is valued at $40,000.

NEWFOUNDLAND.

St. John's.—The latest news from the Labrador coast report north-east winds prevailing, with a solid jam of ice extending from Battle Harbor to Indian Harbor, unbroken since the winter. It will be seen that with the prevailing winds, it will be impossible for schooners to proceed farther north than Battle Harbor for some time. A few days off shore winds would no doubt make a desirable change. Whales have been reported plentiful off the Newfoundland coast. The best catches for cod for the season have been made recently on the local grounds, particularly to the northward. There is also a good sign of fish in Placentia Bay. Around Point Verde boats had from 3 to 5 quintals each. Salmon also continue plentiful on the local grounds.

Codfish, large and medium merchantable, per qtl.	6 50
" small " "	5 50
" large Madeira "	6 50
" small " "	5 50
" large and medium West India	5 00
" small " per qtl	4 50
" Labrador "	4 00
" shore cured	5 50
Haddock "	6 80
Herring, No. 1, large barrel	4 00
" medium	3 20
" small	3 00
Ling	2 80
Lobsters, No 1 flats, case 48 1-lb. tins	4 00
Salmon, per case 48 1-lb. tins	15 00
Salmon, No. 1, large and medium, tierce	5 50
" No. 2, large	18 00
" No. 3, large	16 00
" No. 1, small, "	14 00
" No. 2, small	18 00
" No. 3, small	16 00
" 48 1-lb. tins, per case	14 00
Cod Oil, hardwood casks, tun	5 50
" softwood " "	111 00
Cod Liver Oil, gallon	102 00
	0 70

DRIED APPLES

We have a few hundred pounds of Dried Apples for sale.

O. E. ROBINSON & CO.
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer

"Brunswick" Brand



Pure Sea Foods

Sea Foods, owing to the greater care given to their selection and packing, are growing in popularity each season. Are YOU getting your share of this profitable trade? No line gives the same satisfaction as "BRUNSWICK BRAND"---the brand with the natural fish flavor.

Look to your stocks! The Profit is a "well-worth-while" one!

Here's the full line:—

¼ Oil Sardines.	Kippered Herrings.	Finnan Haddies.
¾ Mustard Sardines.	Herrings in Tomato Sauce.	Clams, Scallops.



CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay, & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Honesty in Business the Only Policy

Just a Few Instances Calculated to Show How Dealers Have Repeatedly Suffered in the Past Through Resorting to Dishonest Tactics—The Short Weight Man — The Add-to-Price Man—The Inferior Goods Man—The Merchant Who Lied to Only One Customer.

By J. W. B.

HONESTY in his business is the only policy possible for the dealer who wishes to succeed. Honesty in his goods, in their weight, in his recommendations of goods, and in everything connected with the business, are essential qualities of the grocer who wishes to retain his customers' confidence. This is necessary if a business is ever to expand. "Tricks of the trade" are all right, providing such do not verge on dishonest methods, but it has been proven that a merchant cannot succeed with dishonest practices. He may keep them unknown for a time, but they are bound to leak out, and reaction will follow.

It Comes Back.

One of the things that come back to the dealer with manifold reaction is short weight.

In a country town, not many years ago a dealer held a sale of a staple line of groceries at a very low price, lower in fact than other grocers could buy the same article. He was an unscrupulous merchant, one of those who cannot see far ahead, and he figured that he would get out even, because he intended to shortweight each parcel a little. Of course, the price being low and the article a staple one, all the housewives in that town hastened to avail themselves of the chance to purchase the goods at such a low price. It attracted many customers to his store, and he did an enormous business. He chuckled to himself at his cleverness, and pacified his conscience by calling it a "trick of the trade."

The Pair of Scales.

However, one of the housewives to whom he sold, kept a pair of scales in her pantry, and when she got home she placed the parcel on the scales. What was her feeling when she found she had been short-weighted. It was not a very large amount, only a quarter of a pound on twenty, but she was angry. The grocer had deliberately deceived her. She decided that she would no longer deal with him.

But it did not stop there. It did not only affect one customer. This customer when talking with her neighbor, told of the parcel that had been short weight. Of course, the story spread, and soon that small amount which was really short, grew to monstrous size, and all the ladies of that town began to look with distrust upon this grocer. Slowly, but certainly, like some dreaded disease, this rumor of short weight tore down the reputation of this dealer, while he, unconscious of the reason, wondered what was wrong with his business.

The "Inferior Goods" Man.

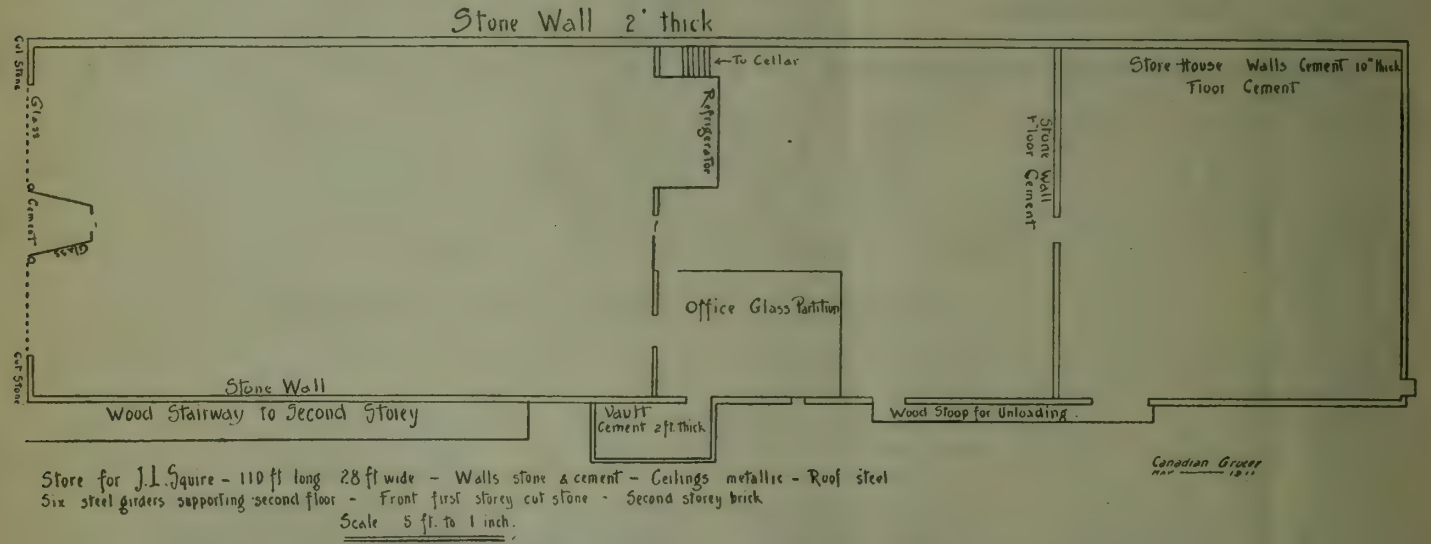
Then there is the merchant who recommends inferior goods because they bring him a little higher rate of profit. The grocer who says: "This is the best that can be bought," when he knows it is not, may escape often, but there are many times when he will not.

In a grocery not long ago a customer asked for pineapple in heavy syrup. The merchant had nothing but that in the light syrup, and he did not like to lose the sale, so when the customer asked: "Is that in the heavy syrup?" he assured her that it was. This lady, however, used a lot of pineapple, and when she opened the can she knew that the grocer had deceived her. She was angry, because she had asked him for certain if it was in the heavy syrup, and she decided to deal with a grocer on whom she could depend.

Adds to Price.

Another class of grocer will add a little to the price whenever he gets a chance.

A lady went into a store to buy an article of which there is not a great deal sold. She was not familiar with the price. This grocer, seeing a chance to make an extra ten cents, charged her that much more. When she was in another store she saw the same article sold at ten cents less, and on enquiry at other stores found the same to be true. She decided that she would withdraw her trade from a store that stole an extra five or ten cents whenever they got a chance.



PLAN OF J. L. SQUIRE STORE, NORWOOD, ONT.

The illustration given above is that of a true sketch of the building occupied by the retail establishment of J. L. Squire, in Norwood, Ont. The neat and compact arrangement may be noted as showing what can be done in a small community along the line of producing a store as convenient as may be constructed for the outlay. The building is 110 feet long by 28 feet in width, and is divided into three compartments. The ceilings are metallic, the roof of steel, with six steel girders supporting the second floor. The walls are of stone and cement. In the compartment at the rear all the heavier goods are stored.

Grocer's Encyclopedia - Arrowroot

How Indian Medicine Man Discovered Its Remarkable Properties When Employed to Offset the Effects of Poison From Arrows—How It Grows—Methods of Preparation—For Children and Invalids.

One hundred years and more ago when the Indians made war upon each other, they used poisoned arrows that the wound might be more fatal. The old Indian doctors, however, found that the roots of a plant, if used soon enough offset the poison and this plant became known as arrowroot. Since then a great many uses have been discovered for this root and in a powdered form it is now sold in the grocery store.

Arrowroot is an article which as yet is not handled to any great extent in the majority of stores, but which, on account of its food value and numerous uses is sure to forge its way to the front. Perhaps one reason for the demand not growing as much as is warranted lies in the fact that the substance itself and its uses are not well known to either the dealer or the consumer. However, the merchant who gives it a little study should be able to work up a nice trade in this line.

What It Is.

Arrowroot is a dry powdery and nutritive starch made from the pith of the roots of plants of a certain type grown in the West and East Indies, Bermuda and Port Natal. Being easy of digestion it is a food for children and invalids while it can be used for making up an endless variety of table dainties, being excellent for custards, cakes, puddings, blanc manges, soups, gravies, sauces, etc.

The arrowroot plant is cultivated in much the same manner as potatoes. The ground is plowed, harrowed and laid out in drills about six inches deep and three feet apart. In these drills the roots are set about every 8 inches, plowed over, and harrowed. It grows two or three feet high with branching stems, broad pointed leaves and small white flowers. These fleshy roots when a year old are about a foot long and as thick as one's finger. They are dug up, washed, peeled, grated or crushed between rollers, followed by the drying process which leaves the manufactured article.

An exchange has the following to say regarding arrowroot: "The health giving virtues of pure arrowroot are acknowledged by all who have studied the nature and value of the various food substances provided for the use of mankind. In point of nutrition it is a leader, while its easy digestibility and delicious taste render it an ideal article of general food It is to these special qualities that arrowroot owes its fame as a strength restorer to invalids and as an effective source of vigor and health for growing children. But it is much more than this: it is just as useful and as necessary an article of diet for men and women as for children and in homes where it is in regular use, it is held in the highest esteem for the splendid health results that it yields."

Its Preparation.

Another report on arrowroot says: "When good, arrowroot is a light opaque white powder, insipid and inodorous and will keep many years in a dry place. When it is rubbed between the fingers it produces a slight crackling noise, something like new snow being pressed into a snowball, and when mixed with boiling water it swells up into a consistent jelly. Arrowroot is less apt to become sour during digestion than any other farinaceous foods, hence its use for the sick and the delicate. When pure, arrowroot is perfectly soluble in cold water but if adulterated a starchy sediment results. There should be no froth when boiled."

To prepare plain arrowroot, you first mix the arrowroot in a basin with a little cold water or milk. Boil milk and pour it boiling on to the batter, stirring constantly till it thickens, then sweeten with sugar. The proportion to use is 2 cupfuls of milk to 2 dessert spoonfuls of arrowroot. Flavoring may also be added if desired. It can be made in this way in an instant and is very nice served with stewed fruit.

Arrowroot is especially rich in vegetable salts and albumen, two of the essentials to human health. These properties, moreover, are presented in arrowroot in their most palatable form. It is easy of digestion and this together with its pleasing taste, should be a strong argument for the dealer to use in pushing its sale. A careful study of it, with its usees and method of preparation followed by an effort at selling should result in a much larger sale of this article.

Selling Tobacco as a Grocery Side Line

Reasons Advanced Why Average Dealer Has Lost His Grip on Trade in Smokers' Supplies—Rise of the Druggist and Barber —How He Can Recover the Ground That Has Been Lost by Carrying Good Stock and by Systematic Display.

There doesn't seem to be as much tobacco sold in grocery stores as there used to be. Whatever the reason the dealer seems to have become indifferent to this class of trade. Generally, the show case in which "the weed" and its accessories are kept looks dusty and ill-cared for, and not calculated to create in the ordinary man a desire to become owner of part of the contents.

Time was when every grocer, at least those located in the smaller country towns, villages, and in the country itself, used to drive quite a thriving trade in tobacco. Romance seemed to cling around the bright tin cans from which he was wont to bring out the supply of fragrant goods. Everybody trusted the grocer and the smallest member of the family then could be sent to the store to get the "baccy" in perfect confidence. He always was given what he was sent for.

But now all this has been changed. The trade, such as it is, seems to have receded into one or two stock lines, and the cases in which these are kept are not redolent of care. It may be that the grocer of fifteen and twenty years ago took his tobacco trade for granted and accordingly stood helplessly by while the drug and other stores reached out successfully, after the business. He used to say: Oh well, you see the drug stores stay open longer than we do, and the boys can drop in there and get their tobacco until late at night. He also applied the same line of reasoning, or rather excuse; when the confectioners commenced to take away what of the wreck that remained. But that was not the whole reason It was a little handier to be able to "drop in" to the drug store or the ice cream emporium and get what tobacco was wanted. It wasn't however, altogether because they kept open until nearly midnight. It was because they handled a larger and more varied assortment—kept in fact practically everything one could want in the tobacco line. One did not have to be content with "plug" in the drug store; as in the grocery, and one could also buy a package of cigarettes or an excellent cigar or a good pipe there. That was pretty much the real reason, although the dealer could not, or would not, see it that way.

In the cities it is a mighty small barber shop that has not its silent sales-

man given over to tobacco and smokers' needs, and also its shelves loaded with goods from all parts of the world. The barber and the druggist seem to be able to divide up the trade with the many little shops handling "smoke and chew" goods, in all parts of the city. Of course there are besides the three or four big houses, with branch stores, to whom the bulk of the "pernickity" trade goes, and where the most fastidious taste can be served. But the barber and drug shop tobacco business seems to be in quite a prosperous condition.

Doesn't it seem almost time the grocer was beginning to secure a little of this good trade? He won't be able to get it all back, but in city, town and village there is a great deal of floating demand he can secure if he will only take the necessary trouble. The results are bound to be good. But he can't do it at all, and there's not much use in his trying unless he carries a stock that will meet the average desire.

The average smoker to-day smokes a better cigar and uses a better line of tobacco than did the average smoker of twenty years ago. His cigarettes must have the picture of some voluptuous Oriental beauty on the case or carry the name of some foreign maker, and he must be surrounded with photographs suggestive of romance when he makes his purchases. Generally speaking, he buys more and a better grade of goods when that is the case. He likes to choose his stuff out of a clean, neat show case, and he likes to think that the stuff he smokes is the object of continuous care on the part of the dealer. That is only human nature.

Surely there is nothing in all that for a grocer to fear. He doesn't have to carry a tremendous stock but just a little of many lines, until he is able to graduate the demand into exact proportions. He must keep his goods under glass, whether it be on the shelves or in a silent salesman. It would be next to useless for him to hide it all under the counter. He must, if he is going to attract custom, make an occasional window display. No one will take offence at that any more because smoking is no longer a fad but a fact, and the average woman would have no fault to find in such a move. There should also be a few show cards at prominent points in the store telling of the stock and reminding the male customers that the goods can be secured there.

If a grocer wants to go in for good lines of cigars he should have a few big humidors so that he can keep his stock in good condition. And he should advertise the fact, that he does so. If he is going to handle pipes let him get a good variety of good makes and not be content with job lots that cannot be sold to any real tobacco dealer. All these little things are important, and the grocer, even he who does not smoke, will soon discover that the smoker exercises about as much care in choosing his tobacco, as his wife or mother does in selecting the groceries for the family.

GROCERY STORE PHILOSOPHY.

It is just as important that customers be well treated as that they be given good goods.

The greatest of all errors of store management is over-buying. It is one of the easiest to make and should be guarded against.

Advertising will govern what people say of your store to some extent but your treatment of customers will have even more to do with it.

How we do like to deal at the store of the cheerful, good-natured man, and how we hate to buy anything of the grouchy chap.

You can no more expect to let up and have the business continue going ahead than you can stop rowing and expect the boat to keep going on up stream.

The business man should not count on how much trade he transacted last week or how much he is going to do next week, but the amount he is doing this week.

The real business man does not wait for business to come to him. He goes out after it.

Making plans do not create business. It is carrying them out that brings results.

The Dominion Cocoa-Nut Butters, Ltd., has been incorporated at Montreal, with a capital of two hundred thousand dollars, to manufacture and import cocoa and peanut oils and butter.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

When writing advertisers kindly mention having seen the advertisement in this paper.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



The Finishing Touch

to the appearance of your store is given by the installation of an



ELGIN
National Coffee Mill

The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our catalogue:

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VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co,
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco
WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED
Hamilton, - - - - Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FOR SALE.

FOR SALE — Department Store in good Alberta town. Stock $25,000. Yearly turnover $100,000. Address, Box 1226, Calgary.

GROCERY BUSINESS FOR SALE in Windsor, Ontario. Stock $3,000. Will rent or sell property. Address Box 390, THE CANADIAN GROCER, Toronto. (30)

REPRESENTATIVES WANTED.

REPRESENTATIVES WANTED BY MAISON FRANCAISE for the sale of Comestible Oils. Apply, with references, to M. M. SCHWALBE & CIE, Marseille, France, and in French if possible.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited. Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

MISCELLANEOUS.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 " "		1 25
¼-lb. tins 4 " "		0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
2-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 65
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $3 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.





Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25

Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-1b. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

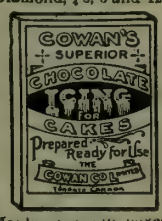
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple Buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½s	0 38
" ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " " ground			0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 2 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases dozen	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S



1 oz. (all flavors)	doz.	1 00	
2	"	"	1 75
2½	"	"	2 00
4	"	"	3 00
5	"	"	3 75
8	"	"	5 50
16	"	"	10 00
32	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

	Maple leine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		15 00

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

2 IN 1 Shoe Polish

The Polish OF Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.



The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.

FOR METAL SURFACES

of every description, there's no polish you can handle that gives the same satisfaction as

ROYAL POLISHES



They give a brilliant, lasting polish in the least time, with the least labour, and will not scratch the finest surface.

A Real Profit-Producer
Order a Supply To-day

Royal Polishes Co., Montreal

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

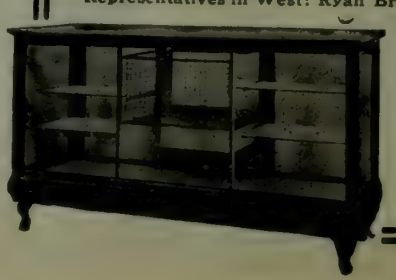
GOOD! IT'S MASON'S

Silent Salesman Refrigerator

One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	10 50
" " tins	½ kilo	100 tins	16 60
Extra Fins "	½ "	100 "	15 50
Tres Fins "	½ "	100 "	15 00
Fins "	½ "	100 "	13 00
Mi-Fins "	½ "	100 "	12 00
Moyens No. 2 "	½ "	100 "	10 00
Moyens No. 3 "	½ "	100 "	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 8s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILLE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 100 lbs., 3½ oz.	3 75 case
"La Luna," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case	50 lbs., 2 lbs.	per lb.	0 08
"	50 lbs., 1 lbs.	"	0 08
"	100 lbs., ½ lbs.	"	0 08
"	200 lbs., ¼ lbs.	"	0 08
Brl.	240 lbs.	"	0 07½
Keg	120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 27
Princess Louise, half case, 80 lbs	0 20

Ceylon Green Teas—Japan style—

Duchess, cases 60 lbs	0 24



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—	Doz.
Large size, 1¼ lbs	0 90
Small size, 10 oz	0 45

Packed 3 doz. in wood box

Jam	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz.	$2 50
Chocolate	(Straight) Contains 2 doz.	2 50
Vanilla	(Straight) Contains 2 doz.	2 50
Strawberry	(Straight) Contains 2 doz.	2 50
Lemon	(Straight) Contains 2 doz.	2 50
Unflavored	(Straight) Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 10
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 10
30-lb. tins	2 00
Cases 31-b	0 11
" 5-lb.	0 10½
" 10-lb.	0 10½

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 ½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 75
Dulo, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

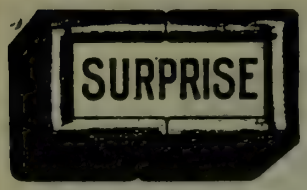
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
5 cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss— 1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch— Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6 75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $5.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

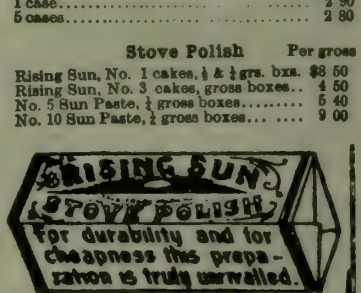
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.	Per case
No. 1, cases 60 1-lb. packages	1 case $2 85; 5 " 2 75
No. 2, " 120 ½-lb. "	1 case 2 [illegible]; 5 " 2 75
No. 3, " 30 1-lb. " 60 ½-lb. "	1 case 2 85; 5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03¼
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.



	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

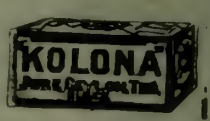


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP  SELLS

SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

Snap Co., Limited, MONTREAL Canada

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Why Not Now?

SEND IN YOUR

SALT

Order and so secure prompt shipment.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Here is More Convincing Evidence of the Far-Reaching Effect of Advertising in The Grocer:

An Eastern Manufacturer advertising a store equipment article (to be exact, a self-measuring oil pump) last week received a reply from Dawson City, Yukon.

Another manufacturer has received several replies from England. He advertises a book-keeping device.

A third had an enquiry the other day for samples of a food stuff from Scotand.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO JUNE 30, 1911 No 26



For Years Past

Colman's AND Keen's

Have Distanced All Competitors in

The Mustard Market

The Retailer who stocks both is making sure that he is featuring the MUSTARD the world is asking for.



MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul Street MONTREAL

Toronto Office: 30 Church St.

Tell Your Customers About Pie Crust!

Suggest to them that, instead of using all flour in making pie crust, steam puddings or dumplings, they mix with the flour a little

BENSON'S PREPARED CORN

and see how much better the result is. Benson's Prepared Corn, mixed with flour, makes delightfully light, flaky pastry. Your customers would be glad to have you tell them little things like this.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER



Toadstools Look Like Mushrooms

LOOK HERE!

IF YOU ARE NOT SURE WHETHER A PRODUCT IS A MUSHROOM OR A TOADSTOOL—LEAVE IT ALONE.

AS THE RESULTS OF EATING TOADSTOOLS ARE SERIOUS, SO ARE THE RESULTS OF SELLING YOUR CUSTOMERS TOADSTOOL PRODUCTS FOR MUSHROOM PRODUCTS SERIOUS.

IF YOU DECEIVE YOUR CUSTOMERS WITH TOADSTOOLS TO-DAY YOU WILL NOT HAVE THE OPPORTUNITY TO SELL THEM MUSHROOMS TO-MORROW. SO IT WILL PAY TO SELL THEM MUSHROOMS TO-DAY.

MACONOCHIE'S QUALITY PRODUCTS

ARE MUSHROOM PRODUCTS—NOT TOADSTOOLS

MACONOCHIE'S—Pickles, Peels, Fish, Marmalade, Worcester Sauce, Etc.

PAN YAN SAUCE AND PICKLE

(EXTRA CHOICE MUSHROOMS)

YOUR JOBBER HAS THEM -- YOU SHOULD HAVE THEM

FOR FURTHER PARTICULARS WRITE

CANADIAN AND UNITED STATES REPRESENTATIVES:

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

NEW YORK CHICAGO DETROIT

MONTREAL TORONTO

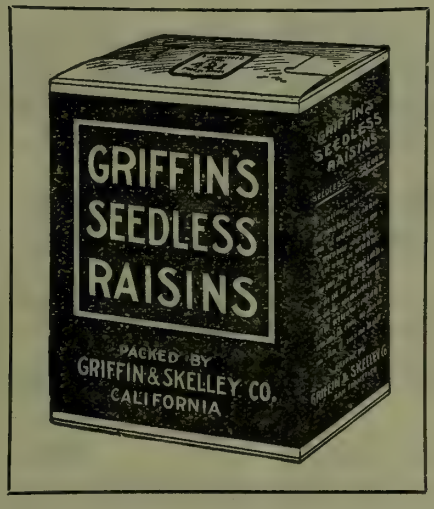
The Best—

Always the Best— Only the Best—

Raisin Perfection

Finest Flavor
Most Wholesome
Cleanest

Nothing superior is packed or grown—a flawless product.



What the consumer says:

"I find 'Griffin's' Seedless Raisins "the best I have ever used, I tell all "my friends how clean and nice "they are."

We have hundreds of such letters.

Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

But that is not all, because Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents


Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.


Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St,, LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
—
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal.
10 Garfield Chambers, Belfast, Ireland.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

A. F. MACLAGAN
Manufacturers' Agent
and
Commission Merchant
409 St. Nicholas Bldg., MONTREAL

Currants
on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Lind Brokerage Co.
73 Front St. East - - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals
Raw Sugar

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

When writing advertisers kindly mention having seen the advertisement in this paper.

J. F. EBY, President HUGH BLAIN, Vice-President

TO HELP YOU MAKE MONEY

Two Snaps in Sardines

Norwegian

Fish Monogram, to retail at 10c tin.

French:

Le Plage, to retail at 12½c. tin.

Our quotations are lower than that these or similar goods have ever been sold at.

"ANCHOR" Condensed Coffee & Chicory

As good as any line you are stocking, and at a price that shows you a nice margin of profit.

Sells at 15c. a bottle

A New Line "QUEEN ANNE" LAMP BURNERS

The best burner on the market. Gives 32 c.p. light and does not use any more oil than the ordinary burner.

Sells at 15c.

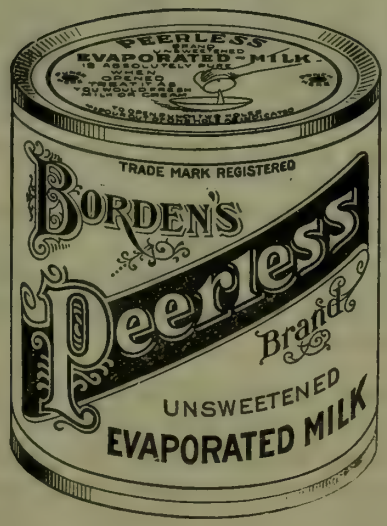
Pays you handsomely.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

Baker's Cocoa and Chocolate

ARE THE STANDARDS OF THE WORLD

53 Highest Awards in Europe and America



THE NEW MILL AT 1000 ALBERT STREET, MONTREAL



Registered Trade-Mark

¶ For over 131 years these well-known preparations have been made only at the company's mills (the largest in the world) at Dorchester, Mass., U.S.A. In order to keep pace with the rapidly increasing demand for its goods in the Dominion of Canada and the British Provinces, a large mill has been put in operation in Montreal.

¶ With the finest possible equipment of modern machinery, with the accumulated experience of more than a century and a quarter in the selection and blending of cocoa beans and by the employment of a perfect mechanical process of manufacture, consumers and dealers are assured that *the uniformity of quality and delicacy of flavor which have made these goods the standards of the world will be maintained.*

¶ To facilitate the distribution of goods, selling offices are located at Montreal, Winnipeg and Vancouver.

We guarantee the absolute purity of these goods under the pure food laws of Canada

WALTER BAKER & CO., LIMITED

DORCHESTER, MASS. MONTREAL, CANADA



Contain More—Cost Less

These four words are strong selling points for the brands that give your customer more quality and more quantity for their money.

"Simcoe" Brand Baked Beans

3's FAMILY SIZE, ALSO SUPPLIED IN FOLLOWING BRANDS :

Red Cross, Canada First and Quaker

are hand picked beans, prepared by a special process and packed solid, either Plain or with Chili Sauce; the sauces and spices used are chosen with exceeding care as to flavor and purity.

"Red Cross" beans are supplied also in 1's, 2's, 3's flats and 3's tall, making a size to suit large or small families and hotels. **The green label on the top of every can tells your customer that it contains more beans to the can than 3's flat sold at higher prices.**

Now that the season for canned goods is here, push and profit thereby by selling "Red Cross" brand Pork and Beans.



Dominion Canners, Limited
Hamilton, Canada

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT

PERRIN LONDON
CORONATION

KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good"; make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "No Broken Eggs" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

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Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's Strawberry Now Ready for Delivery.

Book your orders qu ckly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

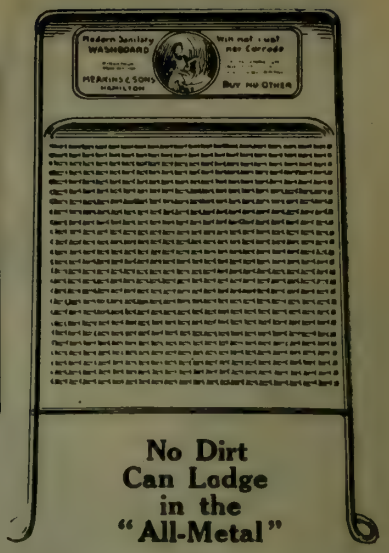
No Wood to Warp—

—No Joints to Come Apart

MEAKINS'

SANITARY WASHBOARDS

ALL-METAL CONSTRUCTION



No Dirt Can Lodge in the "All-Metal"

Highly sanitary; will not rust or corrode. Other excellent features commend them strongly to the woman who has used the old style.

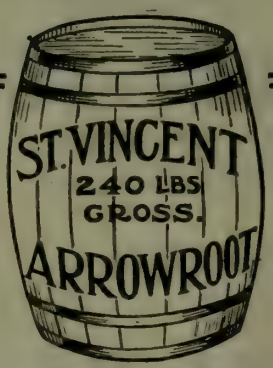
No nails or worn-edged metal facing. It's all in one piece.

Write for particulars and prices

Meakins & Sons, Hamilton, Ont.

St. Vincent Arrowroot

The Best Grade



An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Ass'n.

KINGSTOWN, ST. VINCENT, B.W.I.



IN CASE OF FIRE

The Insurance adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape to-day to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of The McCaskey Gravity Account Register System, the chances are you have none.

Only One Writing **The McCASKEY SYSTEM** First and Still the Best

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut out your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent errors in your account keeping. It prevents disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality, who tell us it pays for itself several times in the course of the first year it is installed.

A letter or postal card will bring you information without obligation on your side to purchase.

Better write to-day or tear out this advertisement, sign your name and address. We'll know you want information.

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The Sheldon School wants an opportunity to explain to you, **free of all cost,** how it is making thinkers out of men who before were mere plodders. Are you ready to hear the story?

The big prizes in the world of business, the **big positions,** the **big salaries,** are going to the men who can think ahead. "How to develop thinking ability" is a matter of training---training that you can acquire in **your spare time at home.**

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If you are seriously in earnest---write for **The Sheldon Book,** since you can do so without obligation or cost. This coupon brings it---mail it surely to-day.

The Sheldon School

1237 Republic Building, - - Chicago, Illinois

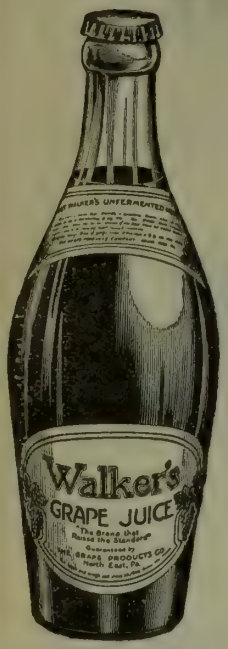
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Walker's
GRAPE JUICE

CLEAR. PURE.

A Beverage—A Food Product—A Table Requisite

THE PURE JUICE OF THE CONCORD GRAPE

Replacing Wines Used in the Home. **Served at Soda Fountains.**

All Grocers and Druggists should Stock it, as it is being Heavily Advertised in the National Publications Reaching Thirty Million American and Canadian Readers a Month.

Made in the Largest Grape Juice Factory in the World.

Write for Prices and Particulars.

Good Profits.



Handsome Display Free.

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TRIM YOUR WINDOWS AND INCREASE THE DEMAND

THE GRAPE PRODUCTS CO., NORTH EAST, Pa., U.S.A.

MACLURE & LANGLEY Canadian Representatives **Toronto, Winnipeg, Montreal**



SANITARY CANS

FOR

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

KOPS ALE AND STOUT

NON-ALCOHOLIC NON-ALCOHOLIC

¶ Pure English brewed Ale and Stout, made from the finest Kentish Hops and Malt, containing all the tonic properties of Alcoholic Beer, without the undesirable after effects.

NON-ALCOHOLIC AND WARRANTED PURE
KOPS
TRADE MARK K O P S REGISTERED
ALE
GUARANTEED BREWED FROM THE BEST KENTISH HOPS.
KOPS BREWERY, WANDSWORTH BRIDGE Rd FULHAM
THE LABEL IS ISSUED BY KOPS BREWERY FULHAM LONDON

¶ A special analytical commission reports:—Kops Ale has nothing that is injurious, but is on the contrary a palatable beverage, possessing distinct tonic and invigorating properties.

PERFECT TABLE BEERS REFRESHING, STIMULATING

KOPS BREWERIES,
LONDON, S.W., ENGLAND

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SUMMER DRINK STOCK



The season is now at hand when your customers will want summer drinks.

ROWAT & CO.'S
LIME JUICE and OTHER BEVERAGES

are firmly established in the ranks of summer drinks.

The bottle in which these goods are sold is of standard decanter design, and will prove very useful in the household.

Do not waste any time considering stock; display and push these summer goods now. Your profit will be extremely good.

Rowat & Co. GLASGOW SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippett & Co.; Vancouver, C. E. Jarvis & Son.

They Profit By Comparisons

Compare a new Cane Washboard with a new washboard of any other make and you will realize its superiority. Better still, compare the two washboards when they have been some time in use. The other kind will show many signs of wear and will be getting unpleasant to use, the Cane will look and serve as well as it did when new.

CANE'S WESTERN KING

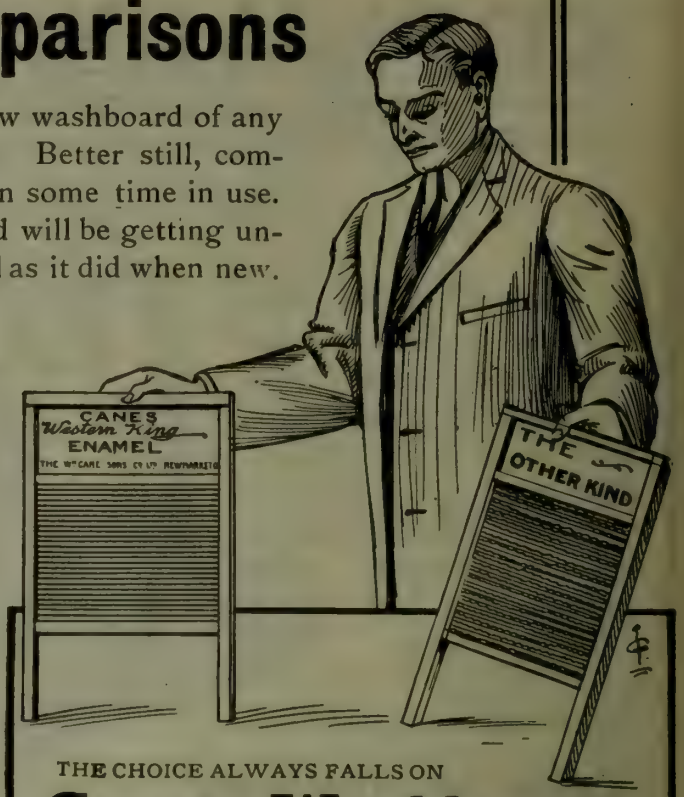
WASHBOARD IS FITTED WITH AN

ENAMEL RUBBING PLATE

and, like the other Cane Washboards, is better than other makes in material, workmanship and finish.

Send for our catalogue giving particulars of **CANE'S WASHDAY WOODENWARE.**

Wm. Cane & Sons Co., Limited
NEWMARKET, CANADA



THE CHOICE ALWAYS FALLS ON
Cane's Washboards



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer.
It assures you good profits.
Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.
INGERSOLL, ONT., CANADA



C. O. Genest & Sons
SHERBROOKE

GENERAL GROCERIES, GRAIN AND FLOUR, IMPORTED SUGAR, BARBADOS MOLASSES AND FANCY MOLASSES

Distributing Agents for Sherbrooke District for the following lines:

Rowat's Pickles
Wilson's Vinegar (Toronto)
Pyramid "Fly Catcher"
Dominion Cannners' Preserves
"Manola" Refreshing Aerated Water

N.B.—It is to the advantage of dealers in the neighborhood of Sherbrooke to place their orders in this city, because they will thereby save freight charges.

TO THE TRADE:

Let us remind you that the Fruit Season is here, and the Vegetable Season fast approaching. We can honestly say, in view of the past reputation of

ESSEX BRAND PRODUCTS

our goods are excelling themselves, and well merit your attention NOW.

Quality	- -	Paramount
Delivery	- -	Full
Prices	- -	Right
And always - -	- -	You get THE GOODS.

ESSEX CANNING & PRESERVING CO.

ESSEX, ∴ ∴ ONTARIO LIMITED

"VERGINE" BRAND OLIVE OIL

will bring satisfaction and profit to every grocer handling this line, because it is highest quality, backed by this firm's recommendation.

"Vergine Brand" Olive Oil is a sure trade builder. This brand is known and extensively advertised throughout the Dominion, and the demand is increasing daily.

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To accomplish that you must have the best.

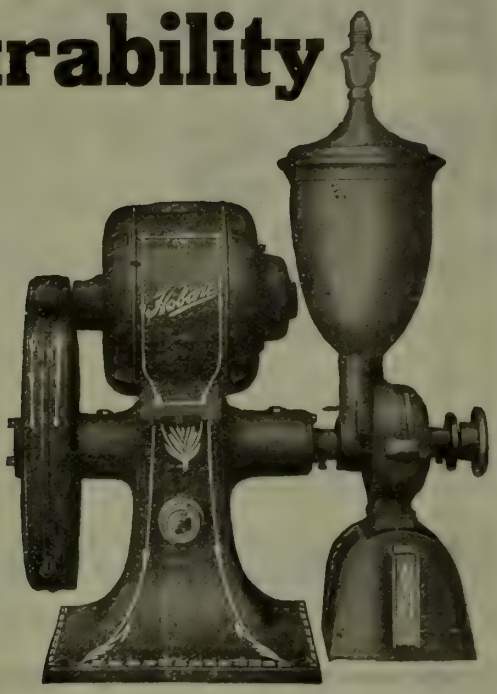
Samples and prices upon request. Don't trust to your memory—DO IT NOW.

HEAD OFFICE:
Corner
Church & Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

BRANCH:
256 St. Paul Street
MONTREAL

Effectiveness Appearance Durability



Here are three leading features which should make every grocer instal a

HOBART Coffee Grinder

It is a necessary adjunct to every up-to-date store, and is equipped with automatic release—an effective protection against accidental damage to motor.

The appearance of your counter is improved by the handsome exterior of the "Hobart," which is just as good as it looks.

It is perfect in design and workmanship and performs the grinding operation in the most efficient and quickest possible manner. Made of the best materials.

Write for free details and prices.

W. A. Freeman Co.
Limited
Hamilton



Pictures Show the Mexican Vanilla Bean Gatherer

There are more than ninety

flavorings, such as Vanilla, Lemon, Almond, Rose, Pineapple, Strawberry, Ratafia, in the Shirriff Line. The most famous Shirriff flavoring—the one that has created the most widespread interest and focused the attention of both the public and the trade on the Shirriff Line—is

Shirriff's TRUE VANILLA

—a *real* vanilla extract of exceptional flavor, bouquet and strength. Shirriff's True Vanilla is a trade builder, because it will give the utmost satisfaction to all you persuade to try it. Your customers will feel under an obligation to you for introducing such an excellent product to them. They will have confidence in your judgment, confidence in your goods. And confidence is the foundation stone of all successful, permanent trade.

Imperial Extract Co.
TORONTO - CANADA

THE AVERAGE PERSON

Is not a good judge of groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced towards the grocer who sells them and other trade-marked goods of equal standing

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

DRIED FRUIT OF QUALITY

This Mark

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

on every Box Insures the Best

Place Order Now for Fall Delivery

All First-class Jobbers Handle

O.K. SAUCE

ENGLAND'S BEST

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents---DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

FIGS

A Snap to Close a Consignment

3 inch layers, 1⅜ lb. boxes $1.00 dozen

3 inch layers, 2¼ lb. boxes $2.00 dozen

LOUCOUM Pulled, 3 lb. boxes $3.00 dozen

All above are in First Class Shape.

MATHEWSON'S SONS,
MONTREAL







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE - - - - - ONT.

Order from your wholesaler or direct from the factory.

We Want The One Man In A Thousand

A man with vim in his blood – a fighter from the ground up.

A man who is strong enough to withstand the first skirmish.

To that man we are going to make a most interesting proposition.

His earnings and opportunities will be circumscribed only by his ability to produce and to grow.

That man is now employed– for good men always are.

We can make that man a proposition which will enable him to continue at his regular work and to earn from $5.00 to $20.00 a week during his spare hours.

We want about forty of these men.

Are you one of them? Write for particulars to

The MacLean Publishing Company

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THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

"KING OSCAR" BRAND

NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

John W. Bickle & Greening (J. A. Henderson) Hamilton, Ont.



THE DOMINION MATCH

will give satisfaction to all your customers and build a satisfactory trade for you.

These matches are made with a strong stem that will not break and a head that will not splutter when you strike it.

It pays in more than one way to stock satisfaction-giving staples—and this brand shows a good margin of profit.

EVERY MATCH A LIGHT.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

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Doesn't This Package Appeal to You?

It will certainly win the favor of the majority of your customers, and there are many reasons why you will find it a ready seller. It has a rich creamy flavor and has always a fresh nip.

Nothing Like It to Complete a Meal

Nothing Like It Profits to Reveal

A Popular Priced Article

Retails at 10c. Per Package

WRITE US

The Meadow-Sweet Cheese Co.

21 Bonsecours St., Montreal

KO-KO-BUT

The Perfect Cooking Butter. 100% Pure Vegetable Fat.

MORE ECONOMICAL MORE DIGESTIBLE
MORE WHOLESOME

than butter.

The Best Grocers sell KO-KO-BUT. Do You?

Write for full Particulars.

Dominion Cocoanut Butters Limited

Merchants' Bank Building,
Corner St. Catherine & University Streets MONTREAL

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

will save the user labor and money without injuring the tenderest hands or the most delicate fabric. Its cleansing and disinfectant qualities are unequalled and makes fast friends wherever used.

There is a fine paying proposition for you in handling **Asepto.**

ORDER FROM YOUR JOBBER

Asepto Soaps, Ltd., - - St. John, N.B.

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas. Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



INSURED PROFIT!

You can get insurance against losses but none to prevent loss of profit. The best profit insurance is a stock of salable goods; most of the losses result from dead stock.

FOREST CITY Baking Powder

has been recognized as the standard of purity—a line you can honestly recommend. You take no chances stocking this reliable brand, and it is backed up by our reputation.

The Standard for 25 Years.

6 oz. tins.	-	75c. doz.
12 oz. "	-	$1.25 "
16 oz. "	-	1.75 "

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

WALKER PATENTED BINS — **THE "WALKER BIN" SYSTEM** — WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
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Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
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COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

JAPAN TEA

is unrivalled for Purity, Delicious Flavour, and Distinct Character.

FURUYA & NISHIMURA

MONTREAL, NEW YORK, CHICAGO and JAPAN

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Avoid Deception

Some manufacturers who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which is not. There is ONE REAL CREAM on the market and that is

FUSSELL'S CREAM

(GOLDEN BUTTERFLY BRAND)

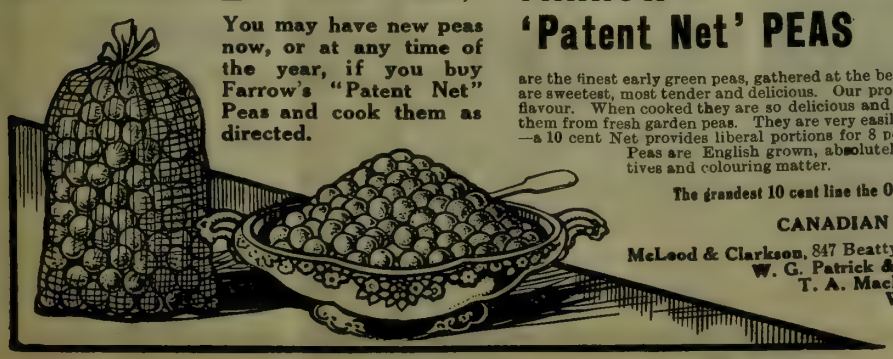
Evaporated Milks contain about 8 per cent. of butterfat. Fussell's CREAM contains more than three times as much.

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LIMITED

4 Monument Street, LONDON, ENG.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

McLeod & Clarkson, 847 Beatty Street, Vancouver.
W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundand.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

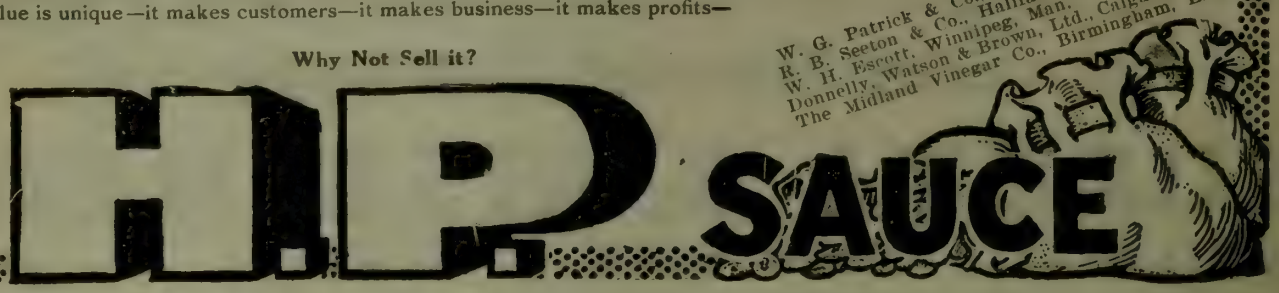
If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in.

In many ways H.P. is unique, its flavour is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell it?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N.S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

SELL GINGERBREAD BRAND MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA



SAFE — RICH — PURE

Three sufficient reasons why every grocer should stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.

RICH, because Government Bulletin No 208 has found it richest in genuine food value.

PURE, because its preparation is one long tale of care, skill and cleanliness.

A line that pays you well to recommend!

MADE IN CANADA BY CANADIANS.

The Aylmer Condensed Milk Co., Ltd.

Aylmer, Ont.

Head Offices:
Hamilton, Ont.

PRESERVING SEASON

It is most important to the householder to have pure cane sugar when they are making preserves and jams. Give them the best there is on the market.

St. Lawrence Granulated

is the finest sugar made, is cane sugar and 100% pure.

St. Lawrence Sugar Refining Co., Limited

Montreal, Que.

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.



Ask your Jobber for Minute Tapioca

Minute Tapioca Co
Orange, - Mass.

Canadian Representatives
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson, & Co., St. John, N.B.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer, Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.



Telfer Bros., Ltd. Collingwood, Ont.

BRANCHES:
Toronto Winnipeg Hamilton Fort William

WHITE DOVE COCOANUT



An easy winner, allowing its supporters good returns. Stake your reputation only on what you know is safe.

W. P. Downey,
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people havn't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up **Common Sense** **KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Cold Spring
Lemonade Powder and Orangeade

For Picnic Parties, Travellers and Holiday Seekers.



Put up in artistic, attractive ½ lb. and ¼ lb. tins.

Guaranteed pure, and superior to any other liquid or powder lemonade on the market.

S. H. EWING & SONS
96-104 King St. Montreal
20½ Front St. Toronto

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER



Trade Mark of Quality

PICKLING SEASON COMING

The best selection of spices obtainable cleaned by our new vacuum system; free from dust and dirt, our famous

Sweetheart Brand Pickling Spices

are the ones that satisfy your customers, leave good margin for yourself and ensure repeat orders—Order now.

I X L Spice & Coffee Co., Ltd.

LONDON, ONTARIO

MOODY'S

KLENZINE

Washing Compound

has the property of cleansing without injuring in the least the most delicate fabrics. An excellent cleansing and disinfectant for the household.

Klenzine is one of the many cleansing and finishing preparations manufactured by us and including

Royal Blue, Reliable Borax,
Anty Drudge, Half-Time Shoe Polish,
Royal Medicated Chloride of Lime,
and
Quick Shine Shoe Polish.

ALPHA CHEMICAL CO., Limited

BERLIN, CANADA

Here's Our Money - Making Proposition

We have told you about "CASTOLS," that effective substitute for Castor Oil which the youngsters and even adults like, because it is in the form of a pleasant chocolate sweetmeat.

Now to Business

½ gross - 2.25 To You
½ gross - 3.60 To Consumer
} 5c. a Block

PROFIT - 2.70 per gross or 60%

PACKED IN FANCY DISPLAY TINS

Isn't it worth while stocking a half gross on trial?

Ask your wholesaler, or write direct

Snowdon & Ebbitt

325 Coristine Building
MONTREAL

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

By Appointment to



His Majesty
KING GEORGE V

Established 1817

Macfarlane Lang & Co's

"Coronation Biscuits"

The Biscuit which should be in every Loyal Household throughout the Dominion.



Samples and full particulars from

SNOWDON & EBBITT, . . . 325 Coristine Building, Montreal.
NEWTON A. HILL, ... 25 Front Street, Toronto.
MASON & HICKEY, ... 287 Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO.,
852 & 864 Cambie Street, Vancouver, B.C.

QUALITY TALKS



QUALITY TELLS

"RESULTS"

are often spoken of in a boastful way, but confirmation of the claims made is frequently lacking. The history of "SALADA," the figures of our increases published in this paper from time to time, contain sufficient tangible proof of our claims. "SALADA" has stood the test of time, the test of the severest competition, and, above all, the SALES TEST, tests which have won for thousands of grocers a large and profitable tea trade, to the detriment of the tea peddler, a fact which says more for "SALADA" quality than anything we can say.

Does any other tea you are selling possess such qualities?

Will they stand the test?

THE TIME TO SELL "SALADA" IS WHEN YOU WANT MORE BUSINESS. TRY IT. NOW.

The "SALADA" Tea Co., Toronto

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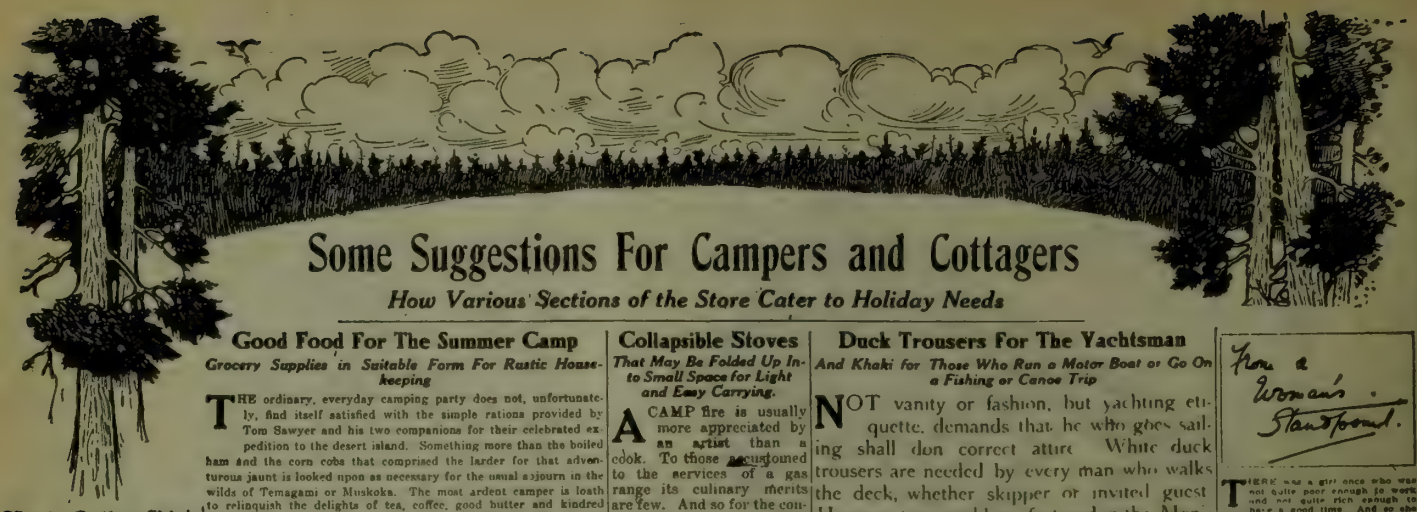
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Some Suggestions For Campers and Cottagers

How Various Sections of the Store Cater to Holiday Needs

Men's Outing Shirts

In Duck and Khaki for Yachting and Camping

THE shirt that is as different from the evening dress shirt as Summer is different from Winter, the soft, loose-collared outing shirt for the happy loafing days of a man's vacation time — it is featured as follows:—

Men's Outing Shirts, made expressly for those who elect to "rough it" by way of a holiday—of strong drill, in tan shade, with collar attached, yoke, two breast pockets, double sewn seams, gussets in the sides, large pearl buttons. Sizes 14 to 17. Price, each, $1.00.

Outing Shirts, well made, of a strong white duck, light in weight, with yoke, pocket and reversible soft collar, in place of which a stiff linen collar can be worn if neces

Good Food For The Summer Camp

Grocery Supplies in Suitable Form For Rustic Housekeeping

THE ordinary, everyday camping party does not, unfortunately, find itself satisfied with the simple rations provided by Tom Sawyer and his two companions for their celebrated expedition to the desert island. Something more than the boiled ham and the corn cobs that comprised the larder for that adventurous jaunt is looked upon as necessary for the usual sojourn in the wilds of Temagami or Muskoka. The most ardent camper is loath to relinquish the delights of tea, coffee, good butter and kindred commodities. And such have been made available for him put up in special form that will carry easily and safely, and "keep" indefinitely.

The Grocery Section is thoroughly equipped to supply the whole need of the camp or cottage commissariat. It will pack, ship and guarantee safe delivery of provisions to any part of Ontario—with express prepaid on orders that amount to $25.00 and over.

Following are some of the various productions that may be recommended for rustic housekeeping:

Diamond E Blend India and Ceylon Tea, black or mixed, good flavor, lb., 35c.

Reindeer Brand Condensed Coffee, contains sugar and milk, 1 spoonful makes a cup. Tin, 25c.

St. Charles Evaporated Milk, 3 tins, 25c.

Knorr's Prepared Soups, assorted flavors, package, 5c.

Our own make creamery Butter, put up in five-pound tins with lid, 24c lb. and 10c for tin.

Albert Rouilli Sardines, in oil, 2 tins, 25c.

Canned Salmon, tin, 15c.

Bloater Paste, 3-ounce tins, 3 tins, 20c.

Cooked Corned Beef, 1 lb. tin, 20c.

Beef Steak and Onions, 1-lb. tin, 20c.

Canned Chicken Breasts tin, 55c.

Pork and Beans, plain or in Orange Marmalade, 5-lb. pails



Collapsible Stoves

That May Be Folded Up Into Small Space for Light and Easy Carrying.

A CAMP fire is usually more appreciated by an artist than a cook. To those accustomed to the services of a gas range its culinary merits are few. And so for the convenience of those who adopt tent or shack life has been contrived a capital stove of light weight sheet iron that may be folded up into a space small enough and flat enough to go into a suit case, if necessary. When wanted it can be set up without tools in a few moments. It will burn wood or charcoal. Price, for 2-hole size, $2.25.

Pots and Pans for Campers.

Specialized for campers' use is the following outfit of cutlery, pans, and various useful contrivances:—

Can Opener—8c.
Fry Pans—15c, 20c and 25c.
Forks—32c dozen.
Long Handle Spoon—8c.
Sauce Pans—15c.
Tin Pails—12½c.
Tin Tea Kettle—25c.
Tin Dish Pans—12½c.
Egg Slice—4c and 8c.
Tin Dipper—4c.
Tin Tea Pot—12½c.
Milk Can—4 quart size—30c
Tin Mugs—4c
Roast Pan—12c and 15c.
Wooden Plates—4c doz.
Knives—96c dozen

Duck Trousers For The Yachtsman

And Khaki for Those Who Run a Motor Boat or Go On a Fishing or Canoe Trip

NOT vanity or fashion, but yachting etiquette, demands that he who goes sailing shall don correct attire. White duck trousers are needed by every man who walks the deck, whether skipper or invited guest. Here are two good lines featured in the Men's Clothing Section.



White Duck Trousers, cut in good style, finished with keepers for belt, suspender buttons on inside of band. Sizes 30 to 44 waist—$1.00.

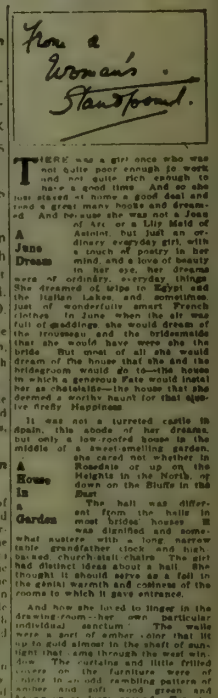
Trousers, in better quality of white duck, finished with cuff on bottom, loops for belt, side, hip and watch pockets. 30 to 44 waist—$1.25.

Yachting Blouses for men—white duck with blue sailor collar and cuffs, with breast pocket, all sizes, middy style. Each, $1.00.

As Worn by the American Soldier

Khaki has become as typical of the camper as the broad hat and knotted handkerchief of the cowboy. And procurable in the same department are a line of trousers made from the identical fabric employed in the uniforms of the American soldiers. They are in an olive fawn shade, soft pliable finish and tough wearing, with cuff at bottoms, belt loops and side straps on waist. $1.75.

Also obtainable are trousers in tan khaki of extra good quality, well cut and tailored, with belt of



From a Woman's Standpoint.

THERE was a girl once who was not quite poor enough to work and not quite rich enough to have a good time. And so she just stayed at home a good deal and read a great many books and dreamed. And because she was not a Joan of Arc or a Lily Maid of Astolat, but just an ordinary everyday girl, with a touch of poetry in her mind and a love of beauty in her eye, her dreams were of ordinary, everyday things. She dreamed of trips to Egypt and the Italian Lakes and sometimes just of wonderfully smart French clothes. In June when the air was full of weddings she would dream of the trousseau and the bridesmaids that she would have were she the bride. But most of all she would dream of the house that she and the bridegroom would go to—the house in which a generous Fate would install her as chatelaine—the house that she deemed a worthy haunt for that elusive fleshy Happiness.

It was not a turreted castle in Spain, this abode of her dreams, but only a low-roofed house in the middle of a sweet-smelling garden. She cared not whether in Rosedale or up on the Heights in the North, or down on the Bluffs in the East. The hall was different from the halls in most brides' houses. It was dignified and somewhat austere with a long narrow table, grandfather clock and high backed church-like chairs. The girl had distinct ideas about a hall. She thought it should serve as a foil to the genial warmth and coziness of the rooms to which it gave entrance.

And how she loved to linger in the drawing-room—her own particular individual sanctum. The walls were a sort of amber color that lit up to gold almost in the shaft of sunlight that came through the wide sash. The curtains and little frilled covers on the furniture were of colors in an odd scheming pattern of amber and soft wood green and

Illustration No. 1—Reproduction of part of an advertisement used by the T. Eaton Co. It is attractive and convincing copy.

Effective Advertisement Defined

What Copy Should Contain if it is to Work the Maximum Benefit to Advertiser —Three Essentials That Must Be Considered—Seasonableness of Goods a Pertinent Point—The Value of Illustrations in Advertising—An Ad. Calculated to Bring Results—A Criticism.

When a dealer advertises to the consuming public he should stop to consider that an effective advertisement in his newspaper must, respectively, attract attention; hold that attention; create a desire to purchase; and lastly, stir the reader into the action of making the purchase. This is true in every purchase, without exception, whether the ultimate action is caused by reading an advertisement, by a selling talk or a window display; hence the importance that should be placed on the general appearance, and the character of the reading matter in an advertisement.

The most important issues to be considered by the advertiser are seasonableness of goods, type display, general attractiveness, the wording, his business location and the general character of the people of his particular district.

The above cut illustrates the top of a full newspaper page advertisement of the T. Eaton Co., Toronto and Winnipeg. As is generally known this firm does superior advertising because it makes a study of its goods and its possible customers; and it follows the seasons closely. This ad. was made attractive by some simple illustrations, not overdone, but appropriate for the season. The section pertaining to groceries has a neat heading and an interesting introduction, not too long for the size of the remainder of the ad. Goods and their prices are quoted so that the reader knows exactly what she has to pay at this store. This copy is such that it ought to attract attention—at least of a particular class of people—hold it, create a desire and eventually cause action on the part of the reader.

Type Badly Displayed.

On the other hand, the R. D. McKee copy, Carman, Man., illustration No. 2, could be greatly improved. The general appearance is not attractive and unless the reader is actually looking for this ad. would probably in 9 cases out of 10 overlook it. No matter how valuable the copy itself is, the ad. must be attractive to command the maximum attention.

In a small space such as this, it is generally conceded to be good policy to stick to one or two articles. When more are talked about the copy-writer is apt to forget that he must create a desire to buy. The same reasoning applies to dressing a window. To combine groceries, fruits and crockery is not always wise, because the attention is divided. Better devote to-morrow's space to crockery, but let fresh fruit and vegetables hold sway to-day. Illustration No. 3 is intended to show how this ad. might be made more effective.

At R. D. McKee's Store

Is the place to buy

Fresh Groceries and Fruit

We have the most up-to-date stock of

Crockery and Glassware

in town. Call and inspect the stock

WEEK END SPECIALTIES:

Bananas, Cream, Strawberries, Tomatoes, Oranges, Apples, Celery, Grape Fruit, Lemons, Figs, Onions.

R. D. McKEE

PHONE 45

Illustration No. 2—Appearance of this Ad. counts against it.

A British Columbia Ad.

O'Keefe & Martin, Vernon, B.C., have an attractive ad. in illustration No. 4. It is one that should gain the readers' attention because it gives some advice. It might have been more effective had the writer told of some particular article, its value in the household and its high quality. This would tend to create a desire to buy it—and only in such a case is an ad. really effective.

In conclusion let it be impressed upon every advertiser—see that your copy is set attractively, make sure that it will be read and put into it a selling talk that will sell the goods.

Your Husband Likes Fresh Fruit and Vegetables

Strawberries and Cream for supper is delicious, and who can suggest a tastier dish than fresh celery and sliced tomato?

SOME OF OUR LEADERS:

Strawberries, large, fresh and ripe - - **15c per box**
Grape-Fruit, the early morning tonic - - - **2 for 25c**
Tomatoes, the rosy kind with the nice flavor - **20c per lb.**
Celery, crisp and juicy - - - - - - - **per lb.**

This is the season when fresh fruits and vegetables taste the best. Phone your order or call and see our array.

Telephone 45 **R. D. McKee** **15 Main Street**

Illustration No. 3.—A Suggestion for the Improving of the McKee Ad.

DID YOU EVER STOP TO CONSIDER

that in buying groceries the best in the long run is the cheapest?

Between buying the cheap and the best article there may be only a saving of 5c in actual cash, but 25c in real satisfaction in using the best. Another point—the merchant makes more profit on the inferior article, a reason why you are sometimes urged to take something other than you want.

Moral to this little spiel: Ask for the best goods of your grocer, and if he does not stock that kind, give us a chance to serve you.

Take a look at our windows for the THREE DAYS' SPECIALS.

O'Keefe & Martin

The Grocers

Illustration No. 4.—An Attractive Ad. from a Vernon, B.C., Paper.

The Splendid Blessing of Co-operation

Co-operative Buying a Question Treated at a Recent Convention of Retail Grocers—How Half Dozen or More Dealers Might Join and Become One Big Dealer—The Rise of the Buying Exchange—The Troubles That May Follow—How Idea Could Spread and be a Real Blessing if Petty Jealousy be Forgotten.

By Henry Johnson, Jr.

At a recent convention of retail grocers a good many interesting questions were propounded. The questions came from thoughtful and successful retailers, which indicates that they relate to live issues; and I purpose, therefore, to treat those questions consecutively in the hope that good may come of the discussion.

But note, please, that I have used the word DISCUSSION, which means that I do not expect to do all the talking myself. If, when you read this stuff, you do not agree with me, or feel that I have left some features uncovered, or differ with some of my conclusions, or see some chance for further profitable elaboration, please COME IN! Let us get all we can out of these articles, for they surely come home in some measure to all of us.

The First Question.

First question, "Is co-operative buying of merchandise satisfactory, and is it productive of lower prices to the retailer?"

For answer, I might make things very short by repeating the old story of the man who bought the new kind of whistle from the street faker. He saw the faker play catchy music on the whistle and bought one; but when he attempted to play it he could not make a sound. "Stung again!" he said with a laugh, and threw the whistle into the gutter. The faker stopped his "spiel," stooped to pick up the discarded whistle, brushed the dust from it, and then played something extra fine on it, while his erstwhile disgusted customer stood by and learned that to get the good out of anything, one must know how to use it.

When it Succeeds.

Co-operative buying, like anything else co-operative, is OK if it is TRUE; that is to say, if it be carried out honestly, fairly, with due regard to the rights of all concerned. Otherwise, it is a failure, the same as misused credit, or advertising, or clerks, or deliveries will all be failures.

Co-operative buying usually, and properly, starts small. It is all but a repetition of the weavers of Rochdale, who started to supply their own wants at a saving to each. Suppose it begins with the purchase of a cereal, the minimum jobbing quantity of which is, say, 25 cases. Such a quantity is obviously too great for any but the larger grocers, so that, in order that each may enjoy the inside jobbing cost, five, ten, or more retailers pool their orders and the 25 or more cases are bought. Let us suppose that the list price is $2.50 per case and the jobbing discount is 10 per cent. There is likely to be the further advantage that, if there is no local jobber, the goods are sold F. O.B. a jobbing point when sold to retailers, but are delivered in jobbing quantities. Anyway, there is a saving of 25 cents per case; an addition to the net margin of 10 per cent. It is customary for one dealer to buy this line, taking a memo of what each of his neighbors will take; one 5 cases, another 3 cases, a third 2 cases, a fourth 4 cases, etc. When the goods are billed, he notifies each one to send him the amount, less cash discount, and then he pays the bill. When the goods arrive, he notifies each one to call at the station for his proportion. Each pays precisely what each other pays; each takes the discount; each does the same proportion of work,—with the exception that the man who does the ordering has a little more work to do than his colleagues; but he usually does not mind that.

Then the Buying Exchange.

So far, all is lovely and the deal may continue. The proper way is for the buyers to select other items, one at a time, and buy the same way, only they most properly should delegate another one of their number to buy the next item, and so on with the third item, etc., all being on the same footing. This may go on and grow until it becomes large enough to require the entire service of somebody. Then it should blossom into a regularly organized buying exchange, which is really a wholesale grocery store run by dealers for their own benefit and profit.

I omitted to state that when any dealer runs short of any of the items co operatively bought, he fills in from a neighbor, getting the goods himself and paying exactly cost price; so that in all ways the deal is strictly for mutual benefit.

When Troubles Creep In.

Two troubles usually creep into this kind of thing. One is, that only one man takes interest enough in it to keep it going, which is unfair. He does more than his share for the general good, without getting any compensation for his time. The result is, generally, that he becomes tired of the one-sided arrangement and drops out of the game; or, he works up enough trade to "go it alone," and then he enjoys the advantage which he had been sharing with the others.

The other trouble comes from the fellow who can never be content to let his neighbor have all the advantage which he enjoys, and who starts to give away a part of his extra profit through price-cutting, more or less open. That kind of thing can be coped with when it is known. If the delinquent openly cuts and advertises the cut, then he can be "cut out" of the buying circle, if he cannot be induced to "be good." But it is more trying to handle this trouble if the cutter makes "secret concessions" to certain "favored customers," which really means to all HIS customers. This kind of thing is very troublesome to the honestly constituted dealer, who wants to be fair to everybody—even to the extent of giving a competitor the benefit of the doubt, so long as any remains.

There is no sense, of course, in investing money to secure a lower price and then giving away the benefit derived from the investment; and the right way to handle such a situation, when it develops, is along the lines of the old injunction: "If thine eye offend thee, pluck it out!" Get rid of the co-operator who does not co-operate. And even if such difficulties creep in, there is no need to be discouraged and give up the scheme, as so many have done. No, rather look at it the other way and feel that, seeing you have been through this trouble, and have overcome it, now is precisely the time to stay by the scheme and push it harder than ever.

Proper co-operation has many wonderful advantages and we should work it for all it is worth. I am much interested now in co-operation delivery,

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

especially with the present development of the automobile wagon. I may have something to say along that line a little later.

Co-operation in Help.

But why should we not think of other things in this connection? For instance one of us many times has an excessive supply of help—an extra man whom we like, find valuable, and would like to keep, but have not quite enough work for. Why not hunt among our neighbors to see whether one of them is not short just about what we are long; that is to say, may need about half a man, the same as we do. Why would it not be good, then, to use that man jointly? This might apply to a window dresser—three or four grocers could use such a man, and get a good one, each paying one-third or one-fourth of his salary. Such a man might dress the windows and keep the most prominent, fancy-goods shelves cleaned up, filled and tidy in four or five stores. A stock-keeper might be used the same way; as might likewise a porter or roustabout. Would it not be better for us to employ better men in all these capacities, jointly, and have the work better done? Do we nave to be held back by petty jealousy of each other indefinitely?

Please think over these things and help me answer some of these questions.

BUSY PROGRAM FOR ONTARIO GUILD MEETING

Ontario Wholesale Grocers' Guild to Meet in Toronto on Fourth, Fifth and Sixth of July—Many Interesting Features Arranged For—Criticism of Recent Decision of Supreme Court of the United States.

Hamilton, June 29.—President F. T. Smye, of the Ontario Wholesale Grocers' Guild, has sent out his announcements of the convention of that body, which is to be held in Toronto, on fourth, fifth and sixth of July, the King Edward Hotel being the headquarters.

The program forecasts an eventful and interesting meeting and contains the outline of many discussions which will surely prove to be highly valuable to the trade.

On Tuesday, the opening day, following the address of the president, there will be a speech delivered on the recent finding of the Supreme Court of the United States in the Miles Medicine Company action. The bearing of this decision upon the methods of manufacturers and wholesalers in Canada, and upon the contract selling plan in vogue in this country will be discussed in all its phrases. At noon the delegates will be the guests of the Hamilton trade at luncheon. There will be a report of the Manufacturers' Committee during the afternoon, and a criticism on the same. The local delegates will then give their report, which likewise will have to pass through the crucible of criticism. All of this should prove intensely interesting to the trade as a whole.

Wednesday will be a busy day as the second day of a three-day conference usually is. The proceedings will be opened at 9.30 a.m., with a report on the manufacturers' uniform selling contracts and declarations. An hour later, the uniform terms and methods of invoicing will be taken up, and then the Secret Commission's Act will come in for discussion. After lunch, the delegates from the Retail Merchants' Convention will be heard, and there will be a general talk on trade methods. After that there is to be a series of talks by manufacturers, several of whom have been invited to speak. The decks will then be cleared for election of officers.

On Thursday morning there is scheduled to be an address on "Credit Exchange," by Henry Detchon, Secy-Treas. of the Canadian Credit Men's Association, who comes from Winnipeg. It is expected that following this, E. F. B. Johnston, K.C., will give an address on the rights of the trade and manufacturers. This should be both extremely interesting and valuable. A number of resolutions will form sufficient reasons for discussion on the last afternoon.

The program contains the following table of statistics:—

"Number of wholesale grocers in Ontario 57, of whom 52 are members of the Ontario Wholesale Grocers' Guild.

"Approximate number of traveling salesmen covering Ontario in the employ of the Ontario wholesale houses, about 400.

"Approximate number of clerks, salesmen and warehousemen in the employ of the members of the Association in the Province of Ontario, about 2,000.

"The average cost of doing business in the Province of Ontario, based upon the turnover, 9 per cent.

"The above information must be of importance to the manufacturer as convincing evidence of the value of securing the services of the members of this organization in the distribution of the manufacturers' goods."

CARTOON TALKS ON SERVICE



Allowing a Customer to Open the Store Door When She Has Her Arms Full of Parcels Looks Like Neglect, and Tends to Develop a Feeling of Indifference.

A Commission on Trade and Commerce

Question Raised That Appointment By Federal Authorities of Board to Investigate Matters in Connection with the Machinery of Distribution of Foodstuffs Would be Progressive Move —Similar to Railway Commission—Need Men of Outstanding Ability.

By James D. Smith.

Occasionally in every year and in many parts of the country little storm clouds scarcely any bigger literally than a man's hand, form on the trade horizon. Individually they may seem of little consequence, and purely local in effect, but taken as a whole they reflect the trend of thought of dealers all over Canada.

Generally speaking one may find in almost any trade centre one or two dealers distinctly of the opinion that they are being imposed upon by someone, although they cannot arrive at an exact conclusion as to who the offending party is. It may be a manufacturer, or a wholesale dealer, or all of them, but he has a definite impression that something is wrong somewhere.

Before the Railway Board.

The state of affairs is somewhat akin to that existing in the country before the Dominion Railway Commission was called into being. From practically all parts of the country, before that event occurred, complaints were coming with amazing persistence that the railroad company was preying upon the individual or company to an extent that was hindering business and making development almost impossible. Small shippers were reporting alleged hold ups and dealers all over the country were claiming continually that they were unable to get their goods in time to be of most service to them.

The railway commission has made good beyond the shadow of doubt. It is probably the hardest worked tribunal in the government service. That fact alone speaks loudest in its praise. The two judges who have presided at its deliberations have been men of outstanding ability and unquestioned integrity. The board has been glorified by the press of the country on many occasions and the feeling is abroad in the land that the commission stands between the people and possible railroad oppression.

Effect of Trade Board.

If the merchants of Canada could obtain the consent of parliament for the organization of a permanent committee of wide power to serve the commercial interests of this country as a commission on internal trade and commerce and if the body of men of similar calibre to the men who comprise the railway commission could be found to act upon it, disatfsfaction among manufactuers, wholesalers and retailers might be altogether done away with. This commission would in the nature of things have to be permanent and would be authorized to decide all questions arising out of differences of opinion between various sections of trade in this country. Grievances fancied or real would be submitted for investigation and its ruling on the matter could be accepted as setting forth the exact condition of affairs.

It would be easy to see that a commission with the powers of a railway board would be able to work wonders towards the developing of a satisfied feeling among the members of the trade in Canada. This permanent commission would exist solely for the purpose of investigating questions of trade. There would be a defence of no section, only an impartial investigation into the merits of the case as submitted to them for settlement. Its findings should be of the nature of a board of arbitration and should be absolute. There should be no variety of appeal from its decisions to delay the reform its investigation was intended to bring about. With men on its deliberations big enough to secure the confidence of the trade, there should be absolutely no need for further action.

Would Engender Confidence.

A commission of such power should be able to work wonders in the developing of the satisfied feeling among the members and sections of the trade in Canada. Under its powerful searchlight of investigation would come alleged discriminations and grievances. The smallest retailer in the most remote community would feel as safe and be as safe as the largest dealer in the largest city. The methohs now adopted by various sections of the trade in regard to the distribution of goods to the retailer and the selling of them by that individual would all be subject to supervision. The feeling of helplessness that seems to prevail in Canada would disappear. There would instead be confidence in the working out of the whole system and in consequence the craft would increase in dignity.

There would be no need to have a royal commission appointed to investigate the conditions of the trade in Canada, prior to the selection of this commission on internal trade. Surely there are matters enough for deliberation to give employment practically all the year round to such a body of men as this would be. Presiding over it there should be a man of judicial training. He should be able to go into all the matters in dispute from a legal point of view, and in all fairness point the way to a reasonable conclusion on the part of the commissioners. Probably the need for this would not appear to be as necessary as is the case with the Railway Board, but from time to time questions would arise that would make it imperative that some one of legal powers be in the chair.

Difficulty at Ottawa.

There may be those who will object to matters of trade being subject to the supervision of a commission. It probably would have been impossible to have approached this subject with any degree of success a few years ago. Now however, the spirit of arbitration is spread abroad in the land until there is hardly a remote community where the merits of the system have not been proclaimed. The real difficulty, it seems, would be in obtaining the consent of the government of Canada to the proposal. There seems to be a feeling at Ottawa that Federal authorities have gone quite far enough in the matter of appointing commissions. Still it would appear probable that if the dealers in various sections of the country would take this matter up with their own representatives in the Commons, that the government would see its way clear to meet the request.

Weighed in the balance and found wanting such a commission could be easily discontinued. It is probable, however, that were such a body once formed the sections of the trade would deem it a matter of wonder that business had been carried on successfully before its inception.

WILL CLOSE ON SATURDAY.

London Dealers Think it a Mistake To Wait for Monday.

London, Ont., June 29.—London dealers are going to shut up shop on Saturday, July 1st. They think it is a great mistake to try and swing the celebration of Dominion Day onto Monday, and mention, in this connection, the fact that when Christmas Day fell on a Saturday they kept it on that day. In comparison with Christmas Day, the holiday at the beginning of next month is insignificant, so far as business is concerned.

H. S. Marshall, who has conducted for years a grocery business at Maitland and Dufferin Ave., has disposed of his business to Mrs. Grayson.

The bills are out advertising the grocers' excursion to Toronto on Wednesday, July 19.

THE CANADIAN GROCER

Established - - 1886

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JOHN BAYNE MACLEAN - - President

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EGG PRICES EXPLAINED.

The country merchant looking at the price which the wholesaler is asking for eggs and wonders why he does not receive something near that amount for the shipments which he sends to market. The city merchant who buys from the wholesaler looks at the price which eggs are selling at in the country and wonders why he cannot buy at that price. The wholesaler, in turn contends he is not making as much profit as at other times of the year. On the surface, this appears like a peculiar proposition but is easily explained.

The shrinkage in eggs at the present time is very large. The wholesalers receiving shipments from the country find a large proportion unsalable, and when these have been culled out it raises the actual cost to him much higher per dozen than was the case originally.

It is for this reason that the big margin between the price the country dealer receives and the city dealer pays exists. Country merchants should make an effort to eliminate this loss, as no doubt if they put forward some effort a great deal of good could be effected. If they would candle the eggs as they receive them, they would throw the loss back upon the person who should rightly bear it, and also raise the standard of their shipments so that they would receive a larger figure for their eggs.

THE FUTURE OF SALMON.

It is reported on apparently good authority that the salmon fisheries of British Columbia this year will total up to between seven hundred thousand and eight hundred thousand cases. This will be much the same as that of last year. The entire catch on the Pacific coast, including Alaska, is given at about four million cases,

Because of the deep interest centreing upon canned salmon this year, these figures should prove interesting to the trade. They may not be the last on the subject and are given without guaranty of accuracy, but they are the most reliable to be secured at the present time. At any rate these are the catches for which the Pacific Coast canners are making preparation. They will probably prove nearly correct because of that fact.

Early reports have been picturing the run of the salmon as going to be very heavy. The old fisherfolk have been quoted as being of that opinion. Now, however, it would seem that the fishermen were wrong and that the men who have been proclaiming far and wide to all who cared to hear, a short catch with high prices, were right.

Two things are certain. One is that the demand for salmon, constantly growing will be much greater this year than last. The other is that a run of like size to last year's will hardly suffice to supply the needs. And there seems to be a market almost bare of supplies at the present time.

A PERMANENT TRADE COMMISSION.

In this issue of The Canadian Grocer there is an article dealing with the appointment of a permanent Commission on Internal Trade and Commerce, that is entitled to serious consideration, as the issue will probably loom large at Ottawa before the year is out.

Without discussing either the merits or demerits of the commission system, it would appear that a trade board, built along similar lines to the Board of Railway Commissioners for Canada would prove a most useful body in the standardizing of the internal trade of the country. The prime condition, however, would be that it be composed of men in whom is reposed the faith and confidence of the country. A weak board would be worse than useless for if pressure could be brought to bear and it be used to serve any one interest it would be a positive menace to the country.

A trade commission worthy of the name could be a court of tremendous influence whenever any question arising out of the distribution of goods was to be decided. A manufacturer could lay his plans before it for confirmation before embarking upon the marketing of any given line of goods. Alleged disputes and grievances would be despatched thither for settlement, and its decisions should be binding except where their legality might be challenged. The railway commission has unquestionably made good. What would be the fate of this one were it brought into being?

EDITORIAL NOTES.

Twenty-two merchants in Prince Albert, Sask., signed up as members of a Retail Merchants' Association at an organization meeting called last week.

The rain seemed to come just a little too late to save the strawberries. It is to be hoped that the raspberries, with a better hold on Mother Earth will not be damaged to any great extent.

A delegation of St. John, N.B., merchants waited upon Hon. William Pugsley, the Minister of Public Works, recently and urged the advisability of renewing the contract with a line of boats plying between Halifax, St. John, and British West Indian points. The Maritime Province men are evidently fully alive to the need of a proper service between the two sections of the Empire, and are also quite ready to press for it to the best of their ability.

Henry Detchon, of Winnipeg, the Secretary-Treasurer of the Canadian Credit Men's Association addressed a meeting at the Board of Trade Building, Toronto, on Wednesday afternoon in the interests of association work. He has also spoken at Hamilton, Ont., and will speak at the convention of wholesale grocers on Thursday afternoon next. Mr. Detchon is hoping he will be able to start branches of the body he represents in both Ontario and Quebec.

How Dealers May Fight Mail Order Houses

Could Co-operate and Carry on a Publicity Campaign in The City Newspapers at Small Cost—Formation of Quality League and its Badge—How Methods of Big Firms Might be Used to Convince the Buying Public.

By W. J. W.

The retail grocers in the larger cities of Canada are up against a hard proposition. This is not accounted for by their own competition alone, although that is keen enough. The real troubles are the department and chain stores. These institutions keep digging into the grocer's legitimate field in all parts of the city taking a little away from one dealer here and a little from another there so that the individual merchant hardly notices the difference. But he is beginning to appreciate it now, when it is going to be hard work to effect a change of heart on the part of the consuming public, and is crying out against the inroads of the big mail order establishments.

Fight Fire With Fire.

Now, crying out against a general injury is about as effective as a drop of water thrown on a roaring fire as far as checking it is concerned. There must be some definite plan followed if results are to be achieved. Probably it would be just as well to meet fire with fire and trick with trick. There is a world of truth in that old piece of advice: When in Rome do as the Romans do. So, as far as possible, it might be wise to steal the thunder of the mail order houses. Let the retailers join in the common purpose and cry their wares to the public through the newspapers. That's the way the department store business is built up. There is no doubt of that. The sum each one of these mammoth stores pays out each year to the newspapers is so large most people would scarcely believe it, were they told the actual figures.

Would it be too much to ask the retail grocers of the big centres to become one concern for the purpose of carrying out a publicity campaign to offset that of the department and chain store? Surely there would be no trouble about that if the retailers were advised as to the small amount it would really cost and the possible benefits that would accrue.

Possibilities of Co-operation.

Let us suppose a case as an example. In Toronto there are about 23,000 retail grocers. The actual number may be a few more or a few less than that total. And suppose for argument's sake that you could get 500 of those to co-operate in a publicity campaign; what would it all cost? Assess those five hundred merchants 25 cents a week. That would give, roughly speaking, $500 a month to carry on the fight. Of course, wonders cannot be accomplished with $500, but still, there might be a dent made in the wall even with that amount. Considerable space could be taken up in two papers, twice a day with that fund. If the campaign were to be made much more effective it would take a higher assessment, that is all.

What to Advertise.

The average city dealer will probably want to know what he is going to advertise, and how any advertising associated with 499 other dealers is going to be of any use to him. We're going to that. This entire campaign is based on giving to the consuming public information calculated to turn the buying of groceries from the big store back to the small retailers. Well, then, supposing this 500 men had a good big spread in a morning paper, and also an evening sheet, announcing the formation of a "Grocers' Quality Club" say, composed only of good, reliable dealers. The distinguishing badge of this club is a large card, to be shown conspicuously in the store of the member bearing the name of the organization, and also the fact that the store in question sells quality goods at a price as low as it is possible to sell them at a living porfit. Let this first big announcement also convey the information that each morning and evening thereafter there would be some sort of talk given on the goods to be secured at the establishments of the members of the club. Any of the many points upon which the grocer prides himself could be made the subject of those talks. Individual service, prompt delivery, cleanliness, or quality of goods could be enlarged upon. There should be no dearth of material. There needn't be any "knocking" of mail order houses, in particular, indulged in. If there were, the ad. would no doubt lose much of its power. But the consuming public could be shown from day to day and week to week just why it should buy its foodstuffs in the stores that are really reaching out for its patronage. In unity is strength.

For Your Advertising.

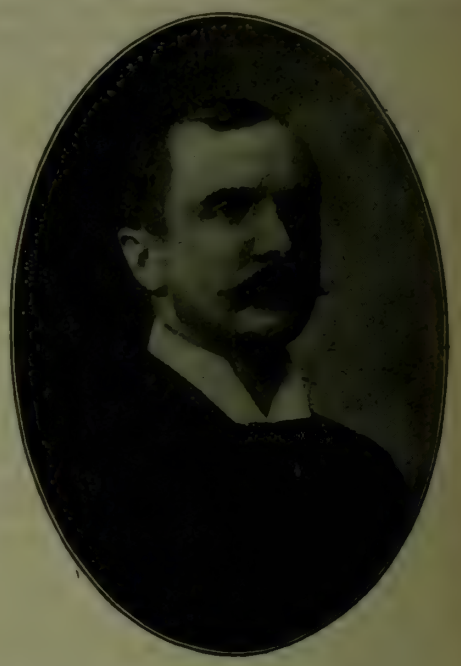
Plump, bright, little, genuine sardines in pure olive oil.

Little white onions, appetizingly pickled.

DEATH OF ALBERT HEBERT.

Senior Member of Montreal Firm Passes Away in Switzerland.

Montreal, June 29.—A cablegram from Lucerne, Switzerland, on Wednesday, June 21, announced the sudden death at that place of Albert Hebert, senior member of Hudon, Herbert & Company, wholesale grocers of this city. When the deceased left for Europe some weeks ago accompanied by his wife and daughter, it was not generally known that he was not enjoying the best of health. This fact made the report of his death all the more keenly felt among his former associates and acquaintances. He was only forty-seven years of age and besides his connection with the grocery trade he stood high in the opinion of the financial community. Like his father before him, C. P. Hebert, the deceased, had won the esteem



of the English-speaking business men, with whom, as well as throughout the general community, his word was regarded as good as his bond.

His interests were attracted in another direction besides the wholesale grocery business. When the Notre Dame hospital was threatened with a financial crisis a few years ago, Mr. Hebert was one of the indefatigable workers who were responsible in assisting that institution to tide over its difficulties. Before leaving on his last trip Mr. Hebert had the satisfaction of knowing that $200,000 had been paid in and that the hospital of which he had been treasurer for several years past was saved. He leaves a widow and one daughter.

The body will be brought to Montreal for burial, being expected about July 15th.

The Markets—Grocery Trade is Steady

A Satisfactory Trade Reported From All Centres—Sugar Demand Shows Some Improvement—Market is Strong—No Surplus of Canned Goods — Interest Shown in New Pack—Many Lines of Dried Fruits Practically Done—Spices in General are Firm—Advance in French Peas Quoted at Montreal.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

French Peas—Advance quoted.

Sugar—Demand increased.

Montreal, June 29.—Business conditions in the grocery trade continue highly satisfactory in spite of the holiday disposition now manifested and other considerations of the present. It is becoming more and more apparent that this is going to be a big year for Montreal's wholesale grocers. Reports have been most satisfactory up to now and the future appears bright. Attention is being drawn to the coming pack of salmon, and although it is yet rather early to be wondering what the prices are likely to be fixed at, the opinions now expressed are that quotations are going to be higher. First quality salmon, it is believed, will be from 75c to $1 more than last year and inferior grades will be fifty cents higher. The representative of one big packing concern stated that they would not like to quote until some time in August when they would be able to know just where they were at.

Wholesalers are beginning to make rough guesses upon the probable supplies of canned goods they are going to receive. Their conjectures bear upon the extent to which their orders will be filled. They recall last year's experience with corn, tomatoes, peas and their many customers throughout the country who had to be appeased when their orders were skimped. Just now the outlook is bright. True, strawberries have apparently got away to a bad start as reports say the crop os light, having suffered from drought. It should not be long now until something like an accurate approximation is made of the pea pack.

Said a wholesaler to The Grocer: "The bigger the pack, the heavier the consumption. With a fair price next year there should be an immense amount of canned goods consumed. Food in this form is a success and it is only by presenting the public with favorable considerations that this demand will increase. I expect corn and peas to open at 85 and 90 cents, and tomatoes at $1.05. Strawberries are likely to be about $1.47½ to $1.50. Unless the other berry crops are heavy there is going to be a shortage right here. Strawberries are coming on a market practically bare, blueberries were also a light pack and other fruits are in light supply. Already it is said raspberries need rain right now or it may be too late."

The market is bare of Valencia raisins and the demand for sugar has greatly increased of late.

The crop of French peas and mushrooms is reported to give promise of being short. Values in France have increased from 1 to 9 francs (20c to $1.80), according to quality. Prices have advanced here about 5 per cent. Peas are quoted for cases of 100 tins each, $8.50 to $17, according to quality, and mushrooms from $12 to $22 a case.

Sugar.—New activity has been apparent in the sugar market of late and buying has been on a more generous scale. The question as to prices seems to depend upon whether the demand increases to such a figure that it overtakes the supply. At present there is something of a gap here, but it may be closed up ae any time.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs	5 50
" " " 50 lbs	5 50
" " " 25 lbs	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Demand is good but this market is uneventiful.

Molasses, to arrive, car load lots	0 28	0 29½
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls		0 03¾
" 1-bbls		0 03¾
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 75
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—Conditions have undergone no material change during the week. The wholesalers are so short of prunes that they need hardly be considered. There may be a few here and there. Prices are left in the list, however. Valencia raisins are practically done. The market for future prunes shows a little better condition.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14½	0 16
Evaporated peaches	0 13	0 15
Currants, fine filiatras, per lb., not cleaned		0 07
" " " cleaned	0 07¼	0 08
1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb	0 08½	0 09
" Vostizzas, per lb	0 09	0 10
Dates, 1-lb. packages	0 06½	0 07½
Dates	0 05½	0 06
Fards		0 11
Figs, 3 crown	0 08 0 08½	
Figs, 4 crown	0 09	
" 5 crown	0 10 0 11	
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
30-40		0 17½
40-50	0 15½	0 16
50-60		0 15
60-70		0 14½
70-80		0 14
80-90		0 13½
90-100		0 13
Raisins—		
Choice seeded raisins	0 09	0 09½
" fancy seeded, 1-lb. pkgs	0 09½	0 10
" loose muscatels, 3-crown, per lb	0 08	0 08½
" " 4-crown, per lb		0 09½
Select raisins, 7-lb. box, per box		0 52½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb	0 07	0 07½
" select, per lb	0 08	0 08½
" 4-crown layers, per lb	0 08	0 09

Nuts.—The market is quiet and steady. The ice cream parlors are among the principal users of walnuts. Prices do not show any material change and are held rather firmly.

In shell—		
Brazils	0 16½	0 17
Filberts, Sicily, per lb	0 11½	0 13
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 13	0 16
Walnuts, Grenobles, per lb	0 17	0 18
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 09	0 10
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 11½	0 13
Bon Ton, green	0 10	0 10½
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 34	0 37
Brokens	0 30	0 32

Rice and Tapioca.—The market is steady and firm. Prices quoted last week are unchanged and the position conduces to strength.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 15
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	2 95
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

Spices.—Spices are steady. The demand is fair. Interest is directed largely to primary markets.

	Per lb		Per lb
Allspice	0 13 0 18	Ginger, whole	0 20 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 75
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 32	Peppers, white	0 20 0 25

Teas.—This market is active. Demand for Japans, China greens and Ceylon teas is good.

"The distinctive feature of Ceylon tea during May," says one report, "has beea the steady decline in quality which has taken place, owing to which better grades have declined in price in many instances. This, however, does not indicate an easier market, and taking value for value, the price of all grades of Ceylon tea has been fully as high as that ruling at the end of April.'

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 [illegible]
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—The coffee market is still un changed. There is a steady enquiry.

Mocha	0 22 0 30	Santos	0 18 0 21
Rio, No. 7	0 17 0 19	Maracaibo	0 20 0 25
Mexican	0 22 0 30		

CANNED GOODS

Montreal.—The canned goods situation is practically in the same position it occupied a week ago. The advance reported in salmon then is general. Demand for tomatoes, corn and peas continues. One wholesaler said he had sold a certain quantity of tomatoes in the city at $1.45. Enquiry from the West is still felt, and orders are filled by those retailers who have the price.

Apples, 3 lb	1 10
Apples, gal	3 40 3 50
Peas, standard, dozen	1 15 1 20
Peas, early June, dozen	1 20 1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	1 77½ 1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00 1 05
Corn, dozen	0 95 1 00
Tomatoes, 3 lb	1 40 1 50
Tomatoes, gal	3 75
Strawberries, dozen	1 25 1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	2 87½ 2 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 40 1 67½
Plums, Lombard dozen	1 00 1 10
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 27½ 2 30
½-lb. flats, per dozen	1 45
1-lb. flats, per dozen	2 47½
Other salmon—	
White salmon	1 00 1 15
Humpbacks, dozen	1 25 1 40
Cohoes, dozen	1 60 1 65
Red Spring, dozen	1 90 2 00
Red Sockeye, dozen	2 10
Lobster—	
¼-lb. flats, dozen, $2.40, $2.85; 1-lb. talls, dozen, $3.60, $4.75	
1-lb. flats, dozen, $5.00, $5.10.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—"The only change in canned goods is that the situation is gradually becoming more acute," remarked one wholesaler and when asked what special lines that applied to he answered, "everything." "Tomatoes and peas," he continued, "are practically done, only the United States tomatoes being now available, canned fruits of all kinds are in small compass, and wholesalers are buying among each other to supply retailers' wants, while the scarcity of spot stocks of salmon is becoming more apparent each day." Another wholesaler referred to the scarcity of tomatoes and peas, and remarked that there was still corn available. "It is a peculiar thing," he said, "that with the high price of other lines of vegetables that corn at 95 cents has been all taken up long ago." He thought there would be no corn left over, and that canned goods in general would come upon a decidedly bare market.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	1 77½	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" not white, pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 00
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	....	1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 [illegible]

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 25 2 27½	Cohoes, per doz.	1 77
½-lb. flats, dozen	1 42½ 1 45	Red Spring, doz	2 10 2 15
1-lb. flats, dozen	2 45 2 47½	Lobsters, halves, per dozen	2 50 2 65
Other salmon prices are:		Lobsters, quarters, per dozen	1 60
Humpbacks, doz	1 30 1 35		
Pinks	1 30 1 35		
Northern River Sockeye			2 20 2 25
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

WINNIPEG.

Winnipeg.—The canned goods situation remains unchanged. Prices have not been advanced this week, but wholesalers are predicting that there will be a general advance when the prices for the new crop are seen, about the 1st of July. Strawberries, it is reported, will be decidedly limited, only about half of the quantity will be put down that was on the market last year. Consequently, this line will be high from the start.

ONTARIO MARKETS

Pointers.—

Canned Goods—Situation more acute.

Dried Fruits—Stocks well reduced.

Toronto, June 29.—Wholesalers are making no complaints and from reports it would appear that a steady trade is being transacted. Sugar has shown some improvement, but the demand has not altogether come up to the expectation of dealers, the consumption having been small, the strawberry season having been short while other fruits have not yet made their appearance. This week a better demand for confectionery and fancy biscuits is reported, no doubt in anticipation of a holiday demand for these lines. The trade in summer goods in general continues steady. The strawberry canning season is over but no definite statements of the results have been received. It would appear to be a moderate pack, for although the season was short, canners got an early start. The canning of peas is now about to commence.

Supplies are short in nearly all lines of canned goods and a bare market is assured for the new pack. Lines short vary with dealers and they are purchasing from each other. "The firm I have been buying raspberries from went 17½ cents more a dozen in the future," said one dealer, "and they have but few left at that price." Pure jams are also short and they are practically none to be had. I can purchase strawberries in England, bring them here and sell them at the price now being asked."

Reports from Spain state that there have been recent rains and that the condition of the growing crops are good, and if nothing happens in the curing that a moderate yield is expected, but no prices have as yet been made. Greece reports that the currant crop is progressing nicely and speculative prices named have shown a decline, under the favorable conditions. A local dealer expressed the opinion that currants would open at least as low as opening prices last year.

Sugar.—The sugar market continues strong and steady. Cuban raws have been holding firm and an upward movement in New York refined is the expectation of the trade, with the probability expressed that Canadian may follow, depending however on the condition of demand and the course taken by European beets.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup and Molasses.—A steady demand for the season continues for both syrup and molasses. Prices are unchanged.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ½ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03½	New Orleans, medium	0 30 0 35
Quarter "	0 03½	New Orleans, bbls	0 28 32
Pails, 38½ lbs. ea	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 52
		Muscovado	0 30

Dried Fruits.—While you might be able to pick up an odd case of prunes, apricots or peaches, if you went to any one wholesaler, there would be no certainty of your having your order for those lines filled. High prices are asked for what is left and accordingly but little interest is displayed in them. Stocks of currants and raisins are not large but wholesalers are however able to supply their customers' wants and an even steady trade is being transacted.

Prunes—			
30 to 40, in 25-lb. boxes	0 17		
40 to 50 " "	0 16½		
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes	0 20	0 21	
Fancy, " "	0 20	0 22	
Candied Peels—			
Lemon	0 09	0 11	Citron 0 15 0 17
Orange	0 10	0 12½	
Figs—			
Elemes, per lb.			2½ " 0 11½ 0 12½
1½ inches	0 08	0 10	2½ " 0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes 0 12 0 14
2½ "	0 09½	0 12	
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 13½
Dried apples			6 09 0 09½
Evaporated apples			0 16
Currants—			
Fine Filiatras	0 07½	0 08	Vostizzas 0 10 0 12
Patras	0 08	0 08½	
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08½ 0 09
Seeded, 1 lb packets, fancy			0 10
" 16 oz. packets, choice			0 09½ 0 09½
		Sairs	0 05
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06¾
Full boxes	0 05¾	0 06	Fards choicest 0 10 0 10½

Teas.—Only a moderate interest is being taken in teas in general, no special attention as yet having been directed to the new crop Indian or Japan. Prices in general are seemingly well maintained.

Coffee.—Coffee options on the New York market have ruled higher during the past week, and spot coffees there are a little firmer in sympathy. Locally, there has been no change in the situation although prices are steady and well maintained.

Rio, roasted	0 18	0 20
Green Rio	0 15	0 16
Santos, roasted	0 20	0 22
Maricaibo, "	0 22	0 24
Bogotas	0 24	0 25
Mocha, roasted	25	0 28
Java, roasted	0 27	0 33
Mexican		0 25
Gautemalo	0 22	0 24
Jamaica	0 20	0 22
Chicory		0 12

Nuts.—There is nothing special to note. A normal demand is reported with shelled varieties and peanuts leading. Prices show no change. The outlook for brazil nuts is as yet rather unsettled.

Almonds, Formigetta	0 15 0 16
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils (new crop)	0 16 0 18
Peanuts, roasted	0 10 0 12½

Rice and Tapioca.—No new features have developed in rice since last week's decline in standard B. Prospects for the new crop in the Southern States are reported good, recent rains having done good. A steady consumptive demand is in evidence. Tapioca is steady, both regards price and demand.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 90

	Per lb.			
Rice, stand B	0 03	0 03¼	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03¼	0 03½	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 06 0 06½
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 06 0 06¼

Spices.—There is no particular change in the spice situation, cayenne pepper and cloves being quoted ½ cent higher. In general, prices are firm, pepper being one of the lines especially mentioned. The usual yearly demand caused by the pickling season has not yet become noticeable but a steady trade covering the whole list is being done.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 23	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	...	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Beans.—The bean situation is devoid of any special features. Trade is inclined to quietness.

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

Olive Oil.—One dealer reports that advices from Europe state that there is no probability of lower prices on olive oil before the new crop, shipments of which will not commence to this country until early in January.

MANITOBA MARKETS

POINTERS—

Sugar—Firm.

Molasses—Lower.

Coffee—Strong.

Winnipeg, June 29.—Steadiness may be the one word used to sum up the condition of the grocery trade of the west. Wholesalers and jobbers all agree that a similar market on such a firm basis has never been in existence before in the west and consequently all are enthusiastic. Seeding is rapidly drawing to a close, and farmers are beginning to visit the towns a little more freely. Conditions for the growing crop continue to be good, with the results that so far predictions of enormous crop yields are quite likely to be fulfilled. The demand is strong in every line of the grocery trade, and while payments have not been as good as they might have been, yet it is claimed by wholesalers that it is not because retailers have not the money, but because they are investing in real estate, which at the present time is the most glowing proposition in existence. There is no change in the market, except a decline of 1c a gallon in molasses. The holiday during the week broke it up considerably, and many orders will have to be kept over until next week.

Sugar—While no change has occurred in the price of sugar, nevertheless the market is very strong and apparently is going to go higher. The demand continues to hold strong, as large amounts are being used for cool drinks during the hot weather. Stocks are all of normal size and no trouble is feared on account of them.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Syrup and Molasses—In spite of the fact that summer is not the season of big demand, a fair amount of trade is being transacted in these lines. Molasses is the only line on the market at all weaker, and a decline of 1c per gal. has taken place. Prices are as follows:

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 35
3 20-lb. tins, per case	2 37
Half bbls., per cwt	3 00
Barbadoes molasses in ½-bbls., per gal	0 47
New Orleans molasses, ½ bbls., per gal	0 32
" " per bbl per gal	0 30

Dried Fruits—The feature of the dried fruit market this week is that no further advances have been made in quotations by wholesalers. Reports from the southwest continue to confirm the news reported last week, and it would appear as if luxuries in this line next year will only be indulged in by the very wealthy.

Smyrna Sultana raisins, uncleaned, per lb	0 12¾
" " " cleaned, per lb	0 13¾
California raisins, choice seeded in ¾-lb. packages per package	0 07½
" " fancy seeded, in ¾-lb. packages per package	0 08
" " choice seeded in 1-lb. packages per package	0 09
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 08½

Prunes—			
25lb.bx,90-100,lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes,ac.	
" 60-70 "	0 14½	to quality	0 11½ 0 14½
Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 ■½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg.		dry, cleaned, per lb	0 09½
Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 10½	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 11½	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 17½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Coffee—There has been no advance in coffee, at least from the local standpoint, and there appears to be little change predicted for the near future.

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Beans and Peas—There is nothing new in these lines. The demand is steady and prices hold firm.

Beans, 1-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

BRITISH COLUMBIA MARKETS.

Vancouver, June 29.—Advices from the Orient of the first auction of Indian teas at Calcutta, held on May 30th, do not indicate anything particular. Reports are that the crop was good, but prices are likely to remain firm, owing to the large areas in Ceylon that have been taken out of tea and put into rubber.

The feature of the local market is the scarcity of live stock for beef purposes, which has continued for some time. Twenty carloads of stock were shipped from Toronto last week for this point, and three carloads of corn-fed beef arrived during the week from Omaha. In addition to this, frozen beef and veal are being shipped in, together with the mutton from Australia.

Hams and bacon have advanced another peg, and altogether the meat prices are as high as ever they were, with little prospect of immediate decrease.

Local strawberries are now on the market. Generally they are clear by July 1 or shortly after, but this year, with the late spring, the supply will extend well on into the month. Old apples are practically off the market, but new ones will be coming in from Australia and California. New potatoes from California and Oregon are coming down in price so that they may be used. The local supply will still be some time before it is ready. Butter is scarce, jobbing at 35 cents. The really good article is difficult to get.

NEW BRUNSWICK.

St. John, N.B., June 29.—Contrary to expectations Coronation week did not make much of an increase in the trade of the majority of the retail or whalesale grocers of the city, although opinions are divided among the retailers on the matter.

A few changes of minor importance were marked in the local quotations of the past week. Plate beef advanced 50 cents and is now rated at $17.25. Lard also went up a quarter of a cent per pound making pure Canadian 11¼ and American 12. Seeded raisins have seen another rise and are now from one quarter to one-half a cent higher. In feeds middlings and brans are lower but oats, both Canadian and provincial are advanced.

NOVA SCOTIA MARKETS.

Halifax, June 29.—Jobbers report the grocery business brisk. The travelers are sending in good orders, and collections are up to the average. Maritime strawberries came on the market early this week for the first time this season, and they are now in good demand. The opening price was 20 cents, and today they are quoted at 19 cents. Since the opening of the berry season there has been a noticeable increase in the sales of sugar. Price changes in the list are few, and unimportant. Lard is a half-cent higher, and California seeded raisins are up to eleven cents for fancy stock.

The supply of Canadian canned peas are about cleared up, and some of the retailers are now offering Belgian green peas for sale.

Cheese shows a stronger tendency to advance, and as a result dealers are not placing any large orders, owing to the uncertainty of the market. Butter is in good supply, with prices slightly easier. Eggs are in fair demand, the price still holding at 19 cents per doz.

The fruit business continues good. Jamaica oranges are in better demand. They are quoted at $4 per barrel.

TRADE WITH WEST INDIES.

Dr. Kirkpatrick Said to be Arranging New Steamship Service.

St. John, N.B., June 29.—Plans are now under consideration whereby the trade, already very large, between New Brunswick and the West Indies, may be still further increased. Dr. E. S. Kirkpatrick, former Canadian trade commissioner in Cuba is endeavoring to interest local merchants in the holding of a meeting in connection with a new company the object of which is to put on a direct steamship line between St. John and the West Indies, and to encourage trade between the Dominion and the West Indies generally. Dr. Kirkpatrick said that poor shipping accommodations had been responsible for hampering Canadian trade in the past. He has met with much success in Ottawa and Montreal in the formation of the new company.

It is probable that the capital stock will be $1,500,000 or $2,000,000. It is expected that business will increase when shippers throughout Cuba, the West Indies, and the Dominion realize the possibilities of the trade, that the business of the company will be encouraging.

THE SALMON PACK.

Preparations on Pacific Coast for Crop Like Last Year.

Vancouver, June 29.—Preparations have been made for a salmon pack in British Columbia waters this season of about the same size as in 1910, that is, between 700,000 and 800,000 cases.

Cannery men are slow to give out figures, thinking it will influence the market, but they are easily obtainable south of the border. In Seattle they have the figures relating to British Columbia. The total pack on the coast, including Alaska, is estimated at 4,000,000 cases. The Fraser river pack is placed at 60,000 cases. The sockeye season on the Fraser opened on June 20th and will continue until August 25, when the close season commences. Fish are few as yet, the backward spring no doubt having an effect.

HEAVY SUIT FOR DAMAGES.

Montreal, June 29.—On behalf of John Layton and Company, of London, England, an action for $50,000 damages has been entered against the corporation of the city of Montreal. The case arises out of the seizure of a consignment of Russian eggs which created such a furore last winter. Judgment went against the city, but an appeal has been entered and so it is expected this action will not be heard for some time, as it would hardly be fought out until the original matter has been finally disposed of.

AN OLD GROCER DEAD.

Fredericton, N.B., June 29.—One of the best known residents and the oldest grocer of this city passed away last week in the person of James Hodge, who first entered the grocery business with A. F. Randolph about sixty years ago. He was in his 94th year, and had had a long and successful career as a grocer. Until recent years he conducted his own business, but a few years ago his son, George, assumed the management. Mr. Hodge first introduced the low axle wagon in Fredericton, having seen it in use in St. John. He realized the advantages of labor saving in obviating the necessity of lifting heavy barrels of flour, and other articles.

W. C. Palmer has purchased a new auto delivery wagon to be used in connection with his grocery business.

Pop Corn and Peanuts!

Just Dandy! Beats Candy



Krackley-Nut

5¢



MANUFACTURED BY

O-Pee-Chee Gum Co.

LONDON CANADA Limited

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

I AM NOW OPEN

for appointment for one or two good agencies. My travellers are now calling in every town of importance in Alberta and British Columbia.

20 YEARS' EXPERIENCE

By placing your business with me you will secure the benefit of a strong and reliable connection.

Write Box Z, Canadian Grocer, Montreal

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHCUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

When writing advertisers kindly mention having seen the advertisement in this paper

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.



Investigate THE MERITS OF COLES COFFEE MILLS

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee roasters and electrically driven mills, at reasonable prices

All Prices are F.O.B. Phila., Pa.

Coles Mfg. Co.

1624 N. 23rd St.
PHILADELPHIA, PA.

For Direct Current, $65 For Alternating Current, $75

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B. C.; L. T. Mewburne & Co., Calgary, Alta.

Perfection Computing Cheese Cutter

Made in Canada

Encased in our Standard Automatic Cabinet—a handsome glass and wood cabinet, highly polished and very practical.

Adds Greatly to the Appearance of the Store

Modern equipment gains business. The well fitted store, being distinctive, wins the trade of the fastidious buyer, and the confidence of every customer. No fixture in the grocery store performs a more useful duty than the "Perfection" Cheese Cutter, both in appearance and actual cash savings.



Automatic Cutter Cabinet

American Computing Company of Canada

HAMILTON, ONT.

You can do the best tea business in your town or village

You can if you will push "Good Tea." It is an undoubted fact that no other tea on the market equals RED ROSE TEA in quality. Using it in your home will prove this.

You can increase your sales and your net profits this coming year by pushing RED ROSE TEA.

Red Rose Tea

"is good tea"

Branches—
7 Front Street East, Toronto
315 William Ave., Winnipeg

T. H. ESTABROOKS
ST. JOHN, N.B.



Stock Summer Drinks

Your customers will want something cool and refreshing—and we have yet the hottest days of summer to come—offer them

"STERLING" BRAND LIME JUICE

a delightfully invigorating, healthful and popular summer drink.

"Sterling" on lime juice guarantees its purity, just as it does on our other products, viz:—

Jams, Pickles, Catsup Sauce, Relishes, Etc.

Stock up now. The moderate price at which you can sell this bottle gives you a good profit, besides proving an excellent seller.

THE T. A. LYTLE CO., Ltd.
Toronto, Ont.

THERE IS NONE BETTER

Cook's Friend

When a customer asks for BAKING POWDER you are absolutely safe in giving her

COOK'S FRIEND

THERE'S NO ALUM IN IT

Its Purity and Uniformity of Quality are its chief virtues.

W. D. McLaren, Limited
Baking Powder Specialists MONTREAL

STORE SYSTEM.

The system in the store should be such that every possible chance of the profit being cut down by leaks is eliminated. One thing that attention should be given to is the checking of goods that no more may be paid for than received. First there should be a checking up when goods are received from the transportation company, to see that the correct number of prices are received. There should be another checking up when the goods are opened, in which each line should be counted and compared with the invoice. There are always possibilities of something being short and it is that the merchant should guard against.

When this is done, the invoice should be thoroughly examined to see that all extensions and additions are correct. Every amount found in this manner is so much gained and while you may seldom find any mistakes, nevertheless you are then sure that you are not losing anything in that manner.

GETTING NEW BUSINESS.

It is commendable in a grocer that he should at all times be on the lookout for new business but in this effort he should not neglect his old and regular customers. Many a man in his mad rush to secure new trade forgets to give the proper attention to his old patrons and will for this reason lose more than he gains. A merchant sees his competitors with good custmers which he would like to win and in his attempt to do so, he neglects his present customers so that their purchases drop off and eventually he loses them. It would be best that he attempt to keep the purchases of regular customers up to as high a point as possible, meanwhile gathering in as many new ones as he can.

TESTING EGGS.

A retail grocer gives the following method of testing a fresh egg: "If an egg is fresh when placed in a glass of water it will remain resting on the bottom of the vessel; if not quite fresh it will rest with the big end raised higher than the small end, and the higher the big end is raised, the older is the egg. As the egg gets older the water contained in the white of an egg evaporates and this causes the empty space at the thick end of every egg to become enlarged. The larger the empty space the more the egg rises in the water, till in course of time it floats."

NOTES ON FRUIT.

Reports from Denia on the Valencia raisin outlook are favorable, and last year's crop is likely to be exceeded by from 5,000 to 6,000 tons, according to present estimates. First shipments may be expected in August, and with an ample yield, moderate prices for sound quality are looked for.

The crop of Brazil nuts, it is believed, will exceed previous estimates, as the low prices for rubber offer an inducement to the natives to turn toward nuts, as the latter are bringing high prices.

The Greek government will likely place the retention out of the coming crop of currants at 35 per cent. of the total expected, 160,000 tons.

Persian reports say the new crop of dates is progressing favorably. Spots are pretty well cleaned up.

The new walnut crop in France promises to be normal, but Tarragona almonds are firmer as the result of meagre supplies, and higher prices are expected.

PATIENCE THE VIRTUE.

A little girl entered the grocery with a lard tin.

"What for you, dear ?" the grocer asked.

"Pleathe, thir, a pound of lard," lisped the girl.

"Certainly dear." Then he weighed the tin. It was a work of difficulty, for it was cumbrous of shape and awkward to weigh. The grocer's temper was tried, but he smiled and succeeded.

"Now," he said "there is a good pound, where's the money ?"

"Pleathe, sir, it's in the tin."

HINTS FOR GROCERS.

Don't get uneasy when it comes closing time and a customer has not finished buying. You can't afford to hurry customers even then.

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from $8.50 up.

Write us for Catalog.

THE POULTRY & SUPPLIES SALES CO.

109 Place Youville MONTREAL

Chivers

MALT VINEGAR

For three generations the name **Chivers** has been associated with **Malt Vinegar** and is synonymous with

PURITY and QUALITY

The largest bottlers and brewers in Great Britain.

Prices most reasonable and consistent with the high quality of the goods.

Stocks held in Montreal.

S. CHIVERS & CO., Limited
CARDIFF, WALES

Canadian Branch
112 St. Francois Xavier St., MONTREAL

You Can Lighten

the work of many a woman, and brighten your own store by keeping

FELS-NAPTHA SOAP

well displayed and well stocked, so that your women customers can easily see and obtain it.



BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIME HOUSE, LONDON, E., ENG.

Canadian Agents: HUGH LAMBE & CO, TORONT
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. **MONTREAL**

The Only Account Register



THAT will fit any safe. THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

Another Winner

GUNNS QUALITY

Wafer Sliced Breakfast Bacon

IN SPECIALLY ATTRACTIVE CARTONS

Nothing finer in quality and appearance. Full weight. No waste, no wrapping.

In Packages of Twenty-five Pounds

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

HAMS

Last week we advised you that prices would advance and our prediction has been more than realized.

We now think they will be still higher and remain high for the balance of the season.

Cooked Ham trade is now on. Let us have your orders early.

F. W. Fearman Co. LIMITED

HAMILTON



Reindeer Milk

The safest food for Infants, similar to human milk in fat proteids and sugar, will not curdle and is free from all germs. You will always get repeat orders when you sell goods bearing the REINDEER BRAND. Prices will never be lower. Have you a good stock on hand?

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Butter Plentiful and of Good Quality

Production of Butter Exceeds that of Last Year—The Quality is Good—Prices are Steady—Live Hogs are Easier—Provisions are Steady—Cooked and Smoked Meats in Demand—Eggs Show Big Shrinkage.

Live hogs are slightly easier this week, but prices are steady.

The Old Country bacon market has continued firm as has also the Western States live hog markets, although supplies were quite heavy. A steady export demand for pork products and a fairly satisfactory home trade, with smoked and cooked meats among the favorites, is the report of wholesale dealers.

There has been an enormous shrinkage in eggs for some time back and complaints are being made by many wholesale produce men. Rots form a large percentage of many shipments, resulting from the endeavor of the hen to store her product in secret places, and of the none too scrupulous farmers who bring them to market and the dealer who passes them along. It is suggested that the country merchant be more strict about the quality of the eggs which he accepts. If candling of all arrivals was resorted to by the merchants, it would throw the loss upon the person who should bear it namely, the farmer.

Butter is plentiful in supply and steady in price. The make continues large, exceeding that of last year, with the quality quite up to the standard of June butter. A quantity of this month's butter found its way into cold storage.

MONTREAL.

Provisions.—Trade in hams and bacon is active and as supplies are not as plentiful as they might be the market shows something of a firmness in consequence. Demand for live and dressed hogs is good with the supply only moderate.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10¾
Cases, tins, each 10 lbs., per lb	0 10¾
" " " 5 " "	0 10¾
" " " 3 " "	0 11
Pails, wood, 20 lbs. net, per lb	0 10¾
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10½
One pound bricks	0 11¼
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10
" 5 " " " "	0 10¼
" 3 " " " "	0 10¼
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 09¾
Tierces, 375 lbs., per lb	0 09¾
One pound bricks	0 10¾
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 23 0 24
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14½
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15 0 16
" " " small, 9 to 12 lbs., per lb	0 16 0 17
Breakfast bacon, English, boneless, per lb	0 17
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 13½
Hogs, live, per cwt	7 50 7 75
" dressed, per cwt	10 25 10 75

Butter.—There is nothing of a feature this week in regard to butter. The demand is good, and supplies are also satisfactory. The make of butter is apparently greater than last year. Total receipts since May 1 are 137,702 packages as compared wieh 124,254 packages for the corresponding period of last year.

New milk creamery	0 23
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 18 0 19

Eggs.—There has been considerable loss this summer through deterioration of stocks owing to the warm weather. Strictly new laids are selling at 25 cents.

New laids	0 25 0 26
Selects	0 23
No. 1	0 20

Cheese.—Dealers are still asking for old cheese. The market here is steady. Export business has been good.

Quebec, large	0 13
Western, large	0 13¼
" twins	0 13¼
" small, 20 lbs.	0 13½
Old cheese, large	0 15 0 16

TORONTO.

Provisions.—Steadiness prevails in the provision market this week with a fairly satisfactory amount of trade being transacted. Smoked and cooked meats prove leaders at the present time and a reduction of stocks of breakfast bacon has made it a little firmer. Live hogs commenced the week at a reduction, 6.90 being the quotation but keen demand from buyers brought prices up to $7.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 16 0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11 0 11½
Light hams, per lb	0 16 0 16½
Medium hams, per lb	0 15½ 0 16
Large hams, per lb	0 13 0 14
Cooked hams	0 23 0 24
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Heavy mess pork, per bbl	18 00 20 00
Short cut, per bbl	20 00 22 00
Lard, tierces, per lb	0 10 0 10¾
" tubs "	0 10½ 0 10¾
" pails "	0 10½ 0 10¾
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	7 00
Live hogs, local	7 30
Dressed hogs	9 25 10 25

Butter.—Butter is steady, but unchanged in price. Supplies continue quite plentiful and large quantities of excellent make are arriving on the market. A moderate amount of June butter is being stored.

	Per lb.
Fresh creamery print	0 21 0 24
Creamery solids	0 20 0 22
Farmers' separator butter	0 18 0 19
Dairy prints, choice	0 16 0 18
Fresh large rolls	0 15 0 16
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 15 0 16

Eggs.—Quotations remain unchanged. Complaints are made by wholesalers about the tremendous loss which they have to contend with, and therefore although prices are lower in the country, quotations have to be maintained here, the wholesaler having to make up for the shrinkage. Out of eight cases one dealer stated that 30 dozen were lost by shrinkage. It is suggested that country merchants candle all stocks of eggs which they receive in order that a percentage of this loss may be eliminated.

New laid eggs	0 18 0 20

Cheese.—Cheese prices show no change. A fair demand exists. Old stock is scarce and high.

New cheese—		New twins	0 12½
Large	0 12½	Old Stiltons	0 15 0 16
Old cheese.	0 14½ 0 15		

Poultry.—Fowl and broilers are the life of the market just now, with a moderate amount of business being done. Broilers are lower at 20 to 25 cents this week.

Fowl	0 13 0 14	Broilers, live	0 20 0 25
Geese	0 14 0 15	Ducks	0 17 0 19
Chickens	0 18	Turkeys	0 16 0 18

HOG SLUMP EXPECTED

Live hogs on Canadian markets have declined slightly from the position reached during the past two weeks. Last week, the opinion was commonly held that the market had been a little overdone so that the slight backward movement was not unexpected. When the English bacon market, which exercises a big influence upon Canadian prices, began to firm up about a month ago, there was a keen demand for live hogs by packers, who wished to get their product to the Old Country markets before any decline could take place. This is most necessary because the English market desires their bacon cut in a certain manner that would not be salable here, so that it would have to be sent there when cut even at a loss.

At the present time, the English market maintains its steadiness, and the same keen demand continues from packers, and even at the decline prices are steady. While the opinion has been expressed by several dealers that prices are somewhat higher than conditions really warrant, still if packers continue in the same keen request for hogs, the market may be pretty well maintained.

'TWAS HARDER FOR HIM.

Merchant.—It seems to me that you ask high wages, considering that you have had no experience in the business.

Clerk.—Ah, but you forget that that's just what makes it all the harder for me.

Practical Methods in Retail Stores

Dealer Believes that Supplying Pay Envelopes to Nearby Factories Has Been the Means of Increasing His Sales—Saskatoon Merchant Has Definite Ideas on Selling of Cheese—Manitoba Man Pleased with Book-keeping Machine.

Pay Envelopes to Factories.

Toronto, June 29.—A local dealer has a new method of advertising that has been, he says, of excellent help in increasing sales. He has made arrangements whereby he supplies pay envelopes to several of the factories in the neighborhood of his store. The one side of the envelope is printed according to the wishes of the firm in question while on the other he has an advertisement of his own, not too large, but in a snappy manner pointing out the advantages which his store affords customers. In this way his ad. is each week introduced into hundreds of homes and no doubt does considerable advertising for him.

Increased Cheese Sales.

Saskatoon, Sask., June 29.—Some merchants make no effort to sell cheese other than to place it in the cheese case. Sometimes a merchant will add a price card, but seldom does he take the trouble to display it in any better manner or increase it's sale by pointing out it's food value.

A local dealer makes a feature of cheese and has many ways of showing it. Recently he took a twin cheese weighing about forty pounds and cut it into about fifteen pieces on the morning of his busiest day. He stood each of these parts on the large end, with the points up, using a big placard to point out that it was a special cheese sale. Another placard pointed out the food value of the article and as a result cheese sales boomed. He did not find it necessary to cut the price, but merely to make the cheese department attractive.

For Bookkeeping Machine.

Steinback, Man., June 29—K. Reimer, Sons, merchants of this town, are highly pleased with the results of their bookkeeping machine. They installed an eight-hundred account machine over a year ago, and after a good trial are firmly convinced of its value. In speaking of it they said: "We gave the machine a good trial and found it of such benefit that we think that the machine pays for itself in twelve months, because it saves a lot of time, labor and trouble and is a good silent collector, because the customer gets his account to date with every bill of goods he buys, so that we can highly recommend the machine. We would not go back to our old system, while we are doing business, and have good reasons for it."

The Cheese Cutter.

Winnipeg, June 29—A local grocer expresses himself as well pleased with the principle of the cheese cutter, which he has been using in his store for some time and which he believes is a valuable asset to the merchant who uses it right. He says: "If a customer comes in and asks for a pound of cheese, she generally wants a pound and if the amount you cut off borders on two pounds, it is not at all liable to please her, or if you again cut this piece so as to give her the exact amount, there is a little piece left that is liable to amount to a loss before it is sold. But with the cheese cutter, it is different. You set the cutter at the exact amount asked for and that is the amount cut off. Besides cheese especially when hard is liable to break when being cut with an ordinary knife, but even the firmest is cut epenly and without loss by the cheese cutter.

Galt merchants will hold their picnic this year to Grimsby Beach. The date is set for August 3rd.

E. E. Brush, who recently sold his store at Kingsville has purchased a general store at Gesto, Ont.



"See This, Aunt Em'ly."

"Don't that look good? Jell-O for you. Made it all by myself."

The main reason why Jell-O moves from the store shelves so smoothly and briskly is the housewife's appreciation of the easy Jell-O way of making desserts.

A child can make up

JELL-O

desserts, and one can be made in a minute.

"Nothing like Jell-O for dessert" is the dinner watchword in several million American homes.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

Grocers: The extensive advertising of well-known branded articles is the manufacturers' guarantee of the uniform quality of their goods. The prestige gained by this advertising precludes the possible lowering of the quality of such goods. It is entirely different with the manufacturer of private brands, as his name does not appear on the label, and he has no standard of quality to conform to.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.

Winnipeg Montreal



Makes the Home Fresh and Fragrant

When you stock and sell your customers



SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

you are building up a **goodwill** for your business, because there is less chance of your customers trading elsewhere.

Soclean is a thorough disinfectant to which you can give your highest recommendation.

See your wholesaler or write direct

SOCLEAN LIMITED
444 King St. West - - TORONTO
PHONE ADELAIDE 1584

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.



BRAND'S A 1 SAUCE

There's something in the taste of Brand's A 1 Sauce which distinguishes it from every other similar line.

The difference results from the better ingredients and formulae, and the great care taken in factory conditions and surroundings where these goods are packed.

The difference is decided enough to make your trade ask for A 1 Sauce. Put up in neat bottle, and makes a good shelf stock. Secure your stock now, your profit is sure.

BRAND & CO., LIMITED Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

NEWTON A. HILL, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

Canada Exports Flour to South Africa

Quite Heavy Shipments Recently—Prices Are Unchanged—Trade Fair for the Season—Wheat Continues to Fluctuate—Much Depends on Weather During Next Few Weeks—What Civilization is Doing to Japan.

Flour is unchanged and without any special features. Trade on the whole is reported fair for the season, both city and country being fairly steady but of a hand-to-mouth character. Montreal reports that considerable export trade has been done with South Africa but demand from other foreign countries is not heavy.

The wheat market continues to vary but not to the extent it did at the first of the year. Prices slumped on Saturday last, as a result of a break in the hot spell in certain parts of the United States, but recovered somewhat at the beginning of the week, the chief cause being the prediction that the government report next month would be sensational. "It is purely a weather market," declared one dealer, "and wheat prices will go up and down accordingly."

Crop prospects up to the present continue quite favorable.

In reference to the shipments of Canadian flour of late to Japan, the Japanese consul at Vancouver points out that the commercial relations between his country and this have just begun. Japan with its population of over fifty millions is rapidly changing from a rice-fed to a bread-fed nation. The possible production of wheat in that country is limited and Japan must necessarily be a large importer of wheat and flour. Up to now she has bought mostly the United States product and last year about four million dollars' worth of wheat was imported from that country. The Japanese are awaking to the fact that the Canadian flour is of a better quality and the consul predicts that a flour trade will be established between Canada and Japan.

MONTREAL.

Flour.—There is no change in this market. Demand for flour is good and the situation is reported steady.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Rolled oats are in fair demand with the price unchanged. Business is naturally not as brisk as it was but there is still a good trade passing.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—Rather inclined to quietness and without any special features is the condition of the flour market. Locally, wheat continues to hover around the same prices, and flour remains unchanged.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—There is little new to chronicle in the cereal markets, as conditions remain about the same as during the past two weeks. Trade is a little slacker as can naturally be expected, but is, however, fairly well maintained.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls	2 90
" " 5 brls. to car lots	2 75
Cornmeal, 100-lb. bags	1 75 1 90

WHAT OTHER MERCHANTS SAY.

Powerful price pullers.

—

At prices that'll cause a merry whirl.

—

You can't afford to pass prices like these.

—

Every growing business must have new customers. You are the one we want to see.

—

The biggest, best and busiest store.

—

It doesn't matter whether you are posted or not, or whether you are a child or a man, you get the same fair weight, measure and price.

—

Always awake to the wants of our customers.

—

Willingness to accept and utilize ideas offered by others, no matter what their station, so long as the hints are practical, is a sign of a progressive spirit.

TRADE NOTES.

A report from Ottawa, Ont., has it that the Department of Fisheries is instituting an inquiry into the rumor that fish in hundreds of thousands are dying, or floating dead upon the surface of the water in Quebec. The situation is said to be particularly acute in the Eastern Townships, and the Gatineau district is also given prominence. It is claimed that experts from the department will visit the affected districts and analyse the water in an attempt to clear up the apparent phenomenal state of affairs.

VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAPLEINE is now



Thoroughly Established in Public Favor as

The Flavor de Luxe

for

Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home.

Be sure that it is on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents

26 Front St. E., Toronto

Crescent Manufacturing Co., Seattle, Wash.

To Save Money from Packing Waste Paper

How Association in Michigan Experimented With a Baling Outfit and Were Astonished at the Results—The Method Used—Scheme Could be Adopted by Individual Dealers in Canada With Good Monetary Benefits.

In one of the small cities of the State of Michigan where happily the merchants seem to be inclined to work together, there was started some time ago a scheme of co-operative delivery. In connection with that there was also inaugurated a policy by which all waste paper from the establishments of the members was to be baled at headquarters and the proceeds used to swell the profits of the delivery proposition.

A baling press was put in at the headquarters of the delivery system and all the waste paper of the members, packed in boxes and barrels, was collected and set down there. Figuring on the profits from this after the first month or so the officers were astonished to find that one hundred and twenty-six dollars had been paid in by the men who had purchased this waste paper from them. That fact also occasioned astonishment among the members of the organization throughout that city. That such a common nuisance as waste paper could be made to pay dividends so easily came as a complete surprise.

When the proposal was first mooted in that town as a possible money saver the most sanguine of its advocates did not imagine the totals would run up into any such sum as that. Now they pay considerable attention to that department with the result that the profits are said to be considerably larger, although the figures are not obtainable at the present time.

As Applied to Canada.

This is a method by which merchants in many cities and town, and villages for that matter, in Canada, could save considerable money each year. Where there is a co-operative or central delivery system the lines adopted by the Michigan Association as outlined above might be followed. Where the individual delivery is in order, however, and the merchants stand alone, there would necessarily have to be an individual baling press for each dealer. He could have one of the clerks collect every day all the waste paper taken from his packing cases and all the other odds and ends that go to litter the establishment and have them put into this small press and so securely packed away at the close of every day's business. There would be little or no difficulty in finding a purchaser who would take it off his hands. The monetary returns might pay for his light or heat, or help to make up his rent in a month's time.

To Work Big Saving.

The average dealer in a fair way of business may argue that the waste paper in his establishment would not be sufficient to make his buying a baling press worth while. There were members of the association in Michigan who thought precisely the same thing, and who were astounded at the totals collected from their establishment in a month's time. For the grocer who does not buy in case lots and whose consignments arrive generally packed in paper, such a scheme should mean considerable saving in a year's time. Besides, all waste paper would be accounted for and the danger of fire would be at least considerably lessened.

There are many dealers in Great Britain who would consider a merchant extravagant who did not take advantage of all possible methods by which he could save money and accordingly reduce his operating expenses. They pack paper considerably in the Old Land, and although it has not been much used in Canada as a money maker and accordingly a money saver, it is probable that many Canadian dealers will adopt the paper press just as soon as its profits are more generally recognized.

The grocers from Port Huron, Mich., who are billed to vist London, Ont., during August will be numerous enough to fill two trains, according to report. London dealers are arranging to show the visitors a good time.



FLY POISON

SMITH'S GENUINE

The most powerful pads made. No flies around the room—they die at the pad.

These goods have been sold continuously by the trade for the past twenty-three years without a single complaint.



See that name and address below is on every case and package. Beware of the unscrupulous imitation now sold under our name.

Attractively packed and exceedingly effective. Kills the germ as well as the fly.

If your wholesaler won't supply you with *genuine* Smith Felts, order from us direct. Stock up right away and get your share of a generous profit.

SMITH BROS.

Beachville, Ont.





There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO., Halifax, N.S.

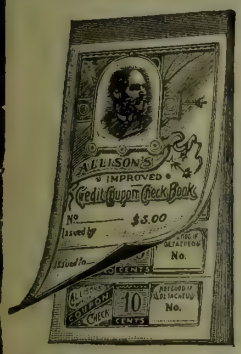
Do You Sell on Credit?

Do you have the usual trouble with collections, "bad accounts," friction with customers and frequent loss of both customer and money?
Then you need

Allison Coupon Books

They will stop the leaks, keep up collections, forestall arguments, please the customer.

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Wilson's FLY PADS

Have been on the market for thirty-two years, and the demand this season to date is 65 per cent. greater than ever before.



All Wholesale Grocers Sell

Wilson's FLY PADS

NEWFOUNDLAND NOTES.

Hopes Held Out for Good Year on Labrador Coast.

St. John's, Newfoundland, June 29.—The SS. Beothic brings the report that the winter was a good one for furriers, five hundred furs alone were taken in Groas Water Bay, about ten per cent. of them "Silver hairs." Some made as high as $2,000 for the winter, and others from $400 to $1,500. The value will be far in excess of recent years.

Sealing Catch.—Was fairly successful, good work being done early in the winter, particularly the southern part of the coast. At Battle Harbor, the total catch was considerably more than in 1910.

Trap Fishing.—Rarely commences before July, but the people rush off early in the spring to secure the choicest berths.

We have had two lean years with Labrador fishery, and it is hoped that this year there will be something like an average voyage. Reports from the different settlements give a fairly good account of the opening of the fishery, and the indications at present point to a fairly successful season.

Salmon.—No new pack yet in the market. Old stocks all exhausted and the demand for the new will be brisk. Price will probably be between $5.50 and $6.00. At present the local market is well supplied with fresh salmon, which is sold by retailers at 15 cents per pound.

Lost Customer Had Hoped to Win by Display

Last week a lady while attempting to enter a store in a western town, the entrance of which was partially blocked with a piled up display of goods, caught her dress, a new one, on a nail and the rip which followed filled her with dismay. She did not enter the store as intended but went to another down the street and gave her order.

"I'll never go in to that store again," she was heard to say to a friend. "They always have the door blocked with goods so that you hardly can get in. I might have known better than to visit that store with a good dress. Why even in the store you can hardly move around."

This illustrates the folly of which many dealers are guilty in crowding the front door so that customers can scarcely force an entrance. Many grocers have a habit of piling goods up in this manner as if to make it impossible for the customer to enter without seeing them. The real result is that the customers are so busily occupied in picking a way around the goods, they never notice the stuff at all.

Besides, the danger to clothes, and the trouble it gives customers in entering such an entrance nearly completely filled is forbidding. The attempt to display goods is to be recommended but this is one case in which the drawbacks are greater than the benefits. See that the entrance to your store is such that customers may easily make their way in and out.

Scholey Bros., have opened a general store at Courchan Lake, B.C.

Pilkie Bros., Vermilion, Alta., have sold their general store to Granville, Hughes & Co.

D. B. Campbell, general merchant, Abernethy, Sask., removing to Edmonton, Alta.

W. C. Houston, general merchant, Morningside, Sask., sold to A. H. Scott.

Rotsein & Pargamarick, grocers, Yorkton, Sask., dissolved, Rotsein continuing.

Hugh Ryan, who was a grocer of St. John, N.B., for thirty years passed away at his home here last week.

TEAS

We have secured a nice lot of

JAPAN TEA

About

400 Half Chests - - 80 lbs. each

Good Sweet Liquor - per lb., 17½c.

We pay the freight in Ontario and Quebec on 10 half-chest lots.

How many, please?

L. CHAPUT, FILS & CIE.

Wholesale Grocers and Importers MONTREAL

(ESTABLISHED IN 1842)

The Catsup with the different flavour

There is a delicacy of flavor and appetizing richness to every bottle of

"E.D.S." Brand Tomato Catsup



that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is pressed out by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best catsups made in the States or in any other country.

It will pay you to feature this splendid line!

"E.D.S." Brand jams and jellies (a very wide range) are real profit producers and trade winners.

Made only by

E. D. SMITH at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market.

"NAUSICAA," fine FILIATRA dry, cleaned carton currants.

"VICTORY," fine FILIATRA dry, cleaned carton currants.

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season.

We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:
JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

Do You Have a Pleasant Smile When You Open Your Bank Book?

If not you should figure out where your losses are coming from. Perhaps you will find that you are paying too much for foreign goods when the Canadian are just as good.

MACARONI VERMICELLI SPAGHETTI

Manufactured under most hygienic conditions in Montreal by skilled men trained from their boyhood in France.

NO Customs Duty

Therefore CHEAPER GOODS, BUT SAME QUALITY, GOOD PROFITS.

L'ETOILE

("Cie Francaise de Pates Alimentaires.")
6-9 Harmony Street, Montreal.

California Fruits

Peaches, Plums, and Apricots

Cars arriving every few days, we guarantee the best fruit shipped from California.

LATE VALENCIA ORANGES

the best in the World.

Messina Lemons,

Cabbage, New Potatoes,

Grape Fruit, Bananas,

Tomatoes, Cucumbers, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST TORONTO

are Largest Receivers

St. Nicholas Lemon Juice Quenches Thirst

Remember the brands to order

St. Nicholas,
Home Guard,
Puck,
Kicking.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Dominion Day Stimulates Fruit Trade

Heavier Purchases to Supply the Holiday Demand—California Fruits are Going Out—Strawberry Season was a Fleeting One —Lemons are Easier on Some Markets—Tomatoes are Scarcer and are Higher in Price.

Briskness prevails in the fruit markets this week, Dominion Day being held accountable for the added impetus given to business. In order to supply the holiday appetite of the consumer, retailers are ordering quite freely such lines as California peaches, apricots and plums. Watermelons are going out, while such vegetables as peas, beans, carrots cucumbers and tomatoes are in fairly steady demand.

While some markets are ruling fairly steady on lemons, others exhibit a weaker tendency, large arrivals having afforded some relief to those particular centres. The weather has not been so favorable as was expected, especially when compared with this time last year when an extra warm spell affected an enormous consumption of this line.

The strawberry season has been somewhat quicker in drawing to a close than at first expected. The first portion of the season was good, but the latter now seems less promising, while prices are now ruling higher than earlier in the month. Complaints have been made of damage by drought. The season was fleeting and the amount preserved will be small compared with other years.

Tomatoes are scarces and higher, and on some markets holdings are rather small. Supplies are now coming from Mississippi and Texas, with the crop drawing to a close, while Tennessee is starting to ship, and New Jersey will be getting into line later. It will probably be a month before the Canadian article begins to come forward in any quantities.

Old potatoes are firm on all markets, while at Toronto prices have taken a sharp advance of from 25 to 50 cents per bag, while supplies generally appear to be rather limited even for the season of the year.

While imported new potatoes are slightly easier, they are still high in price, as there is a big demand from all parts of the country, with only Virginia to supply it, shipments from Florida having stopped. The west will also be clamoring for supplies, too, as soon as they become sufficiently matured to stand shipment, so that it appears as if there will be no very cheap new potatoes for some little time.

MONTREAL.

Green Fruits—The fruit season is now well under way. Strawberries have come and are now practically gone, after a short season. They were more or less of a disappointment in some respects and were not received in anything like regular order, at least there would be quite a difference in the price quoted from day to day. They flashed across the fruit sky without creating a great deal of excitement. It might be safe to say that only a small quantity were preserved in comparison with former years. Canadian cherries are offered this week at a fair opening price. Californias are going well. Apples are practically gone. Those who still quote Spies are asking a fancy price. Lemons have arrived a little more freely and are easier in price. The return of warm weather has been helping considerably. Bananas are in good demand. The fruit men are busy and with raspberries soon to be announced, the berry season should be brisk. California cantaloupes are among the late arrivals.

Apricots, California, crate	2 50	2 75	Limes, a box		1 [illegible]
Apples, Spies, extra fancy		9 00	Oranges—		
Bananas, bunch	1 65	1 85	Valencia	4 00	4 50
Bananas, crated	2 00	2 25	Sorrento	3 25	3 [illegible]
Cantaloupes, Cal		6 00	Mexican	2 75	3 00
Cherries, Canadian	1 25	1 50	Peaches, California, crate	2 50	2 75
Cherries, California, crate	2 25	3 00	Pineapples—		
Cocoanuts, bags	4 25	4 75	Havanas, case	2 50	3 00
Grape fruit, Flo.	3 00	4 75	Plums, California crate	2 75	3 00
Lemons	4 00	4 50	Strawberries, Canadian	0 09	0 12

Vegetables—This market is fairly busy, with a good demand for the new vegetables. Peas, beans, carrots, tomatoes, cucumbers are well received. Mississippi tomatoes are selling at $1.50 and are firm at that price. Old potatoes are steady and are apparently none too plentiful.

Beans, hamper		5 00	Onions—		
Beets, doz		1 25	Egyptian, bag		3 00
Carrots, doz		1 25	Bermuda, crate		3 50
Cabbage, crate	3 00	4 50	Bermuda potatoes new, per bbl	6 25	7 00
Cucumbers, bas.	2 50	3 00	Potatoes, bag		1 40
Garlic, 2 bunches		0 25	Parsnips, bag	1 00	1 25
Green Peppers, small basket		1 25	Radishes, dozen bunches		0 30
Leeks, doz	1 75	2 00	Tomatoes, flats		1 50
Lettuce—			Turnips, bag		1 50
Canadian lettuce per doz		1 50			

TORONTO.

Green Fruits—Trade in fruits is quite satisfactory this week, Dominion Day having given impetus to the demand. Pines are in rather light supply on this market, but their sale has been helped by the higher price of strawberries. Lemons are steady, but unchanged, with a fair demand and supplies none too large. Tomatoes are somewhat firmer. Navel oranges are about cleaned up, late Valencias now being the sellers. Weather conditions affected Canadian strawberries, bringing a higher range than

expected. On many under short supply caused by the rain, sales were made at 14c, but the general range this week is from 8c to 12 cents. California cherries, peaches and apricots are lower, while the same is true of Canadian cherries, which rule from 75c to 85c.

Bananas	1 00	1 75	Tomatoes, 4 box crate	1 50	1 75
Cocoanuts, sack		4 75	Rhubarb, doz.	0 25	0 40
Grape Fruit—			Cherries, 10-lb. boxes		2 50
Florida, per case	4 50	5 00	Peaches, 6-dozen boxes	2 00	2 25
Lemons—			Plums	2 75	3 00
Verdelli	4 50	5 00	Apricots, 6-doz. boxes	2 75	3 00
Limes, box		1 50	Cherries, Canadian, 11-q. bsk	0 75	0 85
Oranges—			Watermelons		0 50
Late valencias	4 00	4 25			
Med. sweets	3 00	3 50			
Pineapples crate	3 00	3 50			
Strawberries—					
Canadian, qt	0 08	0 12½			

Vegetables—Potato prices have again advanced and this week the lowest quotations are $1.50 per bag, while the majority are above that figure, with many as high as $1.75. Spot stocks are small, while dealers contend that supplies in the country are at a small figure. "Potatoes seem to be getting into the luxury class," remarked one dealer, "but I believe conditions warrant the price that is being asked. Scarcity of old

Royal Crest Brand
Late Valencia Oranges

The finest Summer Oranges that come from California

Very heavy and juicy, and possessing that genuine orange flavor not found in other Brands.

The following sizes are especially fine:—96's, 112's, 126's, 150's.

Try Them

WHITE & CO., Limited, TORONTO.

Fancy Fruits

CHERRIES

ENGLISH (sweet)
EARLY RICHMOND (preserving)

ARE NOW READY

STRAWBERRIES

WILL HAVE A FEW THIS WEEK.

Canadian Early Vegetables

Wax Beans, Peas, Cucumbers, Cabbages, New Carrots, Beets, &c., are in good supply

Wire, phone, or mail your orders to

STEVENS & SOLOMAN
GROWERS AND SHIPPERS
HAMILTON, ONT.
PHONES 1990—2700—3200

Domestic Fruits

are now coming quite freely. We have fresh arrivals every day. Send along your orders.

California Fruits

Peaches Plums Apricots Cherries Canteloupes
Oranges Lemons Bananas Watermelons
Pineapples New Potatoes
New Cabbage

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



HOT WEATHER LEMONS COOL DRINKS

LEMONADE---Most cooling, most refreshing, most economical summer drink. Suggest it to your customers. When ordering lemons mention Buster Brown Brand---the Pinnacle of Lemon Culture. Our Verdellis are beautiful.



W. B. STRINGER, Can. Sales Agent

FOLLINA BROS., Packers
MESSINA, Palermo

stocks exists in many parts of the United States and prices have been going high. Besides, new potatoes are high, with no probability of low prices for some time." Wax beans and cabbage are higher this week, with Texas onions slightly lower. American corn on the cob is on the market at $2.25 per hamper.

Beets, Louisiana doz	0 75	
Canadian beet, bag	0 60	0 75
Cabbage, South Carolina	3 75	
Carrots, new, box 3 to 4 doz.	1 75	2 00
Cucumbers, hamper	2 50	
Wax beans, hamper	2 75	
Green beans, hamper	2 00	
Lettuce, Canadian, head	0 25	0 30
Onions—		
Texas, case	1 75	
Egyptian, sack	2 50	
Potatoes, Ontario, bag	1 50	1 75
Potatoes, new, barrels	6 00	6 25
2 bush. bags	4 00	
Parsley, per doz	0 75	
New turnips, per 11-qt. basket	0 50	
Asparagus—		
Canadian, doz	0 75	1 00
Spinach—		
Hamper	0 35	0 50

WINNIPEG.

Green Vegetables—No new lines of importance have arrived this week. The supply of home-grown lines is considerably increasing as the summer advances. American greens are still to be found on the market in large quantities and at fairly reasonable prices. Few changes will be noticed.

Native mint, per doz	0 30
Native green onions, doz	0 20
Native parsley, per lb	0 35
Native lettuce, per doz	0 25
Native watercress, doz	0 35
Minnesota cucumbers, doz	1 25
Texas cucumbers, doz	0 90
Mississippi tomatoes, crate	1 50 1 75
American radishes, doz	0 45
American head lettuce, doz	1 25
American garlic, per lb	0 30
Native spinach, lb	0 04
New cabbage, per lb	0 05
Florida celery, per crate	4 25
American peppers, basket	1 00
Native rhubarb, lb	0 02
Florida beans, 20 lb. boxes	2 50
Mississippi carrots, per box	2 50
Mississippi beets, per box	2 50
Mississippi turnips, per box	2 50
Native mushrooms, per lb	0 50
Native asparagus, per doz	1 40
Native radishes, per doz	0 20

Fresh Fruits.—Like all other lines, the fresh fruit market is steady and little change is noticed. The demand is strong and active, and prices are holding firm. Since the arrival of the Hood River strawberries other lines have been taken off the market as the reputation these have throughout the west is exceptionally good.

Florida grape fruit, box	6 00
Bananas, bunch	3 50 4 75
Navel oranges	3 50 4 75
California lemons, crate	6 00 7 00
Messina lemons	5 00
Hood River strawberries, 24 qt	4 50 5 00
Tennessee strawberries, 24 qt	4 50
Florida pineapples, case	4 50
Cal. black cherries, 10 box	3 00 3 25
Cal. white cherries, 10 box	3 00 3 25

Fruit Notes.

Raspberries from the Niagara district are expected to arrive within a week.

Limes continue high, only small shipments having arrived as yet.

Recent rains have benefited raspberries.

From present indications, plums and peaches are looked for in average quantities.

Navel oranges are done. Late Valencias are now being taken up.



Fish - Oysters



Two Fish Days in the Week Help Trade

Better Enquiry Farm Retailers—Lively Demand Expected—Fairly Satisfactory Summer Trade—Nova Scotia Lobster Season About Done—Large Exports to Boston and Portland During Season—No Change Noted in the Newfoundland Situation.

Two fish days this week resulted in a better enquiry on the part of retailers who anticipated a lively demand. Supplies are adequate. Brook trout are not quoted this week, but the regular demand is well looked after.

Nova Scotia reports the lobster season about done on that coast. The export trade to Boston and Portland was a record one, more lobsters being sent from the province during the spring than ever before in any one year. The receipts of mackerel have fallen off lately on the Nova Scotian coast. Smoked haddock are in good demand, principally from points in Upper Canada.

QUEBEC.

Montreal.—With Friday and Saturday fast days, this week should find the demand for fish heavier than usual. The ordinary weekly trade during mid-summer is not as heavy as it might be and with mid-season conditions now existing that influence is being felt. Trade has been fairly good. and the demand should be continued to a certain extent. Brook trout are finished. Gaspe salmon are in fair supply with the price firm. Lake trout, halibut, whitefish and several other lines are favorites.

FRESH

Alewives (shad herring) per 100 fish		2 00	Halibut, express per lb	0 09	0 10
Bluefish, per lb.		0 16	Salmon, B.C., lb		0 18
Dressed perch, per lb		0 10	Salmon, Gaspe	0 16	0 17
Dressed bullheads, per lb.		0 10	Shad, buck, each		0 30
Mackerel		0 08	Shad, roe, each		0 60
Haddock, per lb	0 04½	0 05½	Sea trout		0 10
Steak cod headless, per lb	0 05	0 06	Sea bass, per lb.		0 10
			Lake trout, lb.	0 11	0 12
			Pike, per lb.		0 08
			Pickerel or dore	0 11	0 12
			Whitefish, lb.	0 11	0 12

FROZEN

Codfish	0 03	0 03½	Salmon, B.C., red	0 09	0 10
Haddock		0 03	Gaspe salmon, per lb.		0 15
Halibut, per lb.		0 09	Qualla salmon		0 09
Pike, round, lb		0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each.		0 07
Pike, dressed & headless, cases 150 lbs., per lb		0 06	Whitefish, large, lb	0 07½	0 08
Gras pike		0 05	Whitefish, small		0 06
Steak cod		0 04			
Mackerel	0 11	0 12			

SALTED AND PICKLED

Labrador sea trout, bbls		12 00	Salmon, B.C., red, bbl	14 00	
Labrador sea trout, half bbls		6 50	" " pink, bbl	12 00	
No. 1 mackerel, pail		2 00	" Labrador, bbl	16 00	
½ bbls		8 00	" " ½ bbls	8 50	
Scotia herrings, No. 2, bbl			" " bros., 200 lb	21 00	
Lake trout, half bbl.		6 00	Salt eels, per lb	0 07	
Choice mackerel half pail		2 00	Sea trout, ½ brl.	8 50	
			Sea trout, bbls	12 00	
			Scotch herring	6 00	
			" " keg	1 00	
			Holland herring, ½ bbl	5 50	
			" " keg	0 75	

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

NEW BRUNSWICK.

St. John.—Prices in the fish market for the past week remained unchanged, with the exception of salmon, which dropped off a little. Fish dealers say that salmon this year are of a better quality, seemingly, than for some seasons past.

A. H. Brittain, of Montreal, manager of the Maritime Fish Corporation, who was in the city this week, said that the business in fish had been encouraging of late, and that his company expected to be shipping to Vancouver before long. He said that the Maritime Provinces have great possibilities as centres for the fish industry, and the importance of the market in western Canada for the Atlantic fish would be fully realized by the people of New Brunswick in a little while.

ONTARIO.

Toronto.—There are no particular features to mention. A fairly satisfactory and steady summer trade is being done, with fresh fish most prominent, but other lines receiving their share of attention also.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 10
Fresh halibut	0 07	Fresh caught herring	0 05
Perch	0 05	Haddock	0 06 0 07
Fresh trout	0 09	Pickerel	0 10

FROZEN FISH

Doldeyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 09½
Pink sea salmon	0 09	Mullets	0 04
Round red "	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 08
Shredded cod	2 25	Pickled lake herring, 100 lb. kegs	2 50
Cod, Imperial, per lb	0 06	Quail on toast, per lb	0 07
Fillets, per lb	0 12	Shrimps, per gal	1 25

NOVA SCOTIA.

Halifax.—Fish business during the week has been quiet. There was a-

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited

Black's Harbour, N B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A.W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas Duncan Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



SELL SARDINES WITH A GUARANTEE

There's nothing like a guarantee to help sell your canned goods! Read the exact wording below:

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler.

List of Agencies—

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

plenty on the market, but the demand was light. Salmon are not as plentiful this season as last, and the price is considered high. The lobster season is about over on this coast. The receipts of lobsters were small and some days the market was bare. The receipts of mackerel locally were also light, the shore boats in this vicinity getting few fish. Further down the coast the fishing was better. Smoked haddock are in good demand, principally from points in Upper Canada. There is not much doing in the salt fish trade. There has been no change in the price of salt cod. Salt mackerel are easier on the Boston and Gloucester markets, selling at $13 per barrel.

NEWFOUNDLAND.

St. John's—There are no new features to the fishery news, reports being about the same is last week. Salmon and herring continue plentiful, while fresh cod fish is quite cheap.

Codfish, large and medium merchantable, per qtl.	6 50
" small " "	5 50
" large Madeira "	6 50
" small " "	5 50
" large and medium West India	5 00
" small " per qtl	4 50
" Labrador "	4 00
" shore cured	6 80
Haddock "	4 00
Herring, No. 1, large barrel	3 20
" medium	3 00
" small	2 80
Ling	4 00
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	6 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" 48 1-lb. tins, per case	5 50
Cod Oil, hardwood casks, tun	110 00
" softwood " "	102 00
Cod Liver Oil, gallon	0 70

The Grocer's Encyclopedia - Soaps

Interesting Facts in Connection With a Product That Has Been Manufactured Since the Beginning of Christian Era—The Ingredients and Their Blending—The Peculiarities of Lines of Castile Soaps.

Soaps are chemical compounds of one or more of the oil acids, more especially with the metallic alkalies of either potassa or soda. The varieties nowadays are exceedingly numerous and the raw materials employed extremely various, including nearly all kinds of fats and oils, vegetable as well as animal. The chief household and laundry soaps are now made from oils mixed with certain proportions of tallow and resin. Cocoanut, palm-kernel, cottonseed, palm and other oils are employed in immense quantities. These oil soaps have generally a darker but more transparent appearance than the old-fashioned sorts made from tallow alone. Soaps made from vegetable oils are much more soluble than those made of animal fats and do not leave behind them such a disagreeable smell.

Modern soaps really hold more water and are apt to turn still darker on exposure to the air, but they lather freely and do not shrink much. Pure soap should consist of a fat, or animal or vegetable oil, with either pure caustic potash or soda.

Cocoanut Oil Soap.

The property of appearing dry and hard along with a heavy percentage of water, is a peculiarity of cocoanut oil soaps, which communicates the same property to tallow and palm oil soaps. The great difference between hard soap and soft soap is that in hard soap, soda is employed, whereas in soft soap, potash is used instead. The real art of soap making consists principally in knowing how to determine from the appearance of the paste and other circumstances what kind of ingredient to use during each step of the operation.

Toilet soap is or should be essentially a variety of soap made from choice selected kinds of fatty matters judiciously combined with alkalies in such fashion that the product contains practically no excess of alkali. In other words it differs from ordinary laundry soap chiefly in the quality of the materials used in its manufacture and the care and skill employed in so conducting the operation and proportioning the ingredients to one another as to obtain as a final result, a material in which the alkali used is transformed into true soap, leaving none uncombined with the fatty matters employed. However there there are a number of toilet soaps on the market in which cheap materials are used and which are not properly combined

The Castile Soap.

Castile soaps, also known as olive oil soaps and formerly called Castle or Spanish soap are either white, mottled or powdered. It is made from soap stock, a substance obtained from olives. The residue of the olives and kernels after the ordinary oil has been expressed is chemically treated with sulphuric acid, yielding this substance. Castile soap is generally hard. Although poppy cotton or other seed oil is sometimes added so as to make the product softer.

The dealer is familiar with many varieties of soap, such as almond, buttermilk, cinnamon, coal tar, glycerine, honey, sulphur, etc., mostly toilet soaps and which contain besides the ordinary materials a certain percentage of the article denoted by the name.

Soap has been in use for at least 3,000 years, and is twice mentioned in the Bible. Not many years ago a soap boiler's shop was discovered in Pompeii having been buried beneath the terrible rain of ashes that fell upon that city in 79 A.D.

Your customers are interested in this information. Turn it to good information in your daily work.

THREW RICE OVERBOARD.

Three Hundred Bags Meet a Watery Grave in West Indies.

Kingston, Jamaica, June 29.—Condemned by the city sanitary department, 301 bags of rice, which reached this city on the coolie ship, Indus, were taken out to the deep waters in the middle of the harbor on the sloop Scotia and dumped overboard last week.

This rice was part of a consignment of 6,050 bags and was stored at a bonded warehouse. The sanitary inspector, making his rounds came across the shipment, and promptly seized the supply as partly bad.

The health officer followed the sanitary inspector and condemned the product to the extent of 301 bags. This is claimed to be one of the biggest seizures that have taken place here for a long time.

GILLETT'S NEW PLANT.

Toronto, June 29.—It has been known for some little time among the trade that the plant owned and operated by E. W. Gillett Co., facing on King, Duncan and Pearl Streets, which they moved into seven years ago, does not now meet with their requirements for the production of their goods. This property was sold a few days ago to the W. R. Brock concern who will utilize it for factory purposes. The Gillett Co. are now dealing with plans for their new plant which will consist of five or six buildings, and will be erected on some railway, likely in either Toronto or Hamilton.

DRIED APPLES

We have a few hundred pounds of Dried Apples for sale.

O. E. ROBINSON & CO.
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer



NOTICE THE NAME

CLARK'S

And serve your customers better by extending to them the privilege of buying finer soups than they have been getting.

CLARK'S "CHATEAU" BRAND CONCENTRATED SOUPS are perfectly made and perfectly sold. We are not going to bribe you to push them because that isn't the kind of business we're looking for.

CLARK'S SOUPS are a safe investment for you, not a speculation.

Honesty of purpose is the fundamental principle on which we have built our success. OUR GOODS ARE WHAT WE CLAIM THEM TO BE, and we want you to just recommend "CHATEAU" BRAND SOUPS and leave the rest to your customers.

CLARK'S "CHATEAU" BRAND CONCENTRATED SOUPS

12 KINDS 12 DISTINCT FLAVORS 2 SIZES

CLARK'S

STEWED OX TAIL
MINCED COLLOPS
JELLIED VEAL
STEWED KIDNEY
IRISH STEW
JELLIED HOCKS
BEEF STEAK AND ONIONS

are food specialties with which every grocer should be familiar. The QUALITY is CLARK'S and when the people want QUALITY they want CLARK'S. This is not an assertion but a living fact.

Don't burden yourself with goods that in the beginning seem to offer big profits, you know that in the end it will mean a big sacrifice on your part, besides the annoyance you will cause your customers.

End as you begin, by NOTICING THE NAME.

WM. CLARK, MONTREAL

MANUFACTURER

HIGH GRADE FOOD SPECIALTIES

THIS WEEK'S TRADE NOTES.

Many Changes In the Grocery Business Throughout Canada.

ONTARIO.—A. Kilborn, grocer, London, has sold to Geo. S. Pettit.

F. Bounsall, grocer, Chatham, has sold out.

F. J. Fitzgerald, grocer, London, deceased.

Elizabeth M. Soden, grocer, Toronto, sold to N. F. Kennedy.

I. B. Marshall, general merchant, Sellwood, suffered loss by fire.

Frank Crosco has opened a grocery at Lake Superior Junction.

J. S. Wallace, general merchant, Shanly, sold to H. J. Swift.

Mrs. D. Willsie, Derwent, has sold her general store to R. J. Beattie.

Lougheed Bros., general merchants, Clarksburg, suffered loss by fire.

S. Jewel & Son, grocers, New Liskeard, have sold to Mr. Barry, of Midland.

S. P. Stata & Son, general merchants, Aultsville, has sold out and will remove to Calgary, Alta.

Peter White has opened a grocery store at Graham, while Mrs. J. J. Jewel has opened a general store in the same town.

QUEBEC.—Albert Parr, Lachine, has sold his grocery to J. V. P. Mitchell.

Wilfrid Bouret, grocer, Quebec, assigned.

Joseph Costello, grocer, Montreal, deceased.

Montplaisir & Frere, grocers, Montreal, dissolved.

Mulcair & Brothers, grocers, Quebec, registered.

The assets of H. Bergeron, grocer, Montreal, have been sold.

J. B. Robert, grocer, Montreal, succeeded by R. Normandin.

Ed. Legrosley, general merchant, St. Benoit, compromised.

Pierre Lefebvre, grocer, Montreal, has assigned to Alex. Desmarteau.

J. P. Fontrouge & Co., general merchants, Terrebonne, assigned.

J. E. Monette, general merchant, St. Philippe de la Prairie, burned out.

The stock of J. S. Brault, general merchant, St. Alexis de Montcalm, has been sold.

Albert Hebert, of Hudon, Hebert & Co., wholesale grocers, Montreal, deceased.

Edward Talbot, of Talbot & Larose, general merchants, Thetford Mines, deceased.

MARITIME PROVINCES.—G. W. Barber, general merchant, Albert, N.B., sold to G. W. Newcombe.

A. H. Nolan, grocer, Dalhousie, N.B., assigned.

Wm. J. Power, grocer, Dominion, N.S., deceased.

Nath. Dooks, general merchant, Jeddore, N.S., deceased.

Jas. Hodge, wholesale grocer, Fredericton, N.B., deceased.

B. L. Estey, grocer, Fredercton, N.B., succeeded by G. K. Dunphy.

J. H. Harris & Co., wholesale grocers, Moncton, N.B., have sold to Baird & Peters, of St. John.

WESTERN CANADA.—H. E. Mitchell general merchant, Justice, Man., sold to Edward Mitchell.

F. W. Lynde has opened a grocery at Winnipeg.

A. Evans has opened a grocery store at Winnipeg.

P. Romanuk, grocer, Winnipeg, has sold branch to A. Kiptyk.

J. W. Atkey, general merchant, Roblin, sold to A. T. Button & Co.

Gould & Dundervale have opened a grocery at Winnipeg Beach, Man.

Thomas & Metuak have started in the grocery business at Winnipeg Beach.

J. A. Piche is opening a grocery store at Petit Nord, Sask.

The Netherhill Trading Co., Netherill, Sask., sold to W. F. Bonter.

B. Lapp, general merchant, Hirsh, Sask., suffered loss by fire.

M. Torkko, grocer, Ladysmith, B.C., has sold to F. Arvet.

Reuben Bayzerman has opened a general store at Disley, Sask.

Roloff & Kaiser are opening a general store at Irvine, Alta.

Calder & Co. have opened a general store at Grassy Lake, Alta.

Peter Hecko, grocer, Edmonton, Alta., has sold to Freeman & Co.

Luelgrove & Woods, grocers, Vancouver, B.C., have dissolved.

P. J. Le Jere & Co. have opened a grocery at Willow Bunch, Sask.

W. P. Locke & Co. have opened a general store at Gull Lake, Sask.

Mrs. Geo. Falconer, Swift Current, Sask., has sold her grocery to I. H. Andrew & Son.

W. J. Managhan, grocer, Vancouver, B.C., sold to J. Fenyn.

Drysdale, of Grant & Drysdale, grocer, Vancouver, B.C., has sold his interest to G. T. Winton.

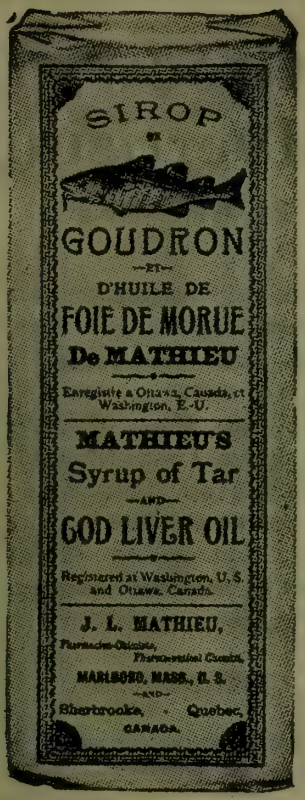
Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug
Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade

MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

STORE TO RENT in thriving town of Ingersoll, specially suited for grocery or hardware; best stand in town, building in first-class condition. To a desirable tenant will be let for term of years at reasonable rental. Apply J. C. NORSWORTHY, Ingersoll, Ont. (30)

FOR SALE.

GROCERY BUSINESS FOR SALE in Windsor, Ontario. Stock $3,000. Will rent or sell property. Address Box 390, THE CANADIAN GROCER, Toronto. (30)

REPRESENTATIVES WANTED.

REPRESENTATIVES WANTED BY MAISON FRANCAISE for the sale of Comestible Oils. Apply, with references, to M. M. SCHWALBE & CIE. Marseille, France, and in French if possible.

SCOTCH MANUFACTURERS OF SAUCE AND Pickles desire first-class Commission Agent to represent them in Halifax, N.S. Only firms who can influence large business need apply. References. Box No. 70, CANADIAN GROCER, 88 Fleet St., London, England. (28)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialities Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.





Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 2 ds	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		
		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
		Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25

Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

5 lbs.	7 lbs	14's & 30's per lb.
Strawberry .. 0 59	0 82	0 10½
Black currant. 0 59	0 82	0 10½
Raspberry .. 0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 30
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

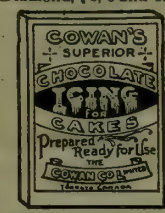
Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 2½ bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocalate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes. 25 and 50-lb. Pails. Tins. Bbls.

White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

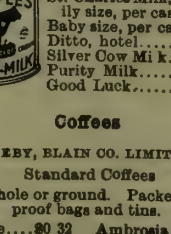
	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





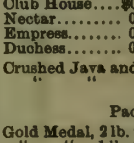
REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80



ST. CHARLES CONDENSING COMPANY.

Prices:



St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 [illegible]
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins, "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pou, 1 lb. pots, "	0 22

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		18 00

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish, and is, moreover, waterproof. "2 in 1" is a popular favorite and sells all the time.

See to Your Stocks

The F. F. Dalley Co., Ltd.
HAMILTON, ONT. and BUFFALO, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



WONDER FLY KILLER

Stock this line as a quick seller at this season, proven to be the best to rid the house of flies. Very compact and strong in its destruction of the household pest, killing them before they leave the side of the tin.

A popular line among your customers and will give you a good profit. The stock never gets old.

Dominion Agents:

Crystal Sealing Co.

204 Stair Building, Toronto - Phone Adelaide 199

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.

Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S



The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating: absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

				Per case
Sur Extra Fins	½ flacons,	40	8ou.	10 50
" "	tins ½ kilo	100	tins	16 00
Extra Fins	" ½ "	100	"	15 50
Tres Fins	" ½ "	100	"	15 00
Fins	" ½ "	100	"	13 00
Mi-Fins	" ½ "	100	"	12 00
Moyens No. 2	" ½ "	100	"	10 00
Moyens No. 3	" ½ "	100	"	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
⅛ gals., 2s	23 00	¼ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILLE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Luna," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 27
Princess Louise, half case, 80 lbs	0 20

Ceylon Green Teas—Japan style—

Duchess, cases 60 lbs	0 24



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

Per doz.

1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



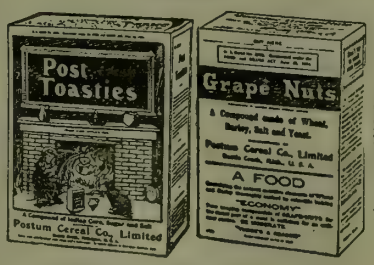
KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs	0 90
Small size, 10 oz	0 45
Packed 3 doz. in wood bo	

Jam	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz.	$2 00
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 10
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 10
20-lb. tins	2 00
Cases 3l-b	0 11
" 5-lb.	0 10½
" 10-lb	0 10½

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 ½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

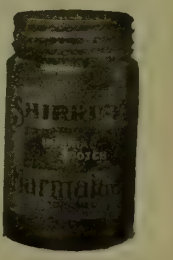
Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

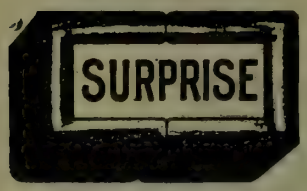
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60
6 doz. to box $7 20
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 4 doz. per case, $6.60; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

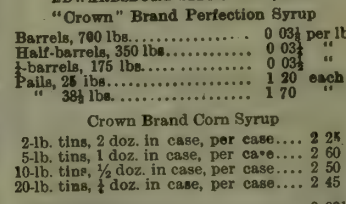
No. 1,	cases 60 1-lb. packages	1 case	$2 85
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 6s	59

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label, 1 lb. or ½		0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label. 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label. retail at 50c	0 35
Brown Label, retail at 50c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

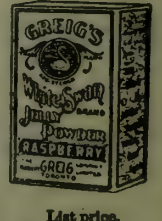
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co



TRADE MARK
KEYSTONE
BRAND.
REGISTERED

BRUSHES

NEW LINES

Very attractive values.

Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

Pure **Reliable**

DWIGHT'S
BAKING SODA

Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

Why Not Now?

SEND IN YOUR

SALT

Order and so secure prompt shipment.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Canadian Grocer in the last month made a net circulation gain of 134: : :

Do you realize what that means?

One hundred and thirty-four more good merchants reading this paper in June than in May.

To be conservative in the extreme, let us estimate the average annual purchases of these merchants at $10,000.

In only an odd case would the figure be so low as that, and in many instances it would run as high as $25,000 to $30,000.

One hundred and thirty-four new readers buying annually $10,000 worth of goods means an increased annual buying power behind this paper of $1,340,000 every month.

And that is equivalent to $16,080,000 per year.

Increase, remember!

Now these merchants do not subscribe to The Grocer for any other reason than that it helps them in their business—helps them to make more money.

That insures for our advertisers a *quality of interest* they can secure in no other way.

Just think over the fact that an advertiser in this paper influences an annual buying power of fully $200,000,000, and that he can do it through a *full-page space every week* for about the same price paid an ordinary clerk in his office.